



*LeadingAge™*  
*Washington*

RECOGNIZING EXCELLENCE IN  
**SALES & MARKETING**  
2018 Award Winners

Sponsored by:

**VARSITY®**  
— WINNING THE MATURE MARKET™ —

**Life** **ON PURPOSE**

# A SPECIAL THANKS TO OUR JUDGES



**Connie Parsons**



**Jean Klundt**



**Matt Hunt**



**Rian Cool**



**Sue Wilhelm**



**Thanks also to our  
Facilitator Steve Wattenbarger!**



# NINE 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, Program or Initiative
7. Public Relations
8. Integrated Marketing
9. Judges Innovation Award

PRINT ADVERTISING



BAYVIEW

A POINT OF VIEW

# NANCY WEINBECK SILVER AWARD



Construction workers  
do our move-in specials.

Come take a  
experience beauty in pro

## THE BAYVIEW RENAISSANCE HARDHAT TOURS

RSVP for a hardhat tour happening  
each date from **11:30 am to 1 pm**.  
Choose your date and call!

**April 22 • May 1 • May 10 • June 1**

**at Aloha Street, Seattle, WA 98101**

Limited Seating, RSVP required

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PRINT ADVERTISING

SKYLINE

## DON WARFIELD GOLD AWARD



Applications must be submitted by 5:00pm on Friday, June 1st, 2018.

**OPEN HOUSE** Skyline, a 62+ retirement community, is having an exclusive Open House for Cathedral of the Holy Spirit members following Noon Mass on Sunday, June 3rd, from 1:30-3pm. One and two bedroom independent apartment homes will be available to tour. Refreshments, beverage and appetizer as you learn more about the lifestyle and amenities of Skyline. RSVP to [fjahan@skylinescattle.org](mailto:fjahan@skylinescattle.org).

MEMBRANCE Throughout the year  
Church, we remember  
the faithful

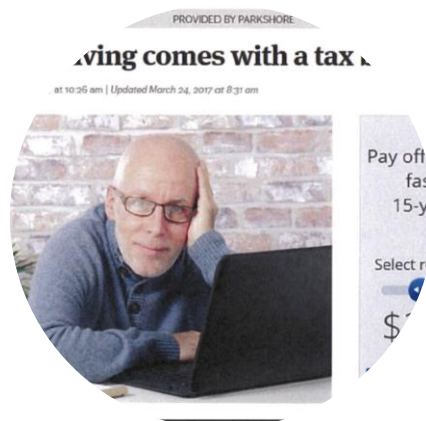
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DIGITAL MARKETING



PARKSHORE

# JANIS SMITH SILVER AWARD



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DIGITAL MARKETING



FRANKE TOBEY JONES

# CHRIS HALL GOLD AWARD



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SOCIAL MEDIA MARKETING



# EOWYN SALLIS GOLD AWARD



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MARKETING EVENT  
TO DRIVE SALE



**BAYVIEW**

A POINT OF VIEW

# **NANCY WEINBECK SILVER AWARD**



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MARKETING EVENT  
TO DRIVE SALE



Horizon House

# MARYA PURRINGTON SHOESTRING AWARD



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MARKETING EVENT  
TO DRIVE SALE



FRED LIND MANOR  
Not-for-Profit Senior Living

# KATHERINE POST GOLD AWARD



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# NANCY WOO SILVER AWARD



SOCIAL ACCOUNTABILITY



Rockwood  
RETIREMENT COMMUNITIES

# LISA VAN MANSUM GOLD AWARD



 **24,280**  
**CHILDREN**  
in Spokane County  
are Food Insecure.  
That's 1 in 4.

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PUBLIC RELATIONS



# KEN NEHER SILVER AWARD



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PUBLIC RELATIONS



# NANCY WOO GOLD AWARD



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INTEGRATED MARKETING



THE  
HEARTHSTONE  
AT GREEN LAKE

# ANN VEY GOLD AWARD



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INTEGRATED MARKETING



# HEIDI WONG GOLD AWARD



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JUDGES INNOVATION  
AWARD



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# THANK YOU!

Visit [www.LeadingAgeWA.org](http://www.LeadingAgeWA.org)  
for more details!

Our next “CALL FOR ENTRIES” will  
be announced JANUARY 2019.  
Mark your calendars!

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