

SILVER MEDAL AWARD

The American Advertising Federation's Silver Medal Award Program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern.

Annually, AAF member clubs bestow this honor upon outstanding members of the local advertising community.

For many local clubs, awarding the AAF Silver Medal is the highlight of their year. It enhances the image of advertising by recognizing a locally well-known person for their advertising and community involvement. Candidates are nominated by AAF Toledo members and the recipient is selected by a panel of judges (the three previous winners).



CRITERIA

Silver Medal recipients are selected by a panel of judges from each local club (the three previous winners).

CONTRIBUTION TO HIS/HER COMPANY

The recipient must have achieved success in one of the following areas of work: advertising agency, advertiser, media or advertising service.

CREATIVE ABILITY

The recipient must have shown a consistent, high degree of original thinking in their field.

CONTRIBUTIONS TO THE GENERAL ADVANCEMENT OF ADVERTISING

The recipient must have worked to increase the stature and raise the standards of the advertising profession.

CONTRIBUTIONS TO THE COMMUNITY

The recipient should be someone who has been active in civic, religious, or other groups dedicated to human or social welfare.

DAN WEEKS

SILVER MEDAL AWARD

Dan Weeks has been in the advertising and communications business as a Designer and Art Director both in the corporate environment and in business with partners and employees since 1969. After graduating from The Institute of Design in Visual Communications at The Illinois Institute of Technology in Chicago he worked for one of the largest design firms in the country, Unimark International. He was hired by Owens-Illinois as the senior designer in their advertising & communications department in 1973. In 1981 he opened his own firm and has been a member of the ad community to the present day.

Dan's work has been included in the NY Art Directors annuals. Two of Dan's posters were used in the NY Art Directors Annual calendar, sold all over the country. His work has also appeared in the Graphis Poster and Packaging Annuals, NY Art Direction logo and stationary annuals, CA magazine and was recently included in the Graphis 100 Years of Trademarks compilation. His annual reports, brochures, exhibits and identities have won ADDYs and Crystal over the years, and a cook book designed for the Toledo Museum of art recently won a national book design award.

Dan has taught design classes at Bowling Green State University, and presented his work at the fiftieth anniversary of The Institute of Design. He has lectured at the Toledo School for The Arts and given presentations to The Women in Communications organization. Dan has been a board member of The Toledo Chapter of The AIGA, and is also active on the Rogers High School Design curriculum committee.

Dan has and continues to do pro-bono work for such Non Profit organizations as the Arthritis Foundation, Children's Diabetes Foundation, Assistance Dogs of America, The Zeph Center and The Toledo Ballet. He also designed the identity for the Toledo Rep. Dan administers and contributes to The Karen Weeks Scholarship Fundraiser for West Side Montessori by holding the "5-KDUB" family fund drive every year. Dan has also been on various committees for Zion Lutheran Church and school. For the school, he designed and installed two 50 ft. murals for their interiors. While at Owens-Illinois he coached the boys softball teams. And at the present time is working on The Daughters Project, a safe house for young girls caught up in the sex trafficking trade.

Dan has designed and self-initiated a series of tables and is currently working on producing digital fine art prints and continues to work to make the world a little more graphically pleasing one project at a time.

