

1961 – Gordon Navan	Norman Navan Moore & Baird
1962 – Wesley Aves	Aves Advertising, Inc.
1963 – Wilfred Peterson	The Jaqua Company
1964 – Robert E. Jaqua	The Jaqua Company
1965 – Willard Schroeder	Time Life Broadcasting (WOTV)
1966 – Eugene Broene	Steelcase, Inc.
1967 – Kenneth Maatman	Rapistan
1968 – Edward F. Davison	Aves Advertising, Inc.
1969 – G. William Sefton	Sefton Associates
1970 – Charles F. Johnson, Jr.	Johnson & Dean, Inc.
1971 – Richard I. Kowalkowski	The Jaqua Company
1972 – Guy E. Greene	Sefton Associates
1973 – Willis R. Montgomery, Jr.	The Grand Rapids Press
1974 – Charles H. Westra	Meijer, Inc.
1975 – Richard D. Hansknecht	Carpenter Paper Company
1976 – George U. Lyons	W. Michigan Telecasters, Inc. (WZZM-TV)
1977 – James S. Alexander	Alexander Marketing Services, Inc.
1978 – Ronald Nordstrom	Nordstrom/Cox Marketing, Inc.
1979 – Thomas F. VanderMey	Modern Imaging
1979 - Gordon Duncan	Modern Imaging
1980 – Lynne Bradshaw	Bradshaw Advertising
1981 – Robert Carpenter	Bob Carpenter & Group, Inc.
1982 – James Markle	Aves Advertising
1983 – Charles Doner	Kent Skills Center
1984 – Brian Cox	Nordstrom/Cox Marketing, Inc.
1985 – Gregg Hagley	Rogers Department Store
1986 – David S. Kagan	Johnson & Dean, Inc.
1987 – Ronald Dykstra	Federated Media (WCUZ-AM/FM)
1988 – Joseph Stevens	Stevens Graphics International
1989 – Gerald B. Cox	The Cox Company

1990 – James Messner	J.W. Messner, Inc.
1991 – Adrianna Snyder	J.D. Thomas
1992 – Rob Pocock	Nordstrom/Cox Marketing, Inc.
1993 – Donald H. Bratt, Sr.	Stevens Advertising
1994 – Ted Etheridge	The Etheridge Company
1995 – Gordon Ondersma	Meijer, Inc.
1996 – Edward R. Kastelz, Jr.	National Correct Color/National Printing
1997 – Tom Quinn	J.W. Messner, Inc.
1998 – Stan Felder	Felder Communications
1999 – Bill McKendry	Hanon McKendry
2000 – Jim Hanon	Hanon McKendry
2001 – Patrick Mullen	Tribune Television/WXMI Fox 17
2002 – Bonnie Payne	Norman Payne Advertising
2003 –Perry Ballard	Perry Ballard Incorporated (PBI)
2004 – Jack Maynard	Spectrum Graphics
2005 – Jann McKellar	Spartan Stores
2006 – Ben Mendoza	Wolverine World Wide, Inc.
2007 - Ward Veldman	Stevens Advertising
2008 - Ron Davis	Biggs Gilmore
2009 – Steve Frykholm	Herman Miller