



James M. Rock

July 15, 1928 - September 30, 2012

James M. Rock of Bryn Mawr died Sunday, September 30 at Bryn Mawr Hospital. He lived on the Main Line for the past 50 years in Villanova, Haverford, Wayne and most recently, at the Tedwyn in Bryn Mawr. He was the husband of Rita Ann (nee Barry) Rock who pre-deceased him in January, 1999.

Mr. Rock devoted his career to Farm Journal, the nation's oldest agricultural publication, where he was a stellar advertising sales representative. He was known for his sense of humor, joie de vivre and sales savvy. Jim had a customer focus unlike anyone else in the sales field. He would listen and always bring new ideas to the table. And there was always a sense of mischief after the business was complete. Jim was known to enjoy and "adult beverage" with friends, clients and even his competitors.

"His clients were legion and his influence legend. Clients quickly became his friends. Always a fixture at Agri-Marketing conferences, Jim didn't so much attend, as he held court. Where there was a crowd and where there was laughter, Jim was often at the center. Loved and respected, he wasn't really a salesman, but rather a consultant and confidant."

One of his greatest qualities was that of a mentor. He would take people under his wing and teach them or talk to them about the business. His

experience and knowledge was a wonderful resource to those who knew him. Jim loved life and being around people. No one who met Jim was a stranger after 5 minutes of conversation. A quick wit, a sharp tongue and a school boy laugh could be heard when in Jim's presence.

An advertising agency client remarked, "I've never met a better judge of people and character than Jim Rock. He was as loyal a friend as anyone could ever have, and his friends meant the world to him. And during his career, when you were his customer, you got his unyielding commitment. That can't be said about a lot of people."

He and his wife travelled extensively and enjoyed playing bridge. They belonged for many years to Waynesborough Country Club in Paoli and the Downtown Club in Philadelphia. His daughter Anne recalls, "They were the best of friends and complemented each other perfectly. They met one summer while working at Glacier National Park and were inseparable thereafter."

He was born in Marshall, MN, the son of the late Peter W. Rock and Florence (nee Regnier) Rock. He graduated from the University of Minnesota where he was a member of the Zeta Psi fraternity and served on the student senate. After graduation, he served in the Armed Services and travelled extensively around Europe before returning to the U.S.

He is survived by his daughter, Anne Rock Maurer, and his grandson, James Rock Maurer.

Memorial Gifts

In lieu of flowers, you may direct memorial gifts to the Rita Ann Barry Rock Scholarship at Dominican University. Please make checks payable to Dominican University, and indicate that your gift is in memory of James M. Rock. Dominican University, University Advancement, 7900 West Division

Street, River Forest, IL 60305.

Tribute Wall



“ Jim was always filled with a sense of people, he had a way of allowing people to be who they are. My children still remember him as a very special person that had an impact on our family and our life. He will always be remembered by the "Green Family"###imported-begin###Eileen Green###imported-end##

October 23, 2012 at 03:34 PM



“ Dear Ann,

The next time I am in town, I hope you have time that I might meet with you and the family for lunch or a quick bite.

Remembering your dad who was one of a kind and a person who I had the greatest respect and admiration.

Respectfully,

Eileen###imported-begin###Eileen Green###imported-end##

October 23, 2012 at 03:29 PM



“ Dear Anne,

Just found out about Jim's death. What a shock. I don't know if you remember me. Jim and I met while at the University of Minnesota years ago and have been close friends ever since. We phoned each other frequently and I will miss him. Contact me please. Dan Kamish.###imported-begin###Dan Kamish###imported-end##

October 16, 2012 at 07:42 PM



“ Jim....Lots could be said because Jim (The Rock) as I sometime called him
was a delightful man who said it like he saw it...he will be missed.##imported-begin## Rita Dillard##imported-end##

October 09, 2012 at 09:50 AM



“ Jim was my friend and neighbor for the last ten years. We shared coffee, newspapers, a balcony and a cat named, Lily, or Lillian, as he was fond of calling her. We once set the balcony on fire, and I will never ever forget him. I miss him terribly.....I still have two muffins in the freezer, Jim....xo lois##imported-begin##Lois Carita##imported-end##

October 07, 2012 at 07:29 PM



“ JR was my mentor, co-worker and the my greatest friend for 34 years. The memories could fill a novel or an epic TV series. All those days at the "Farm", being one of your clients before that and your friend always. Thanks for being so much to so many. I miss you JR.##imported-begin##Roger Randall##imported-end##

October 07, 2012 at 09:42 AM



“ Jim was a great friend to my dad, Jack Lafferty, long before I had the privilege of getting to know "Rock". He became a mentor, offering sage advice early in my career, and a valued colleague later when we worked together at Farm Journal. Jim's humor, his enthusiasm and his interest in getting to know the people he came in contact with every day as individuals, made for a unique combination. Generations of competitors, clients and colleagues were all blessed to have known him.##imported-begin##Jed Lafferty##imported-end##

October 05, 2012 at 05:37 PM



“ I had the pleasure of working and playing with Jim. He made me -- and so many others -- laugh.

My condolences to his family and friends. Thank you for sharing Jim with us.##imported-begin##Laurie Dvorak Richards##imported-end##

October 05, 2012 at 05:19 PM



“ Jim was a real person and a great friend. As two-of-kind we had much in common.
We shared many good/happy times to-gether, all over the U.S. He was a true friend who could always be counted on to bolster your spirit, when needed. His jovial personality and his occasional craggy needling were unique. He will truly be missed, Adios, my pal, James.##imported-begin##Ed Thompson##imported-end##

October 05, 2012 at 01:45 PM



“ Here's to one of the great people, and one of the great friends, of all time. Jim Rock was a legend in the ag industry, always a breath of fresh air and the life of the party. The best way to describe him, though, is simply 'total class'. May he go with God and rest in peace. He made his friends and the world a better place. He will be greatly missed.##imported-begin##Jim Palmer##imported-end##

October 05, 2012 at 12:41 PM



“ I was a competitor at Successful Farming and never had a bad thing to say about Jim. He was great to know and be around. He was truly a gentleman. I can only hope to have people feel about me, the way I felt about Jim.##imported-begin##Scott Dinkel##imported-end##

October 05, 2012 at 11:34 AM



“ The obituary on Jim has really captured his personality, his career and his life. I was a competitor of Jim's on the East Coast, but we always had a respectful relationship. And, yes, a fun relationship after the selling was completed. I am glad Jim Rock and I crossed paths in life and hopefully will again in the afterlife.##imported-begin##Allan & Sara Johnson##imported-end##

October 05, 2012 at 10:51 AM