



Roger H. Clapp

May 11, 1928 - February 2, 2015

Roger Howland Clapp 86, a resident of Bay Forest in Naples, FL since 1993 died Monday, February 2, 2015. Formerly of Greenwich, CT and Richmond, VA, he was born in Scarsdale, NY on May 11, 1928 the son of Kenneth John Clapp and Louise Allen Clapp of Greenwich, CT and Providence, RI. He was raised in New England and California.

His wife, Patricia Townshend Clapp predeceased him as did his son, Roger H. Clapp, Jr. of Richmond, VA and his brother, Allen K. Clapp of Portland, Or.

He is survived by his sister, Nancy L. Coleman of Congers, NY, his daughters, Georgia L. Moyer and her husband, Michael of Richmond, VA and Sarah T. Zimmermann and her husband, David of Naples, FL; and seven grandchildren, Patrick, Emily and Abigail Clapp, Sarah and Michael Moyer and Devon and Nicholas Zimmermann.

He was a veteran of the U.S. Navy during the Korean War, serving aboard the USS Hamul (AD-20) and the USS Henderson (DD-785) operating in the Sea of Japan and the Yellow Sea.

A member of the Class of 1950, he graduated from Amherst College in Amherst, MA where he was a member of Theta Delta Chi Fraternity.

Following graduation, he served as a Vice President at Benton & Bowles, Inc. and Rumrill-Hoyt, Inc. advertising agencies in New York City. He concluded his career as Vice President and Advertising Director of the Richmond Times-Dispatch in Richmond, VA.

He was a past president of the International Advertising & Marketing Executives, the Mid-Atlantic Advertising & Marketing Executives, the Advertising Club of Richmond, the Sales & Marketing Executives of Richmond and the W. W. Workman Tent, Circus Saints & Sinners of America, Inc.

Following his retirement to Naples in 1993, he was a counselor for SCORE Naples, Counselors to America's Small Business, and became the author of "Through The Ages, An Abbreviated History Of Our World."

A Memorial Service will be held at Roger's church of many years, the First Presbyterian Church of Bonita Springs at 4:00 PM on Monday, February 9, 2015. A private burial service will be scheduled at a later date in Swan Lake Cemetery, Providence, RI.

In lieu of flowers, contributions may be made to the Alzheimer's Support Network 660 Tamiami Tr. North, Suite 21, Naples, FL 34102 who cared for his wife, Patricia prior to her death in 1998.

Arrangements are being handled by Shikany's Bonita Funeral Home.

Previous Events

Memorial Service

FEB 9. 4:00 PM (ET)

First Presbyterian Church of Bonita Springs
9751 Bonita Beach Rd.
Bonita Springs, FL 34135

Tribute Wall



“ *Roger H. Clapp*

October 09, 2023 at 03:40 AM



“ *I missed the funeral due to a major traffic disruption in Marco, I am sad, this man deserves the tribute! I met Roger through SCORE where he was a wonderful asset for the organization. He was one of the sweetest men I ever met.*

Roger was a tireless worker, who would pitch in for any task. He was always polite, listened well and always with a great warm smile. I read and gave my friends copies of his book, what a great idea, to make it easier for all of us to understand history.

What a privilege it was to know and work with Roger Clapp.

Bob Anderson

Bob Anderson - February 09, 2015 at 03:31 PM



“ *Sarah, Georgia and Family,
My sincere heartfelt condolences. May your many warm memories comfort and keep you.
Share all of the wonderful stories to honor and treasure a life well lived.*

I truly admired my Uncle Roger, my Godfather, and will hold you all close to my heart in the days ahead.

Keep sharing his wonderful smile and love to others.

Hugs of Love and Support,

Joani Liddel McCaw



Joan McCaw - February 08, 2015 at 06:37 AM

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“ Remembering many great times with Roger and all the gang at the RTD. Many practical jokes planned by and played on Roger. My prayers are with the family.

Bruce N. Langhorne

Bruce Langhorne - February 07, 2015 at 10:09 AM

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Roger was a great leader and mentor to me when I was a young guy in advertising at The Times-Dispatch. He had fantastic business acumen and a great sense of humor which led to some wonderful meetings, presentations - not to mention lunches and evenings out with customers. After he retired we kept in touch and I enjoyed reading his book that he sent me. It was nice to get an email and his photo Christmas cards. Roger always looked fit and full of fun, whether he was in front of a jet ski or at home relaxing. I know he's missed by so many friends and family members - peace to all.

Floyd Spencer, Richmond, Va.

Floyd Spencer - February 18, 2015 at 04:24 PM