

## Joseph Takach Advertising Federation of Greater Hampton Roads 2005 Silver Medal Award Honoree



The Silver Medal Award honoree for 2005 was Joseph Takach – co-founder, chief executive officer, and owner of The Meridian Group, one of the region’s largest and established integrated marketing communications firms.

Joe always has had the philosophy of asking “why?” His goal has been to question everything to ensure that the creative and marketing will be result-oriented – the way marketing should be.

Truly a “hands-on” CEO, Joe has been involved in the implementation and development of the marketing programs for dozens of companies, in virtually every industry from luxury travel to outdoor power equipment, and most in between.

Under his leadership, TMG has done pro-bono marketing for numerous non-profit organizations. The agency has also volunteered hundreds of hours for other groups like the Southeastern Virginia Food Bank and Salvation Army.

A graduate of York Academy of Arts in Pennsylvania, Joe moved to Virginia Beach in 1979 to work as an art director at Old Dominion University.

In 1980, he founded Ad-Ventures Advertising with Eric G. Lackey.

The graphic design studio grew into The Meridian Group Marketing Communications. The agency currently has offices in Virginia Beach, Fort Lauderdale, St. Augustine, and New York, with over 50 employees including its sister company, tmg3.com.

As a creative director, Joe has been the recipient of many prestigious awards for advertising, including local and regional ADDY® Awards, Silver Microphone Awards for radio advertising, TELLY® Awards for television advertising and “Best in Show” for the Hospitality Sales & Marketing International (HSMIA) Awards for excellence in hospitality public relations in 2002, as well as Virginia’s HSMIA New Member of the Year award in 1991.

He was a past President of the Advertising Federation of Greater Hampton Roads and has served on the Board of Directors of the Better Business Bureau’s Advertising Review Program and Hotel Sales & Marketing Association International of the Virginias,

and various other associations. He has served as a judge for AMA EFFIE Awards, the Golden Bell Awards, and Judging Chairman for HSMAI International Travel Awards.

Joe has been active in many civic and professional organizations locally, regionally and nationally, including committees for the Hampton Roads Chamber of Commerce, the American Heart Association, the Marketing Committee for Tidewater Access, Virginia Beach Education Foundation, the Chesapeake Bay Wine Classic Foundation, HSMAI, and President of the Lago Mar Civic League.

When Joe's not traveling to The Meridian Group's three other offices or to counsel clients, he is happy chillin' by the pool with his wife Paige and daughter Kerry, sipping a Corona and listening to Jimmy B. He also gets great enjoyment out of cooking, both indoors and out and rarely turns down a chance to golf with "D Boys," even when he lets Steve win.