Rice
3/1/17

Rosalie Rice

MIAMI, FLA. – Rosalie "Rosie" Rice died in her home March, 1. A long-time resident of Miami and Sunny Isles, Rose was born a twin in 1924 in Providence to Benjamin and Bessie Pulner Rice.

Beginning her career in Providence and New York City, Rose came to Miami Beach in 1948 to work at the Miami Daily News. Advancing rapidly, she became a secretary at Paul M. Braun Amusements and a columnist for the Miami Beach Sun, as well as overseeing amusements advertising. In 1960, she launched her independent career in advertising founding Adam Advertising for the Aztec Group of hotels in Sunny Isles, and in 1964 launching Rose Rice Associates, Inc. Rose was the first woman to own her own ad agency in Greater Miami.

She was a member of the Advertising Federation of Greater Miami since 1960, rising to president in 1979-1980. She was the recipient of many "first" awards, including the first person from Miami to receive the Jack Phillips Gold Medal from the State of Florida for her outstanding contributions to advertising; the 1971 Advertising Personality of the Year and in 1981 the Ad Fed's first woman to receive the Silver Medal Award.

A lifelong member of Temple Beth Sholom, she was active in the Jewish Museum of Miami Beach, the Holocaust Museum of Washington DC, and the Children's Cancer Caring Center.

Survivors include her nephews Sanford Gorodetsky (Barbara) and Ira Rice (Sharon) and nieces Lenore Gorodetsky, Marilyn Daniels and Barbara Ramsey (Ted).

Donations may be made to the Ad Federation Scholarship Fund and the Children's Cancer Caring Center.