



A Remembrance of Hugh Robert Mellon

November 10, 1948—December 25, 2012



On December 25, 2012 Hugh Robert Mellon passed from this life in the arms of his beloved family. Born in Oakland, California, Hugh was the second child of six to Commander Hugh Robert Mellon Sr. and his wife, Margaret Emerson Humphrey Mellon, of San Mateo, California.

The Mellon family relocated to Coronado where Hugh attended Coronado High School, class of 1967. Hugh was a true “Islander”, he loved to surf, and he felt most at home in the ocean.



After graduation, he attended New Mexico State University, where he met the love of his life, Berta Lopez, a native of New Mexico. From the time they first met, they spent all of their time together, marrying in 1974, and later having two children.

Hugh used his innate creativity, self-starting motivation, and business savvy to launch a career in advertising and marketing in the horse-racing Industry—ultimately starting his own advertising agency. He has been credited in leading horse-racing publications as well as in *People Magazine* for making the horse-racing world a part of people’s everyday lives, giving the phrase, “A day at the races”, a whole new meaning.

For his advertising acumen, Hugh was awarded the coveted CLIO award, the advertising world’s highest award. Additionally, Hugh branched out by marketing to the John Hancock Sun Bowl in El Paso, Texas, the Internet racing world through his company winticket.com, and he started an Internet gambling company, thereby bringing Internet racing to homes across the country.

Hugh is survived by his wife Berta, his daughter Jennifer, his son Hugh Robert Mellon III, daughter-in-law Lauren, and his four beloved ‘other’ children: three cockatiels and George, his Macaw who still looks around and calls for “Pa” everyday. He is also survived by four brothers and one sister, many nieces and nephews, and many friends that he considered family.

Source: Coronado Eagle Weekender and Facebook.