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| INDUCTEEJon Tracosas ’70 |  |
| Jon Tracosas moved into the Ardsley school district at the start of fourth grade in 1961. He always said it was one of the best things that ever happened to him. He was educated by wonderful, committed teachers and coaches, made lifelong friends, and got to play almost any sport imaginable.Along the way he had some noteworthy athletic achievements: He was awarded varsity letters in five *different* sports—nine varsity letters in all. He was the first-ever  |  |

Ardsley athlete to be named to the All-County Football *and* Baseball teams; first-

ever Ardsley athlete to be named to the New York Daily News All-County Football team, which honors the best athletes in the metro New York area. He was All-CWL in three sports—football, baseball, and wrestling.

In football he was a linebacker and running back, team MVP, and captain. He gained 2,223 yards in sixteen games his junior and senior years, averaging almost 140 yards a game. In baseball, he was two-time captain and team MVP. He hit .406 his junior year and was, according to Tony Veteri, NFL referee/head linesman in the sixties, seventies, and eighties and high school baseball umpire, “the best high school catcher he’d seen in twenty-five years of umpiring high school baseball”.

After Ardsley High School, Jon attended Cornell University (1970–74). He majored in history—Classical Studies: Greek and Roman civilization. He also played football there; was a member of the 1971 Ivy-League Championship team—the first-ever for the school; set a school record for most tackles in a game—twenty-four (twenty-one solos/three assists); and was an All-Ivy League linebacker. He also met his future bride at Cornell—the wonderful and witty Beth Johnston.

After Cornell, in what he calls his “Hemingway years,” Jon pursued a master’s degree in history; lived as the weekend “house parent,” watching over a half dozen troubled and abused teenagers; played “minor league” pro football with the Bridgeport Jets; and made a few bucks boxing while sparring with ranked Angel Oquendo for his light-heavyweight fight with champion John Conteh.

Professionally, Jon was in the advertising business for more than thirty-five years. He held senior executive positions at several well-known ad agencies: Chief Marketing Officer—Arnold; Chief Strategy Officer—Moroch Partners; President/General Mgr. of three—Doner, FCB West Coast, Lois/USA. Jon was in leadership positions at two agencies that were recognized as “Agency of the Year”: Deutsch 1994 and Doner 1998. And he was the key strategist for LensCrafters when it was named “Marketer of the Year” 1994.

Jon was fortunate to be mentored by people of significance. In turn, he had the opportunity to team with and train talented and innovative co-workers throughout his career, collaborating on many well-known marketing breakthroughs and campaigns: He created McDonald’s Dollar Menu, which has generated over $100 billion dollars in sales since its inception in 2000. To spur sales and repeat purchase at a critical juncture, he developed the windshield sticker for Jiffy Lube, now omnipresent in virtually every car in America, reminding drivers to change their car’s oil.

He led and worked with teams that created award-winning ad campaigns, including “I want my MTV” (MTV); “Good to the Last Drop” (Maxwell House Coffee);“Zoom-Zoom” (Mazda); “Make time for Time” (Time Magazine);“A Better You” (Vision Works); and Sunday Night Football (ESPN).

Jon currently has his own marketing consulting business, JT & Associates, and authors several industry newsletters. He is also Professor (Adjunct) of Marketing & Advertising at the Fashion Institute of Technology (FIT) in NYC.

In his spare time he gardens—building rock walls, swearing at the deer that eat his lilies; continues to study history; walks several miles a day with his German Shepherd “Mac Dog”; and volunteers, with his wife Beth, to read regularly to third graders in Bridgeport, Connecticut.

Jon has been married to Beth Johnston Tracosas for forty-one years. Their romance produced two beautiful and talented daughters whom they are very proud of: Leah, an author who has written over a dozen children’s books, and Willa, who is a Design Manager at Facebook.

They also have two grandsons—Theo, ten months old, and Miles Jon, who was tragically killed one year ago almost to the day. He was five years old. Jon and Beth are dedicated to keeping the memory of Miles alive.