

## OBITUARY

J. Dan Brock, formerly of Miami, Fla., and presently of Winston-Salem, died peacefully Sunday morning, May 29, 2005, at Brookridge Retirement Home. He was 89.

Born a farm outside of Montgomery, AL on Feb. 19, 1916, Mr. Brock became a recognized leader in the airline industry. Graduating from Lanier High School in Montgomery, he continued his studies at Tulane University in New Orleans, LA.

In 1938, he joined Eastern Airlines, serving in various traffic and sales responsibilities in Montgomery, and then Atlanta, GA. In 1941, he joined Pan American Airways and was sent to Bermuda. After World War II broke out, he enlisted in the Army Air Force and served as a captain in the Air Transport Command with assignments in the U.S. and European Theatre.

After the war he returned home, joining Waterman Airlines. Its aviation assets were subsequently transferred to TACA International Airlines. At TACA he was assigned to numerous Central American posts. It was in the Republic of Panama that he met his wife, Alice Jones, a draftsman for the U.S. Army. After marrying on Jan. 8, 1948, they lived in Panama and El Salvador before TACA moved them to its new headquarters in New Orleans. He served as vice president of traffic and sales at TACA and later joined L.B. Maytag at Frontier Airlines, serving in the same capacity. In 1962, Mr. Maytag purchased controlling interest in National Airlines and asked Mr. Brock to join him in Miami. He served National as senior vice president of marketing and as a member of its board of directors for nearly 18 years until his retirement in 1981. He retired just as National was purchased by Pan American Airways.

While at National Airlines, he was very active in promoting Florida and its growing tourism interests. He was responsible for numerous business initiatives that were considered well ahead of their time. These included "No Frills" fares, innovative advertising campaigns such as the "Fly Me" and "Is This Anyway to Run an Airline? You Bet It Is!" campaigns. He brought fashion designer Oleg Cassini to National to redesign flight-attendant uniforms and presided over two branding changes at National, with the Sun King motif being the most famous. His business vision and international aspirations resulted in the introduction of Miami's first transatlantic service to London offered by an American airline. He oversaw the continuing growth of National's international service before his retirement in 1980.

During his 43-year airline career, Mr. Brock was well known in the commercial aviation industry, serving as the president of the Air Traffic Conference of America, a board member of the Discover America association and a member of numerous international committees for the International Air Transport Association. His community spirit was reflected in his role as the president of the Miami Lighthouse for the Blind and a board member of the Deaf Services Bureau of Miami. He served as a member of the board of governors of the Greater Miami Chamber of Commerce, was the vice chairman of the Florida Tourism Commission and was an honorary consul to Guatemala. Mr. Brock was a former member of the Riviera Country Club in Coral Gables, Fla., and the Biscayne Bay Yacht Club of Miami.

Mr. Brock is survived by a loving and close-knit family, including his wife of more than 57 years, Alice Jones Brock of Winston-Salem; son, J. Daniel Brock Jr. and his wife, Dr. Margaret F. Brock, of Winston-Salem; daughter, Timi Brock Most and her husband, Dr. Robert B. Most, of Menlo Park, Calif.; son, F. Laurens "Larry" Brock and his wife, Megan O'Malley Brock, of Signal Mountain, Tenn.; ten grandchildren; and many cousins, nieces and nephews. His mother, Rebecca Lamar Brock; his father, Alexander Franklin Brock; and six brothers and sisters preceded him in death.