

# Norman Clark Tanner

Excerpt taken from the SL tribune 2/17/2015-[mikeg@sltrib.com](mailto:mikeg@sltrib.com)

## 1914-2015

Norman Tanner was a born salesman, whose exuberance and persistence helped transform the little jewelry business started by his uncle O.C. Tanner into a worldwide operation that counts the Olympic movement among its clientele.

He was also a humanitarian, whose experiences during World War II — including the liberation of Dachau, the Nazi concentration camp outside of Munich — made him a dedicated pacifist. To advance world peace, he and his wife established the Barbara L. and Norman C. Tanner Center for Nonviolent Human Rights Advocacy at the University of Utah.

For much of the past century, Tanner advocated for groups ranging from the Salt Lake Rotary Club to the Utah Manufacturers Association. When he wasn't working hard he was playing hard — skiing, fishing, climbing or flying.

Tanner, who achieved the rank of lieutenant colonel in the Army, never talked much about how the war fueled his pacifism. But in a tribute prepared for his 100th birthday, he noted that as horrific it was, "war was a piece of cake compared to what I saw at Dachau. ... It was the most disturbing thing that ever happened to me in my life."

Consequently, his wife of 77 years said in the tribute, "when he came back from the war, he was a real peacenik. We had the same social values. We were both, in a sense, rebels, and we just wanted to see some real social change."

Tanner took part in protests during nuclear tests in Nevada. He marched side-by-side with Russians and Americans during the Cold War. Then he and Barbara started the Tanner Center for Human Rights at the U.

Tanner also cared deeply about the family business.

Before the war he was his uncle Obert's main salesman, spreading its sales of pins and rings to University of Utah fraternities and sororities, local businesses such as Utah Power & Light and then some national companies.

Tanner was a president of the Utah Manufacturers Association and a vice president with its national organization. He was on the boards of United Way, the National Multiple Sclerosis Society and the National Arthritis Foundation. He was especially dedicated to the Salt Lake Rotary Club, serving as its president and in other capacities.

## Education

Institution	School	Degree	Year	Level
University of Utah	Business	Bachelor of Science-Business	1945	Undergraduate

## Awards/Honors

Award or Honor	Date	Comments
Honorary Degree	2002	Westminster - Honorary Doctorate of Public Service
U Founders Day Distinguished Alum	02-26-1998	Alumni Association - Distinguished Alumnus
U Emeritus Merit of Honor	04-01-1988	Alumni Association - Emeritus Merit of Honor
Philanthropic Award	11-14-2000	USFR - Philanthropic Leadership Award
Man of the Year	1987	Utah Arthritis Foundation
Hope Chest Award	1981	MS Society
Alexis de Tocqueville Society	N/A	United Way
Air Medal	N/A	US Army
Bronze Star	N/A	US Army

## Working Board Positions

Employer	Status	Job Title
Barbara L. & Norman C. Tanner Center for Nonviolent Human Rights Advocacy	Former	Co-Chair/Co-Founder
O.C. Tanner Company	Former	President
MS Society	Former	Board Member
Salt Lake Rotary Club	Former	Board Member
Utah Manufacturer's Association	Former	Board Member
Utah Jr. Chamber of Commerce	Former	Board Member
United Way of America, Million Dollar Roundtable	Former	Board Member
National Association of Manufacturers	Former	Board Member
Utah Arthritis Foundation	Former	President
US Army (WWII)	Former	Lt. Colonel

## Committee Participation

Committee	Status	Role
Utah Arthritis Foundation	Former	Member/President
NHMU Board	Former	Member
AA Emeritus Alumni Board	Emeritus	Member
Health Sciences Council	Emeritus	Member
Natural History Museum	Former	Member

## Activities

Activity	Participation
Honor Society-Old/Pre Viking	Participant
Honor Society- Owl and Key	Participant
Sigma Chi Fraternity	Participant

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[Norman C. Tanner - Salt Lake Tribune](#)