

Howard B. Waters **Advertising Federation of Greater Hampton Roads** **1999 Silver Medal Award Honoree**



Howard B. Waters was president of Waters Advertising Agency, Inc. in Newport News when he was honored with the 1999 Silver Medal Award from the Advertising Federation of Greater Hampton Roads.

Founded in 1959 by the late Leonard R. Waters, the agency was the Peninsula's oldest and largest advertising firm, serving a wide array of clients in local and regional businesses such as health services, manufacturing, financial services, tourism, economic development, technology, retail and professional services. Waters became president of the agency in 1984, having joined the firm in 1975. The firm later became Waters & Bridgman.

Waters served as Chairman of the Board for the Virginia Peninsula Chamber of Commerce in 1996, is the current Chairman of the Thomas Nelson Community College Board, and is a past President of the Peninsula Rotary Club. He is also a board member of the Peninsula Fine Arts Center, the Virginia Living Museum, the Salvation Army and the Peninsula Alliance for Economic Development.

Waters was assistant producer and script editor of a video documentary about local Holocaust survivors that won a regional Emmy Award in 1997. He was also instrumental in the establishment of the African-American / Jewish Community Relations Symposium at Hampton University.

Professionally, Waters served as Governor and later Chairman of the Board of District 3 (Virginia, North Carolina and South Carolina) of the American Advertising Federation (AAF) and as the AAF's Virginia Governor. In addition, he received the Humanitarian Award from the National Council for Community and Justice (NCCJ) in 1999. In 2000, he received the Legion of Excellence Award from AAF's District 3, an award presented to only seven advertising professionals since 1985.

Waters graduated from Hampden-Sydney College. He lives in Williamsburg with his wife Sandy, a marketing representative for Concentra Managed Care. Their son Leonard graduated from Heritage High's Engineering & Technology Magnet School.