



# John "Ken" Kenneth Sanders

NOV 1, 1939 - JUN 19, 2014



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HAWAIIAN  
MEMORIAL PARK MORTUARY  
AT VALLEY OF THE TEMPLES

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# John "Ken" Kenneth Sanders

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**K**en was born and raised in Tucson, Arizona November 1, 1939 to Autie and Fae Sanders. Ken was class president his senior year at Catalina High School, where he met and later Married Diane Nasby. Ken and Diane had two sons, John Jr., and Jeff. Ken had an adventurous soul from an early age and traveled through Europe, one high school Summer, as an Envoy to the American Red Cross.

Ken served his country in the Army, after graduation from Catalina High School. Ken attended the University of Arizona, in Tucson, Arizona. Ken, Diane, John and Jeff lived in California, where Ken began his career in Advertising, before Ken and family moved to Honolulu in 1966.

In early 1981, Ken met Cathi Watson, and began their courtship. They were married May 24th of the same year. Ken and Cathi have three children; Brian, Riley, and Julia. Ken and Cathi have lived in both Kailua/Lanikai and Honolulu over the years. Ken, Cathi and the children lived in Maryland also, while Ken obtained his Masters Degree at Syracuse University.

Ken is survived by Cathi, John, Jeff, Brian, Riley, and Julia.

Ken possessed a wide background of experience in business development, marketing, sales, Internet, creative direction, design, analysis, account supervision, management, financial development, copywriting, public relations, tourism, admin/budget planning & community service.

Ken worked for top advertising agencies for several years. From 1966 through 1973, Ken was the Head Art Director for many leading Advertising agencies such as Lennen & Newell (Honolulu), McCann-Erickson (Honolulu), Milici Advertising (San Fransisco), and Botsford, DeGarmo & Day Ltd (London).

It wasn't long before Ken's ambition led him to open his own advertising agency; Sanders & Gamble, and then later, Sanders & Printup. Both ventures were prolific and prominent not just in



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Hawaii's marketing domain, but in the mainland as well. Ken also was the founder and owner of The Foundry, an innovative art gallery that had onsite artistic work stations for over 150 local artists to come create their work, regardless of the medium.

Just prior to his passing, Ken was Chairman, Co-Founder, and President of Ocean Network LLC.

Member of the Board of Directors of the Chamber of Commerce of HI., on Council of Chairs, Chairman of the Affiliated Chambers of Commerce & Business Organizations, Past President of the Honolulu Advertising Federation, Hawaii Film Board and others. Past National American Advertising Federation District Governor. Hawaii's Ad Man of the Year, 1972 -1973, for professionalism and leadership in the industry. One of Hawaii's leading authorities in business development, marketing, Internet, sales, design, and P.R.

Ken was President & Director of Marketing of HAWAII-ALOHA.COM, Inc. He was President & Creative Director of SANDERS MARKETING, INC.: Director of Group Sales & Marketing for MarketPlace Hawaii, an Electronic Shopping Center of Hawaii. Co-founder and C.E.O. of Pacific Trading Post & Logo Shoppe. He was also teaching marketing and communications as an Adjunct Professor at Hawaii Pacific University, and providing Property Management services for his own properties. All of these on a full-time extension of what was part-time employment during the two year period while obtaining a Master's Degree from Syracuse University, NY.

He was the Director of Marketing, Public Affairs & Financial Development for the Hawaii State Chapter of the American Red Cross. Ken was consistently chosen to lead, advise, or represent almost every social, business, or philanthropic organization that he ever joined. Ken always volunteered his time, effort, and expertise in positions many others would request compensation.

Ken's business and social network was far-reaching. He has touched many lives. He leaves an everlasting legacy in the business world, the art world, and in our hearts.

Ken's favorite saying and personal motto ultimately spoke to his character –  
"Do unto others as you would have them do unto you."

Anyone who met Ken, found a friend.



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Celebration of Life for Ken Sanders  
Mid Pacific Country Club  
Lanikai  
Saturday, July 5, 2014  
1:00 p.m. to 3:00 p.m.



## Tribute Wall

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CA

**Christie Adams** posted:

December 25, 2021I just now learned of Ken's passing. I'm so sorry.Ken excelled in marketing here in Honolulu, and I believe everyone knew him as a very nice man.My condolences to his family.Aloha,Christie AdamsHonolulu, Hawaii

December 25 at 10:44 AM

SM

**Sandra Mccrea** posted:

I stumbled upon this notice a few years after we did a home exchange with Ken and his wife for my place in Phoenix where he went for cancer treatment. He and his home left us with beautiful memories of Hawaii and we enjoyed the company of his son John while we were there. Clearly he was a devoted family man and hoping all is well with his children and his wife Cathy. Sandra McCrea

October 1 at 10:23 PM

BE

**Barbara Eberhart** posted:

Surrounding all of you with Love and Aloha. Ken was so amazing, what a gift to the community in so many ways. The world is a little better place because he was here. I'm very glad I got to know him. Much Love, Barbara Eberhart

July 5 at 2:07 PM

BC

**Bee Leng Chua** posted:

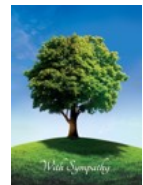
Ken was utterly devoted to his Cathi. He spoke proudly of all his children. My heartfelt sympathy for your loss of a loving husband and father. May you all be greatly comforted and have the strength to carry on without him in your lives. His friends will miss him dearly - and admire his entrepreneurial passion for his ventures. Most of all, we will miss his friendship. Ken was gentle, generous, kind and always positive towards the challenges that came his way. We are inspired by his courage and attitude towards life. Bee Leng Chua

July 5 at 5:40 AM

TB

**Tetsuzan (Benny) R.** sent a sympathy card to the Sanders family.

July 1 at 4:24 PM





# Memories only last if you share them

Join us in honoring John "Ken" by contributing to a collection of shared memories.



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