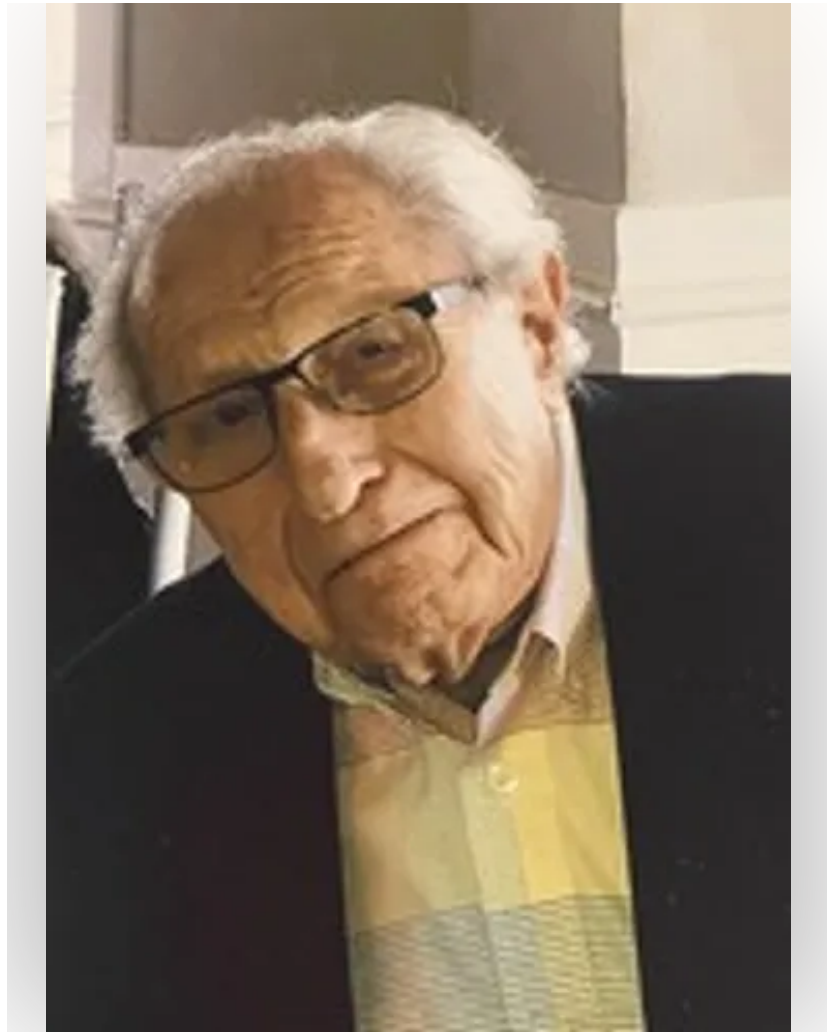


Sanford M. Fern



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Sanford (Sandy) M. Fern, a longtime marketing professional in Rhode Island passed away at home at age 98 on December 23rd

Sandy spent his professional life advising and overseeing advertising, public relations, and marketing programs for many long-term local and national firms. He and his agency also lead marketing programs for gubernatorial and senatorial candidates.

Born in New London, CT, the oldest child of Mae Lahn Fern and Samuel Fern, he graduated from Bulkeley High School and matriculated at Boston University as an advertising major. His college career was interrupted by World War II army service. He received his college degree in 1948 after returning from military service and attending college year-round. At college, he was a member of Phi Alpha fraternity, now part of the Zeta Beta Tau fraternity.

Sandy's first job was with a Hartford, CT, advertising agency before his move to an agency in Pawtucket, Rhode Island. He then became an advertising manager at Bulova Watch in Providence before starting his own agency, Fern Associates, in Providence on Weybosset Street during the early 1950s. In 1968, Sandy merged his agency with James Hanaway, Inc., to form Fern/Hanaway, then later on Fern/Hanaway merged with David P. Monti Advertising/Public Relations to form Fern/Hanaway/Monti, Inc. In 1997, Fern/Hanaway/Monti merged with RDW Group.

During his career, Sandy was honored as Rhode Island Advertising Club Person of the Year. He was a member of the Board of Directors and Chair of Cranston Arc, now known as Access Rhode Island. Sandy was an owner and member of the Board of Directors of the Bonnet Shores Beach Club. He also served on the Board of Directors of Dryvit Systems, one of the agency's long-time clients.

Sandy is survived by his daughter, Deborah Fern, of Cranston, and his son, David Fern and his wife, Heather, of Whitefish, MT, three grandchildren (Holly, Jacob, and Daniel), and two great grandchildren. In addition, his sister, Shirley Levinson, of Dedham, MA, and his brother, Saul Fern, of Cranford, NJ, survive him as well as six nieces and nephews. He was

predeceased by his former wife, Leda Fern, and his late wife, Beverly Fern. Sandy is also survived by his companion of many years, Monica Ethier, of Warwick, RI, and his longtime friends, Denise Hammerschmidt and Mary Caine. His family thanks the health aides from Right at Home for their care and compassion for Sandy over the past several months.

His funeral service will be held at the Sugarman Sinai Memorial Chapel, 458 Hope Street, Providence, at 11:00 AM, Friday, December 27, 2024. Burial will immediately follow in Swan Point Cemetery, 585 Blackstone Blvd, in Providence.

Those unable to attend may join via livestream at

<https://us06web.zoom.us/j/85341718324?pwd=yTyH6ddMsBUDIqZnROWIglmB5LaeMU.1>

In lieu of flowers, contributions in Sandy's memory would greatly be appreciated to Access Rhode Island, 111 Comstock Parkway, Cranston, RI 02921.



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