



James S. Watson
President

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Jim is a 1973 graduate of Iowa State University where he earned his Bachelor of Science Degree in journalism and marketing. He has been associated with Hanson Advertising for 30 years, performing strategic planning, copywriting, public relations, and special event coordination for dozens of clients in a variety of manufacturing and service industries.

Jim is involved in a number of volunteer activities which broaden his perspective of our Quad City area and help maintain an unusually large network of contacts which are often leveraged for the benefit of our clients.

He is past chairman of Junior Achievement and continues to serve on the Board of Directors of JA, the Illinois Quad Cities Chamber of Commerce, Iowa Council of Boy Scouts and the William Butterworth Memorial Trust. His service as Chair of Special Events Fundraising on the United Way Cabinet has helped increase annual sponsorships by 256 percent during his three-year tenure.

Jim performs additional community service by helping raise funds for the Boy Scouts, American Red Cross, the Genesis Foundation and the Bettendorf Learning Campus.