



TICK HOUK

John T. Houk III, called “Tick” after his grandfather, has been involved with that National Heritage Foundation since early childhood. His father Dock Houk, founder of NHF, took him around the country promoting charitable foundations. It was a natural, therefore, for Tick to assume the Presidency of NHF in 1997.

Since graduation from Virginia Tech in 1986, Tick has helped to design and implement marketing plans for the Electronic Industries Association. As a consultant to the U.S. Department of Treasury, he helped design and implement marketing plans for the U.S. Mint that raised millions of dollars for charities in the United States.



Tick is an excellent athlete and has played tennis exhibitions with Dock around the world. His wife, Julie, is also on the NHF staff. They have three children, all of whom show promise of ability to carry the NHF torch into the next century.

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