

Ida Mae Ballard (Simon) (*Posthumously*)

Humanitarian/Marketing

Inducted July 30, 2005

Ida Mae Ballard (Simon) was born in Memphis, Tennessee. She matriculated to Lincoln University in 1967 and graduated in 1971 with a degree in Elementary Education. At Lincoln, she was chosen as Miss Sophomore, Miss Finer Womanhood, and in her senior year, she was crowned Miss Lincoln University. After leaving Lincoln, Ida earned a Master's of Education degree from University of Illinois in 1972, and in 1987, obtained a Masters of Divinity at Union Theological Seminary of New York.

Her career began as a teacher in Mobile, Alabama and later her hometown of Memphis. Ida left teaching and found her niche in the fields of sales and marketing with IBM. In 1980, she moved to New York City as a Sales Representative with Exxon, XEROX, and ITT. She continued her climb up the career ladder becoming the first Marketing Director for the United Negro College Fund, where she raised funds for small, private Historically Black College and Universities. During her tenure, she implemented and contribution to many innovative and exciting fundraising events, the Michael Jordan Golf Classic and the well-known Lou Rawls UNCF Telethon.

In, 2001, Ida was appointed Vice President and Chief Development Officer of the Thurgood Marshall Scholarship Foundation. The Foundation's main goal is provided funds for students attending, large public, Historically Black Colleges and Universities, such as Lincoln University.

Ida was blessed to experience a full-life circle by returning to Lincoln as the Vice President of University Advancements and the Executive Director of the Lincoln University Foundation. This position afforded her opportunity to share her fundraising and "friend-raising" expertise with her beloved alma mater. During her short tenure, she was the catalyst for significant improvement in alumni giving and local community support for the University. Ida had a number of major initiatives in progress at the time of her death in May 2004. It was her outstanding leadership and "can do attitude" that established the successful annual President's Awards/Recognition Gala and Auction. This major fundraiser is a living a testament to her vision of bringing the University and the Jefferson City community together.

Ida was married to Patric Simon, and was the sister of alumnae, Ella Mar Ballard.