

LAMBERT

Jonathan C. Lambert, Jon, J.C., 60, of Lincoln, Nebraska - Osaka, Japan, passed away on November 23, 2011, as a result of complications from pancreatic cancer while under hospice care in Phoenix, Arizona.

The first of six children born to Thomas D. and Georgia R. (Tivey) Lambert on May 5, 1951, he grew up as the oldest child in a loving family, while helping his busy mother oversee the younger siblings. Later, at the age of thirteen when given a lawn mower as a birthday present, he began the first of his many profitable and illustrious business operations, mowing lawns. Soon, through his indomitable sales efforts and with the help of his younger brothers, he had many customers and a fleet of lawn mowers operating, while also offering leaf raking and snow scooping services. After several years of success, he sold the mowing operations to his younger brothers and began his career in the newspaper business. There he became one of the top subscription salesmen for the *Omaha World Herald* in the entire state. His high school years, which took him only three to complete due to finishing all requirements early, ended with Jon being offered a full-ride scholarship to Wayne State College. During these years Jon also earned the Eagle Scout Award, booked and promoted bands and dances, and spent time in show business as a manager for the downtown and drive-in theaters in Wayne, Nebraska. There he learned an appreciation for artistry and performing talents. He founded a printing and direct mail company in 1968, and settled into his chosen profession of Direct Marketing.

During his adult professional years, Jon was known as a visionary direct marketer and as Founder and Chairman of ACTON International, Ltd. Having been a recognized pioneer of Direct Marketing for many years, and through the various direct marketing accomplishments in his life, he showed an ever-continuing devotion to the advancement of direct marketing methods around the world.

During Mr. Lambert's 43-year reign as Chairman of ACTON, he was a continuous marketing innovator and doggedly pursued his commitment to client profitability as measured by quantifiable results. With philosophies like this, the company grew from a simple printing service into a global Direct Marketing organization with offices in Japan (Tokyo and Osaka), Germany (Kassel), and Brazil (San Paulo) as well as Lincoln, Nebraska.

Through his leadership, ACTON became synonymous with international data and digital processing. He was a member of the Direct Marketing Association, Direct Marketing Agency Council, and List and Database Council. He was a past president and board member of the Association of Direct Marketing Agencies (ADMA) and co-founder of the Mid American Direct Marketing Association. Mr. Lambert was invited on several occasions to the White House to visit with the President and discuss his personal observations and views on International Direct Marketing. In 2008, Jon received the Silver Apple Award from the New York Direct Marketing Club for his decades of service to the direct marketing industry.

Although Mr. Lambert had boundless energy and was a registered Mensa, he is best remembered by his friends and family as a very loyal, generous friend and devoted husband and father. Always a voracious reader, he was also considered a very competitive card player. He was a true student of humanity who loved meeting people, dining and travelling. This fit very naturally with his position at ACTON where Jon was a driving force who touched hundreds of lives all over the world. His greatest joy was his family, and the many personal friends he made during his life and professional career. His personality, leadership abilities, creative insights, and intuition were once, and possibly best described as "Beyond Imagination."

Mr. Lambert is survived by his spouse Shihori Nakamura, his two daughters Stephanie and Allison, his stepson Taro Nakamura, his mother Georgia Lambert, four brothers, a sister and numerous aunts, uncles and cousins. Mr. Lambert's remains will be cremated and a celebration of his life will be scheduled sometime next year.