



*LeadingAge™*  
Washington

# RECOGNIZING EXCELLENCE IN SALES & MARKETING

## 2017 Award Winners

Sponsored by:

**3rd Act** magazine™  
AGING WITH CONFIDENCE

# A SPECIAL THANKS TO OUR JUDGES



**Connie Parsons**



**Kellie Moeller**



**Mike Gilbert**



**Barb Mrozak**



**Melinda Sechrist**



**Thanks also to our  
Facilitator Steve Wattenbarger**





# This awards session was made possible by



3rd Act magazine™  
AGING WITH CONFIDENCE

# 9 AWARD CATEGORIES

1. Print Advertising
2. Broadcast Advertising
3. Digital Marketing
4. Social Media Marketing
5. Marketing Event to Drive Sales/Occupancy
6. Social Accountability/ Community Outreach Event
7. Public Relations
8. Integrated Marketing
9. Judges Innovation Award



# PRINT ADVERTISING



PRINT  
ADVERTISING



PARKSHORE

# DON WARFIELD SILVER AWARD



PARKSHORE:  
A NEW-OF-A-KIND  
COMMUNITY.

SEEN PARKSHORE LATELY,  
GET A SECOND LOOK.

• Lake Washington and  
• Harbor. With

ENJOY EXCLUSIVE  
• Independent living or  
• Community with  
• \$275,000+

PRINT  
ADVERTISING

SKYLINE

# KRISTEN CRAWFORD GOLD AWARD



## ANNOUNCIN

We've created an informa  
navigate your future.

Please join us for one, or al

THE ART OF AGING \

**Tuesday, May 17 • 1:30**

Presented by Roberta MacD  
an extensive history in leadi  
popular "Art of Aging Well."

TRANSITIONS AS WE

**Tuesday, May 24 • 1**

Presented by Lisa Mayfir  
management consultant  
aging life care profess

TEN WAYS TO F

**Tuesday, May**

Presented by P  
focuses on e'

Cr



# **BROADCAST ADVERTISING**



# BROADCAST ADVERTISING

CRISTA<sup>TM</sup>  
SENIOR  
LIVING

## WENDY KLEPPE SILVER AWARD





# **DIGITAL MARKETING**

DIGITAL  
MARKETING



PARKSHORE

# DON WARFIELD SILVER AWARD



WELCOME TO LAKE FRONT LIVING  
It's a delicious lifestyle.





DIGITAL  
MARKETING

SKYLINE

# KRISTEN CRAWFORD GOLD AWARD





# **SOCIAL MEDIA MARKETING**

# SOCIAL MEDIA MARKETING



FRANKE TOBEY JONES

## CHRIS HALL SILVER AWARD





SOCIAL MEDIA  
MARKETING



BAYVIEW

A POINT OF VIEW

# JILL CHANG GOLD AWARD





# **MARKETING EVENT TO DRIVE SALES**

MARKETING  
EVENT TO  
DRIVE SALES



FRANKE TOBEY JONES

# CHRIS HALL SILVER AWARD





MARKETING  
EVENT TO  
DRIVE SALES



PARKSHORE

# DON WARFIELD GOLD AWARD





# **SOCIAL ACCOUNTABILITY**

SOCIAL  
ACCOUNTABILITY



BAYVIEW

A POINT OF VIEW

# NANCY WEINBECK SILVER AWARD





**SOCIAL  
ACCOUNTABILITY**



*Warm Beach*  
SENIOR COMMUNITY  
Christ Centered - People Focused

# **SHEILA BARLETT GOLD AWARD**





# **PUBLIC RELATIONS**

PUBLIC  
RELATIONS



*Warm Beach*  
SENIOR COMMUNITY  
Christ Centered - People Focused

# SHEILA BARTLETT SILVER AWARD





**PUBLIC  
RELATIONS**



**BAYVIEW**

A POINT OF VIEW

# **JILL CHANG GOLD AWARD**





# INTEGRATED MARKETING

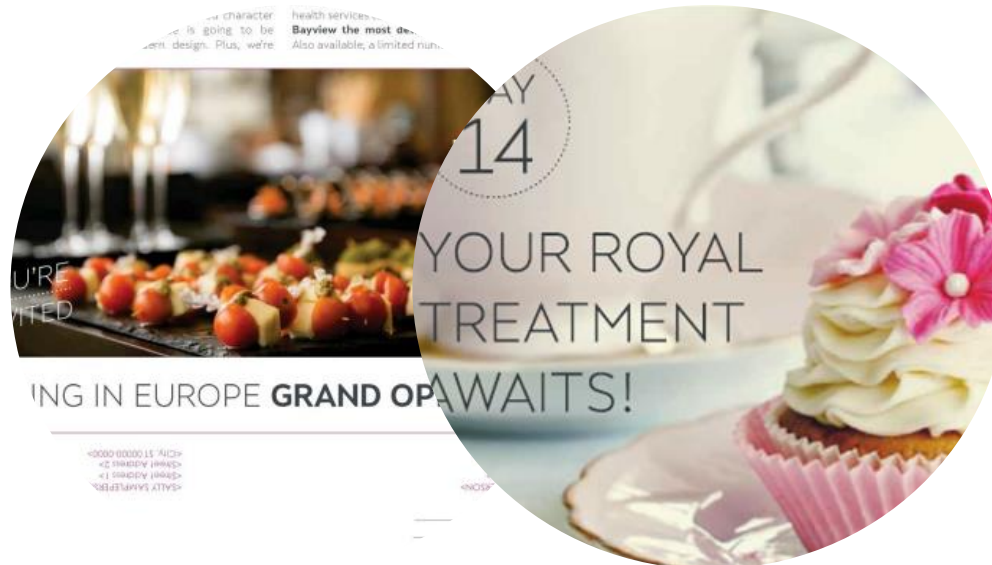
INTEGRATED  
MARKETING



BAYVIEW

A POINT OF VIEW

# NANCY WEINBECK SILVER AWARD





**INTEGRATED  
MARKETING**



**Rockwood**  
RETIREMENT COMMUNITIES

# **EOWYN SALLIS GOLD AWARD**





# JUDGES

# **INNOVATION AWARD**

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JUDGES  
INNOVATION



**BAYVIEW**

A POINT OF VIEW





**THANK YOU!**

**Visit [LeadingAgeWA.org](http://LeadingAgeWA.org)**

**THE NEXT CALL FOR ENTRIES WILL  
BE IN JANUARY 2018. DON'T MISS OUT.**