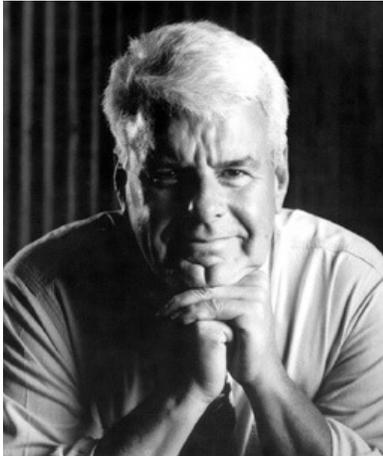


J. Daniel Ballard
Advertising Federation of Greater Hampton Roads
1992 Silver Medal Award Honoree



“Advertising, when it’s done right, can be a powerful force for change.

For more than 35 years, our agency (Lawler Ballard) used that force for a group of clients as diverse as bakers and bankers, lotteries and hospitals.

Most of our campaigns worked, and worked well.

The client organizations grew and so did we.

But through it all, we remained true to our basic idea; that talented, aggressive agency people together on a piece of business and let them go. No holds barred. No committee reviews. No unnecessary layers of approval.”

-- Dan Ballard, 1992 Silver Medal Award honoree.

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From *The Virginian-Pilot*:

J. Daniel Ballard, 79, died December 23, 2012 at his home in Norfolk.

A native of Cincinnati, he moved here upon enlisting in the Navy. A natural artist, he was chosen to train underwater demolition team (UDT) divers in underwater drawing. When his Navy life ended, his advertising and public relations life began.

He started his career with Atlantic National Advertising, which in time became Lawler Ballard Advertising, for many years the largest ad agency in Virginia.

The firm held many large accounts including Virginia National Bank – now Bank of America – and Rubbermaid, to mention a few, and received more awards and accolades than can be mentioned. He was the quintessential ad man.

Aside from his career he was driven to make Norfolk a great city and strove to unify the Hampton Roads area, holding many board positions. He was incredibly generous with his time and ideas. He was also a huge advocate for organ donation. In 1991, after years of heart disease, he received a new heart. With a life expectancy of just six years

he was a new man. With a new wife and a new boat, he covered the east coast for more than 21 years with an energy and passion that was uncompromised.