

# 'THE EVENT' In Words And Pictures



More than 200 marcomm professionals—past and present—attended the fifth annual *EVENT* on May 18 at the Bell Harbor Conference Center on Pier 66 in Seattle. The highlight of the one-of-a-kind gathering was the presentation of 54 first-place Big M Awards in a competition that Awards Committee chairman Richard Bendix called “the stongest group of entries yet—and not just in one or two categories.”

At upper left, the son and father team of Aaron and Mike Kenna display the Big M won by Kenna Media/Printery Communications for their entry in the Graphic Arts Finishing category.

At upper right, are new IMMORTALS inductee, Terry Heckler, and his son, Tyler, who has taken over as principal of Heckler Associates. Terry is known for his work on the Rainier Beer and Ivar’s accounts, as well as a long string of naming and identity credits for clients including Coinstar, Panera, Premera, Suncadia and Starbucks.



At lower left are Jim Baumgardt and Steve Cole from Presenting Sponsor WCP Solutions. Baumgardt, who retired on Dec. 31, was succeeded in the VP/GM role at WCP/S in Kent by Cole. WCP’s contribution makes it possible to host the 50 living *MARKETING IMMORTALS* as special guests at *THE EVENT*.



At lower right, the archives from 30 years and nearly 300 issues of *MARKETING* were on display for attendees to peruse. And—as it has been each year—the buffet prepared by the Bell Harbor staff was well received.

Mark your calendars now for the 6th annual *EVENT* on Thursday, May 25, 2017.



All photos by Klem Daniels