

Lois M. Nelson
Advertising Federation of Greater Hampton Roads
1974 Silver Medal Award Honoree



If you found this executive's wallet on the street, you would discover a "short snorter" dollar bill from World War II pilot days, a Playboy Club card, a Boy Scout's ID, and a Red Cross blood donor card punched for eight gallons worth.

Try not to be shocked when the photo on the driver's license reveals a very gracious lady named Lois Nelson, the 1974 Advertising Federation of Greater Hampton Roads' Silver Medal Award recipient.

It has been quoted, "If Lois Nelson says she'll take care of something, people know the job will get done." As executive director of the then-Downtown Norfolk Association, Lois got the job done over a broad spectrum of professional and community interests, not the least of which was her ascendancy to the office of president of the Tidewater Ad Club (now AAF Hampton Roads).

The International Downtown Executives Association appreciated her talents too, as she served as their secretary and treasurer. Virginia's governor appointed her to his Urban Assistance Commission. The federal government asked her to study mass transportation. The Norfolk Chamber of Commerce depended on Lois as president of its Women's Division. The credits for her involvement went on.

But make no mistake. Lois Nelson was an advertising executive. She spent the first 10 years after World War II in radio and television as a traffic manager and national sales coordinator.

The Downtown Norfolk Association functioned on her ability to create and organize effective promotions. She managed the media, designed advertising campaigns and wrote copy. In short, she demonstrated the skills and talents which are the backbone of our industry. That she so successfully employed these skills in her career earned our respect. That she gave them so unselfishly to the broader community earned her our admiration and our Silver Medal.