

## EXTENSIONS OF REMARKS

SAN MATEO COUNTY SHERIFF DON  
HORSLEY—A DISTINGUISHED  
LAW ENFORCEMENT OFFICIAL

### HON. TOM LANTOS

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

*Tuesday, December 5, 2006*

Mr. LANTOS. Mr. Speaker, I rise today to congratulate Sheriff Donald Horsley on his long and distinguished law enforcement service for the County of San Mateo, and cities of East Palo Alto and Daly City, California, in my congressional district. As a patrol officer and as Sheriff, Don Horsley has dedicated thirty-eight years to law enforcement and has a proven record of combating the community's most vexing criminal challenges with effective strategies.

Under Sheriff Horsley's professional and dedicated leadership, the San Mateo County Sheriff's Office has developed an extensive number of innovative programs to ensure a safer community. These include the Graffiti Abatement Program, Community Policing Program, Vehicle Theft Task Force, Gang Intelligence/Investigative Unit, Sexual Habitual Offender Program, an expanded DARE Program, an identity theft and computer related crime task force, and a School Resource Officer Program as well as the Sheriff's Activity League to help kids become successful in school and keep at-risk kids out of gangs.

Sheriff Horsley has also exhibited a great talent in working with other public officials in coordinating cohesion among municipalities within San Mateo County, neighboring counties in the San Francisco Bay Area, and working with federal law enforcement. Sheriff Horsley has been actively involved in coordinating with the FBI and other Bay Area Sheriffs' Departments as part of a regional Joint Terrorism Task Force and has established a regional information sharing network.

Sheriff Horsley has proven instrumental in obtaining the necessary funds for enhancing law enforcement in San Mateo County. He has been integral in directing the Sheriff's Office of Emergency Services to obtain federal grants from the Department of Homeland Security to secure equipment and training for first responders and public health workers. Additionally, Sheriff Horsley successfully worked with Congresswoman ESHOO and me to obtain federal funds for San Mateo County to build a state of the art crime laboratory.

In performing the many responsibilities of his job, Sheriff Horsley has not lost sight of the goal of attempting to rehabilitate and treat prisoners humanely. Under his leadership, Sheriff Horsley has brought educational, religious and substance abuse programs to the county jail. He has also ensured medical and mental health services for prisoners as well as instituting Critical Incident Training for officers in the field to more effectively communicate with mentally ill individuals.

Mr. Speaker, I invite my colleagues to join me in thanking Sheriff Donald Horsley for his

contribution to the protection and improvement of our community in San Mateo County. I am truly delighted and inspired by Sheriff Horsley's dedication to law enforcement and public service and wish him continued success in his future endeavors.

### 50TH BUSINESS ANNIVERSARY OF MR. JOSEPH H. BALL

### HON. JIM GERLACH

OF PENNSYLVANIA

IN THE HOUSE OF REPRESENTATIVES

*Tuesday, December 5, 2006*

Mr. GERLACH. Mr. Speaker, I would like the below article to be included in the CONGRESSIONAL RECORD. Mr. Ball is an outstanding constituent and I am honored to help him celebrate his fifty years of service to his family, community, and business. This article, "LM Honors Joe Ball for Five Decades in a Business He Loves", by Melissa Steven, appeared in the Main Line Times on November 9, 2006.

#### LM HONORS JOE BALL FOR FIVE DECADES IN A BUSINESS HE LOVES

Although he has been working for a half-century as founder and CEO of American Advertising Services, Joseph Ball said he feels like he hasn't worked at all. "I didn't work a day in 50 years because I loved every minute of it," said Ball of Penn Valley. "I believe in advertising. I sincerely do." This past August, the Lower Merion Township Board of Commissioners recognized Ball and his American Advertising Services with an "Official Commendation" plaque for the company's 50th anniversary. Throughout five decades, Ball has spawned numerous other businesses in the communications area, including ACT (Advertising/Communications Times), the longest established marketing and business-to-business monthly journal for the Philadelphia region. And just a few weeks ago, Ball created yet another new business, American Business Development, which "marries businesses," said Ball.

"I don't live in yesterday," said Ball. "I look ahead and live in today." Ball was just 26 when he launched American Advertising Services in 1956. Working since 17 for The Philadelphia Inquirer, where he started as a copy boy, Ball volunteered to do just about anything his managers would let him do to learn, including writing and editing. He left the newspaper business because he wanted to take a chance and start his own company.

He started American Advertising Services company with a \$35 Royal typewriter on a desk in a room he shared with his 10-year-old sister. The company grew and moved to Philadelphia, where he rented a space in a basement on South 22nd Street for \$50 a month. Two more relocations later, Ball settled for the next 40 years at Second and Chestnut streets in Old City, Philadelphia. Two years ago, he moved the business to a new home in Bala Cynwyd.

Ball and his wife of 48 years, Sandy, have made Penn Valley their home for the past 40 years. They raised their three children there and sent all through Lower Merion School District schools. Now, with eight grand-

children, Ball still shows no signs of slowing down.

Melinda Williams, managing partner of the Williams Group, an ad agency, started her communications career as an account executive at American Advertising Services after graduating from Syracuse University. She had trouble finding a job, she said, because "you come out of college with a lot of knowledge, but yet no one would hire you because you didn't have any experience. Joe took a chance on me and on a lot of other people when they were young," said Williams. "And you never forget the first person who takes a chance on you."

Williams spent a year and a half with Ball's company, working with different companies as an account executive. She said the experience provided an education second to none. "It gave me a unique perch on the market. It allowed me to figure out which areas in communications I wanted to go into."

Including Williams, Ball has helped launch the careers of many other communications professionals who have walked through the doors of his businesses. Ball gave Warren Conely his start as an artist in the late '70s. Conely, now working at the Philadelphia Inquirer in advertising art, started as an artist for ACT. "He did give me my start in the business," said Conely. "He gave you a true taste of the ad industry." Ball believes so many former employees have succeeded because they learned very essential techniques from working with him. He teaches employees to "persevere, persevere, persevere" and "In sales, never hear the first 'no,' just give another idea."

"You just smile your way through the day and never see a problem," said Ball, "[but] see a challenge and think 'How can I overcome it?'" "Any facet in the ad industry, whether it be radio, television or print, you learned it all from Joe because he did it all," said Conely. "He got everybody involved in every aspect of the business." Williams said Ball's dedication to his job and love for it really showed every day. "He was always the first one in and last one out," she said. One key ingredient to Ball's success, said Williams, was his knack for hiring the right people for the job. "He always hired nice people who were smart, innovative, creative and who had a lot of potential."

In the '60s, at a time when women were going on interviews in white gloves, pumps at a reasonable height, and pearls, Ball was basing his hiring decisions on talent, not gender. "It was very hard for women to get positions because you needed experience to get hired, and Joe hired me without experience," said Jane Stark, who was hired by Ball in 1965 as a copywriter. Stark went on to be promoted to a public relations position at American Advertising Services. "Joe was responsible for opening a lot of doors and was very open to promoting employees within his business," said Stark, who later became the general manager of NBC TV-40 in South Jersey for 21 years. "He gave women lots of opportunities. From little acorns, big trees grow."

Williams agreed that Ball gave many women opportunities to start their careers

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