



## **The Service for Jock Elliott** (news item for Ogilvy's intranet)

(November 3, 2005) New York City – A pair of bagpipers sent off a procession of Ogilvy colleagues, led by Bill Gray and Carla Hendra, to Jock Elliott's funeral at St. Thomas Episcopal Church on 5th Avenue in New York City yesterday.

Upon arriving at the church, mourners were shown to their seats by Jock's friends and colleagues who served as ushers for the ceremony, among them Chairman and CEO, Shelly Lazarus, Bill Phillips, former Chairman, O&M International, and former Executive Director of Ogilvy Chicago, Joel Raphaelson. Jock's wife, Elly, brother Osborn and the rest of his family were joined by hundreds of others as the pews of the beautiful stone cathedral quickly filled up.

Every detail of the service was chosen with love and care, from the readings, to the choice of music, to the lush Scottish tartan of the bagpiper, to the flowers the ushers wore.

The readings were enhanced with richly resonant hymns sung by members of the celebrated St. Thomas Choir, an outstanding choral ensemble of the Anglican musical tradition.

The only speaker was Osborn Elliott. Part of Osborn's eulogy referenced a speech Jock gave at a Browning School (where he attended) graduation. A speech chosen because it reveals that the key to happiness is to do one's best, a principle Jock lived his life by. The eulogy ended with a poignant, "Jock. My best friend. My big brother. My hero."

A lovely and fitting tribute to the man who touched those he met by exemplifying his personal motto: Do your best.

We will miss you, Jock.