

"History of Pensacola Industries and their impact on today's HR Professionals"

Speaker: Mr. John Appleyard

Biography:

Born in Chicago, IL, Appleyard attended the Northwestern University School of Journalism before joining the Army during World War II, working across Europe as hospital registrar from 1943-1946.

Following hostilities, attended the University of Delaware, where he earned a Bachelor's degree with honors in 1947. He joined Armstrong Cork Company in Beaver Falls, PA that year and was transferred by the company to Pensacola in 1950.

Appleyard went to work with local advertising firm Justin Weddell & Associates in 1957. He founded his own firm, the John Appleyard Agency in 1959. The agency started with only three clients: the Port of Pensacola, Baptist Hospital, and Cary & Company. By being the first to offer an in-house recording studio and film production for television, it quickly grew into one of the area's foremost marketing firms. He maintains an office in the agency's Cordova Square building for his writing and community work.

An avid historian, Appleyard has penned dozens of books about Pensacola's past. Many of his works are fictional dramatizations of historical individuals and events. Despite the advent of personal computers, Appleyard still does most of his writing on a 1954 Royal typewriter.