

Lee M. Lassiter
Advertising Federation of Greater Hampton Roads
1976 Silver Medal Award Honoree



According to past Silver Medal Award recipient Dan Goldman, "Lee Lassiter fills the most vital role in the Dan Advertising agency." She was a combination office manager, production manager, media buyer and trouble shooter.

Leona Marie "Lee" Lassiter, the 1976 Advertising Federation of Greater Hampton Roads Silver Medal Award honoree, was born in Cumberland, Maryland, and grew up in Alexandria, Virginia. She lived in Norfolk since the early 1950s and began work at Dan Advertising in 1959.

She was listed in the "Who's Who in the World of Advertising," and was the founder and vice-president of Operation Friendship, Inc., a social and recreational program for mentally disabled teens and adults. Lee served as secretary of the Advertising Club of Tidewater (now Advertising Federation of Greater Hampton Roads), a member of the Advertising Review Board of Tidewater, Ladies Auxiliary to the International Association of Fire Fighters Local 68 and was a longtime board member of the Tidewater Association of Retarded Citizens.

Lee actively participated in fundraising for United Cerebral Palsy, the March of Dimes and Muscular Dystrophy. She was public relations chair for the Virginia Special Olympics and, in 1971, received a special recognition award for outstanding service to the VSO from the Kennedy Foundation. In 1974, she was the recipient of the outstanding Service to the Mentally Retarded award and the 1975 Bronze Cup Award from the parents of Operation Friendship, Inc. in appreciation for dedication and service to the mentally disabled.

She left Dan Advertising shortly after receiving the Silver Medal to begin a new career as an account executive at WAVY-TV. She was named Salesperson of the Month eight times from 1978-1980. She became a charter member of WAVY's "Million Dollar Club" in 1978 and was the first to achieve \$2 million in sales in 1988. She received the "Distinguished Sales Award" from the Sales and Marketing Executives of Tidewater in 1982.

Lee Lassiter was the mother of two children, stepmother of two, and grandmother of two. She died on February 15, 2012.