



## Pieter Lighthall Verbeck

August 28, 1938 - May 21, 2018

Pieter Lighthall Verbeck, 79 of Chestertown, MD, passed away peacefully at home on May 21.

Pieter was born on August 28, 1938, in Syracuse, NY, to Karl and Mary Lighthall Verbeck. He spent his childhood in Syracuse and went on to attend Syracuse University, graduating in 1961. He moved to New York, where he began a 40-year career in advertising. After a short stint at McCann Erickson, he moved to Young and Rubicam, where he learned how to be a copywriter. He then joined Ogilvy and Mather in 1967 where he became a Creative Director. He created iconic ads and slogans, some of which are still in use today. He won a Clio Award for his work on Nationwide Insurance and the David Ogilvy Award for Cunard. He often said he had the best job in New York.

He is survived by his wife of 55 years, Linda; a daughter, Millie Spilman (John) of Baltimore; a son, Tony Verbeck (Emily) of Doylestown, PA; a sister, Ann Schenck (Tim) of Wilmington, DE; and five grandchildren.

Pieter and Linda lived in Darien, CT, for 38 years, before retiring to Chestertown, MD, in 2010.

Pieter had a wonderful sense of humor – always quick with the perfect joke or

one-liner to keep friends and family smiling and laughing. He was also a gifted writer and speaker, who was always hungry for knowledge. He could mimic any dialect in the world and spin a great yarn. Peter went to heaven wearing his yellow socks. He will be sorely missed.

A memorial service will be held on Monday, June 18, 2018, at 11:00 am, at Emmanuel Episcopal Church in Chestertown.

In lieu of flowers, contributions may be made in Pieter's memory to Alzheimer's Disease Research, 22521 Gateway Center Drive, Clarksburg, MD 20871.

## Cemetery Details

**Private**

## Previous Events

### **Memorial Service**

JUN 18. 11:00 AM (ET)

Emmanuel Episcopal Church  
101 N. Cross St.  
Chestertown, MD

# Tribute Wall



“ *Pieter Lighthall Verbeck*

October 26, 2023 at 06:42 PM



“ *Pieter Lighthall Verbeck*

January 28, 2023 at 12:44 PM



“ *Pieter Lighthall Verbeck*

January 28, 2023 at 08:03 AM



“ *Peaceful White Lilies Basket was purchased for the family of Pieter Lighthall Verbeck.*



June 14, 2018 at 03:01 PM

BK

“ I was sorry to hear about Pieter's passing. I liked Pieter immensely and we had plenty of good times, both on and off the golf course. There was hardly a time when he didn't have me laughing and smiling. I was sorry to see you guys move away from Darien, and at that point even, I knew I'd miss him. My heartfelt condolences to Linda and also Molly and John and Tony. As they say, we lost a "good man". May he rest in peace.

*Bruce Kinloch*

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**bruce kinloch** - June 01, 2018 at 01:15 PM

SS

“ Linda, so sorry to hear of Piets passing. Lots of memories. Our thoughts are with you and the children and grandchildren. Francy and Scott

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**scott samuel** - May 28, 2018 at 10:31 AM

TP

“ Piet was such a good friend for such a long time. We met in the Taylor Group at O&M in the late sixties. He warned me on my first day, this job was going to be so much fun. He was so right, of course. We all had a blast. And for me, Piet was the catalyst. I lurched off to McCaffrey & McCall but lunches and dinner's with Piet and Linda continued. Years later I found myself back at O&M Partners with Piet at the helm. As Bill Taylor aged, Piet took it upon himself to organize hilarious lunches where, for decades, many of us (Scotty, Ivan, , Fitz, Willy, Bev, et al.) would gather to shower love on "the world's best boss." Piet was true blue. I will miss him and his wacky humor.

*Ted Pettus*

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**ted pettus** - May 27, 2018 at 03:52 PM

PH

“ Piet had been an advertising colleague since the 1970s. He became very much more than that in the early 1980s when I found myself out of a (very bad) job a week before Christmas. Piet reached out and brought me into the group he was then running at an ad agency called Esty. This was at a considerable risk to his own career, since almost nobody at Esty had reason to feel secure at that moment in the agency's history, and the agency really wasn't looking for another copywriter. But he did it anyway.

*People talk about what a great fountain of ideas he was. Absolutely true. I saw that every day when I worked for him. But more important than that, he was a a deep well of humanity and rock-solid integrity. I'm proud to have worked for him, and to have considered him a friend.*

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**Peter Hochstein** - May 24, 2018 at 11:17 AM

CG

“ Condolences to Linda and the Verbeck family. Piet was a great guy- I was privileged to have known him. We had many wonderful years working together. That smile!

*He will be missed.*

*Chuck Guariglia , Ogilvy*

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**Charles Guariglia** - May 23, 2018 at 10:27 AM