

BYOUR BUSINESS

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Star Quality

If you've bought a calendar with James Dean's image on it, a poster of Marilyn Monroe with her skirt catching the wind, or even a piece of Thomasville furniture featuring the Bogart Collection, you've experienced the work of CMG Worldwide. Based in Indianapolis with satellite offices in Hollywood, CA and Rio de Janeiro, Brazil CMG Worldwide is the premier company for representing the families and estates of deceased celebrities. CMG counts icons such as James Dean, Babe Ruth, Jackie Robinson, Duke Ellington, Ingrid Bergman, Bette Davis and Diana, Princess of Wales among its more than 200 clients in the sports, entertainment and music fields.

"At CMG, we handle intangible property rights," explains Chairman and CEO Mark Roesler. "When we considered a local financial institution to work with us, we were impressed with FORUM Credit Union because they took the time to understand our unique business. And they had all sorts of creative ways to work with us that no other institution had ever taken the time to develop. FORUM is a wonderful fit for CMG."

CMG Worldwide also handles current celebrities, including Lauren Bacall, Sophia Lauren, Hugh Hefner, Chuck Berry and Ivana Trump. With services that include licensing and merchandising, advertising and endorsements, consulting, memorabilia, personal appearances and speaking engagements, CMG puts together more than 2,000 business deals each year for its always-growing client list. "I don't want to be known as the agent to dead stars," laughs Roesler. "But I do have a burning desire for our company to be known as the very best at what we do."

And they are. CMG Worldwide is the largest marketing and talent agency of its kind in the world, largely due to the trailblazing efforts of Roesler. He is recognized as being the foremost authority in the evolving area of the right of publicity. In the early 1980s, Roesler was a pioneer concerning the "right to publicity" for heirs of deceased celebrities. Prior to that time, most states considered this a personal right, which terminated at the death of the star. Due to Roesler's efforts in landmark court decisions, the right to publicity is now a property right, which can be given to another person or to an estate.

Because of its industry expertise, CMG is a high-profile company. Most clients seek CMG's assistance in marketing their image or the image of their deceased celebrity. "The greatest thing we can do for our clients is to be the very best at what we do," continues Roesler. "And that's the same impression I get of FORUM. Our headquarters are here in Indianapolis, and we wanted a quality local financial institution that could grow with us. We are very confident that we've found that in FORUM Credit Union." Now that's star quality for CMG and FORUM!



Mark Roesler shown here with the likenesses of several Hollywood icons that his company, CMG Worldwide, represents. FORUM Business Services was able to meet his high quality standards.