

The Adcraft Club of Detroit Hall of Fame honors the men and women who distinguished themselves in the Detroit marketing communications industry. Nominations will be evaluated against the criteria below and must be limited to 150 words. In addition, the information about the nominee and nominator requested below must be included. Additional materials will not be forwarded to the judging committee and will not be considered.

CRITERIA

- Nominee performed a substantial portion of his/her marketing communications career in Detroit.
- Nominee distinguished himself/herself in his/her career, contributing to the betterment of marketing communications overall and its reputation here in Detroit.
- Nominee is/was a long-standing member of the Adcraft Club of Detroit and had a significant impact on the Club and its activities.
- Nominee made volunteer contributions to the Detroit community.
- Nominee has been retired from his/her primary career for one year, or if still active, has had more than 20 years of total marketing communications service.

NOMINEE BIOGRAPHICAL INFORMATION:

Nominee's Name: Mr. John Kolon

Title or Former Title: President/Owner

Company: Kolon, Bittker & Desmond Advertising

Beginning/Ending Years Nominee Worked in Marketing Communications:

Beginning/Ending Years Nominee Was a Member of Adcraft:

Beginning/Ending Years Nominee Served as an Office of Adcraft:

What Capacity? (If Applicable):

NOMINATION SUBMITTED BY:

Name: R. David Eick

Title: President

Company: RDE Enterprises

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Phone: 248-231-8067

Date of Submission: 12/9/19

IN 150 WORDS OR LESS, DESCRIBE THE NOMINEE'S QUALIFICATIONS FOR INDUCTION INTO THE ADCRAFT CLUB OF DETROIT HALL OF FAME. PLEASE USE THE SPACE BELOW.

I am writing in support of John Kolon. I have known John for over 30 years both in business and in the community. I feel John has been very instrumental in helping make Detroit a vibrant powerhouse in advertising. He is also involved in many charitable activities and has served on various boards.

He was President/Owner of his own advertising agency, Kolon, Bittker & Desmond; which was absorbed into Darcy Advertising where he headed the multi products division.

John was instrumental in helping make his clients very successful. His client list has included such prominent names like; Little Caesars, Arbor Drugs, Flagstar Bank, Kowalski and Vic Tanny. He crafted innovative campaigns for them in a full range of major media, winning numerous prestigious awards. I commend him on his many accomplishments and urge the board to approve John for the Hall of Fame.