

2022 SESSION

ENROLLED

HOUSE JOINT RESOLUTION NO. 313

Celebrating the life of Keith Melville Andrus.

Agreed to by the House of Delegates, March 7, 2022
Agreed to by the Senate, March 9, 2022

WHEREAS, Keith Melville Andrus, an esteemed advertising executive and beloved member of the Hampton Roads community, died on January 4, 2022; and

WHEREAS, Keith Andrus was born and raised in Ontario and later in his childhood moved to Mooresville, North Carolina, where he graduated from high school; and

WHEREAS, Keith Andrus earned a degree in marketing from Central Piedmont Community College before embarking upon a distinguished career in advertising and marketing that would span more than five decades; and

WHEREAS, Keith Andrus first took positions in the advertising departments of Harris Teeter and the *Charlotte Observer* newspaper in Charlotte before relocating to Portsmouth, where he gained valuable experience at the Christian Broadcasting Network, working as creative director of its in-house agency, Victor King; and

WHEREAS, Keith Andrus served the marketing needs of local, regional, and national clients, first at the Hampton Roads advertising agency, Redmond, Admundson, and Rice, and later with his own agency, Ethicom Associates Advertising, a thriving business he and his wife, Linda, grew for more than 30 years; and

WHEREAS, in recognition of his professional accomplishments, Keith Andrus was the recipient of dozens of local, regional, and national awards, including Clio Awards, ADDY awards, Telly Awards, and many more; and

WHEREAS, Keith Andrus gave generously of his time and advertising expertise to further the missions of underserved nonprofit and religious organizations, giving them the same service and attention he gave to national brands; and

WHEREAS, on March 11, 2019, Keith Andrus fulfilled a longtime dream of becoming a United States citizen, embracing the rights and responsibilities of citizenship with great pride and enthusiasm; and

WHEREAS, guided throughout both his professional and personal lives by his faith, Keith Andrus was a man of prayer who loved to immerse himself in the Bible and its teachings; and

WHEREAS, Keith Andrus will be fondly remembered and dearly missed by his loving wife of more than 50 years, Linda; his sons, Benjamin, Timothy, and Joel, and their families; and numerous other family members and friends; now, therefore, be it

RESOLVED by the House of Delegates, the Senate concurring, That the General Assembly hereby note with great sadness the loss of Keith Melville Andrus, an accomplished advertising executive whose kindness and compassion touched countless lives; and, be it

RESOLVED FURTHER, That the Clerk of the House of Delegates prepare a copy of this resolution for presentation to the family of Keith Melville Andrus as an expression of the General Assembly's respect for his memory.

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