



Louise Beltron Kennedy

January 14, 1934 - May 11, 2023

Louise Beltron Kennedy, who died on May 11, was born in Mayville, Chautauqua County, New York. The youngest child of Mabel (Wilcox) and Simon Ruiz Beltron, Louise attended Chautauqua High School where she was a cheerleader and majorette.

Louise's love of dance led to a professional career after high school, when she traveled extensively with various professional tour companies. In the early 1970s she made Winter Park, Florida, her home. It was at a cocktail reception that she had a fortuitous conversation with Ed and Artice Prizer, the owners of an up-and-coming city magazine – Orlando Magazine. Ed knew right away that Louise would make an impressive advertising salesperson. He offered her a job and she built it into a legendary career that spanned more than five decades. She was one of the most consistently successful print salespeople in the region, often generating millions of dollars annually even when print advertising found itself under challenge. She was recognized for her achievements by multiple industry organizations including the Orlando Area Advertising Federation and the Florida Magazine Association.

In 1983, Louise married J.R. (Dick) Kennedy, a highly respected telecommunications industry executive. Together they traveled the world, meeting international leaders and heads of state. Louise was always the consummate corporate wife -- but at home in Central Florida, she was the

celebrity. Because of her successful advertising sales career, the couple were regulars at social and philanthropic gatherings.

Louise is predeceased by her beloved husband of nearly 40 years as well as her parents; her brother, John Beltron; and her sister, Laura Adams.

She is survived by her son, Jon C. Swanson (Theresa); her granddaughter, Rebecca Lee (Christopher); and her stepchildren: Monica (Dave) Kounter; Jessica (A.G.) Scheckton; and Dr. Christopher Kennedy along with a step grandson, Ryan. She also leaves behind her treasured Shih Tzu, Sophie, numerous nieces and nephews, and an untold number of clients whom she considered friends.

Per her wishes, no services are planned.