

NEWS OF OUR CLIENTS



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Richard "Dick" Reed Bear, 85, passed away on Oct. 10, 2013, with his family by his side.

He was born to the late Irwin Reed Bear and Audrey Bradfield, March 9, 1928, in Columbus, Ohio and was brother to the late Barbara MacDonald. Dick was a Yell Leader at Avon Lake High School. He attained a Business degree from Dyke and Spencerian College in 1950. He and Tommie were sweethearts in high school. They married in 1949, traveled the world and settled in Westlake Village, Calif.

Dick served under General MacArthur in the U.S. ARMY during WWII and was awarded the Victory Medal in the Pacific Theatre. While based in the General Headquarters of the Far East Command, Dick was the writer and editor of the Liberator Ship's daily newspaper as part of the ARMY's Public Relations & Communications Department.

Dick was an entrepreneur and a 'possibilitarian' who had a knack for marketing and transforming brands into global enterprises. As Founder and President of Bear Advertising, Inc. based in Hollywood, CA, Westlake Village, CA and Philadelphia, PA, he participated in many industry associations including: American Association of Advertising Agencies, Los Angeles Advertising Club, American Advertising Federation, Toast Masters, Outdoor Writers Association of America, Professional Outdoor Media Association and International Boat Writers Association.

He was very active in his church as former Deacon of St. James Presbyterian Church and member of Calvary Men's Bible Study Group in Westlake Village. A leader in the community, Dick served as former President of the Malibu Lake Mountain Club and was a Boy Scout Troop Leader. He was also the first Commodore at the Westlake Yacht Club and a Charter Member since 1969.

He was an adventurous boy in a man's body... a Mark Twain, Tom Sawyer and Ronald Reagan all rolled into one. He was a true outdoorsman and enjoyed fishing, sailing, boating, gardening, skiing, bird and nature watching. In 1995, Dick bought a U.S. ARMY tank, and sunk it at the Garden State North Reef in New Jersey. His contribution to aquatic preservation is aptly named, Bear's Reef. He also loved the arts, history, model trains, playing the saxophone, and watercolor painting. His passion for life was only exceeded by his overwhelming love for God, his wife, and family.

Dick is survived by his loving wife of 64 years, Tommie Marie Bear, and their three children: Richard Reed Bear, Jr., Bruce Thomas Bear and Leslie Ann Murphy. He is also survived by 10 grandchildren and eight great grandchildren.

In lieu of flowers, the family requests that donations be made on his behalf to the Make-A-Wish Foundation.

A private family burial will take place on Friday, Oct. 18, 2013. A memorial service will be held at the Westlake Yacht Club for friends and family at 2:00 pm on Saturday, Oct. 19, 2013.