

Elaine Roberts **Advertising Federation of Greater Hampton Roads** **2006 Silver Medal Award Honoree**



The 2006 AAF Hampton Roads Silver Medal Award honoree was Elaine Roberts.

Elaine was a founding member of CreativEdge Video and Film Productions with Gary Ball and Duncan Brown in 1983. The company was the oldest production company in Southside Hampton Roads until its sale.

She served as President and Senior Producer for most of the company's existence. During her tenure, CreativEdge won more than 120 awards for production excellence and was awarded Chesapeake's Small Business of the Year in 1988.

Elaine's achievements and awards reached far beyond Hampton Roads. In 2004, Elaine produced and directed "Domestic Violence," a 24-minute program for the US Navy with worldwide distribution. It won both the Department of Defense Training Award and the Department of Defense Top Video of the year.

She personally won 64 additional awards for her work, including a National ADDY® Award for a Virginia Beach Tourism spot she produced in 2000 for BCF&M. This spot won the top award out of more than 4000 entries in the Tourism/Travel category.

In addition to excellence in her field, Elaine has consistently given back to the community in which she works and resides. She served as the first President of the Hampton Roads Virginia Production Services Alliance (VPSA) in 1988.

During Elaine's tenure, CreativEdge supported many local community organizations and causes through pro-bono/reduced-cost production, including March of Dimes, Hope House, Boys and Girls Club, Virginia Arts Festival, the Ad Club of Hampton Roads and many more.

Elaine was a founding member of the steering committee for Hampton Roads "Out of Darkness" Community Walk. This group's mission is to heighten public awareness about how we can help loved ones battle depression. Elaine and her husband, Kai, attend Spring Branch Church in Virginia Beach and contribute money to help families in Hampton Roads and overseas.