KEEGAN, Frances A., 87, of Sleepy Hollow, NY died January 3, 2017. Born in White Plains, NY to Edward C. and Frances A. Lauck Keegan, Fran was educated at Good Counsel Academy and Good Counsel College from which she earned her B.S. degree in 1951.

She began her business career as a secretary, then traffic manager, at WFAS, a White Plains radio station. She next worked for the public relations director of the Reader's Digest in Pleasantville. She joined the textbook publisher, Henry Holt & Co., where she worked for 15 years, ultimately being named Holt's advertising manager. After six years, she accepted a position with the leading direct mail advertising agency, Wunderman, Ricotta and Kline, Inc., as the first woman vice president and account supervisor for the Book-of-the-Month Club. In 1978, when Wunderman merged with Young and Rubicam, Fran became a vice president with the Book-of-the-Month Club, which was bought by Time, Inc. a year later.

When Good Counsel College, by then known as The College of White Plains, merged with Pace University in 1975, Fran was named a Pace trustee. She joined the Pace staff in 1980, heading up a new University-wide communications department, responsible for external and internal relations. Her background in public relations, direct mail, and marketing served her well in this position. She retired as Vice President and Special Assistant to the President of Pace on August 31, 1993.

She chaired the program and public relations committees of Lincoln Hall in Lincolndale, NY on whose board she served for 30 years. She was active on the White Plains Beautification Committee and served as an Associate of the Sisters of the Divine Compassion for more than 20 years.

In 2005, she moved to Kendal on Hudson, a Continuing Care Retirement Community in Sleepy Hollow, where her intelligence, integrity, and warm personality added immeasurably to the life of the community. Predeceased by her brother, Edward A. Keegan, she is survived by her sister and brother-in-law, Roseanne and Bruce Bethany of Nice, France; three nephews: Jeffrey (Laura), Barry (Sara), and Michael (Jackie) Keegan; five grand nieces and nephews.

A Memorial Mass will be offered at 11am, Saturday, January 14, at the Chapel of the Sisters of the Divine Compassion, 52 North Broadway, White Plains.