

But Wait, There's More!

Response ... On the Road

As usual, December was a busy month on the DR social circuit as a number of industry holiday events drew crowds from coast to coast. Each celebration seemed more lavish than the last during that two-week season, with media agencies, networks and others all putting on their seasonal best to celebrate with staff and friends. Let's see who braved the winter chill to raise a toast to the final moments of 2011.



Icon Media Direct hosted its annual holiday soiree on Dec. 3 in Pasadena, Calif. Above, John Johns, Chris Johns, Joe Pando, Nancy Lazkani, Jeff Lazkani and Sara Lazkani stop for a smile during the event.



Euro RSCG Edge's holiday event on Dec. 10 in San Diego drew a great crowd, including *Response's* John Yarrington, Treehouse Media's Andy Donato, Euro's Ben Fadavi, Nicola de la Salle and Steve Netzley, and Ruth Tyndall.

Mercury Media co-founder Dan Danielson is flanked by Thor Associates' Fern Lee and Mercury's Barry Jacobs during his company's annual holiday event in Santa Monica, Calif., on Dec. 8.



North Country Media Group's Max Van Heel and Sandy Peters chat with Eric Arroyo during the Mercury Media Holiday Party on Dec. 8.



InfoTech hosted its annual holiday party on Dec. 16 at New York's Opia Restaurant. Here, InfoTech's Matti Kon (second from left) and Tarek Barrawi (second from right) welcome a group of party guests.



Hundreds of industry insiders enjoyed the DRMA Winter Bash at the Viacom/MTV building in Times Square, New York, on Dec. 13. The event was presented by the DRMA and Viacom, and sponsored by Fosdick Fulfillment, Manatt Phelps & Phillips, Media Design Group, OpenJar Concepts, OrderMotion and WideOrbit.

RW Advertising's Alan Woods, Lockard & Wechsler Direct's Katie Zegarelli, Processing Solutions' Jim Winston, Argo Marketing's Jason Levesque and Ontel's Amit Khubani enjoy the Times Square skyline during the Dec. 13 DRMA Winter Bash.



Chief Media's Cheryl Elwood, Migralex's Marc Haskelson and OrderMotion's Marty Fahey catch up during the DRMA Winter Bash in New York.



Royal Products USA's Joe Marden chats with Fosdick Fulfillment's Jeff McMann and George Fanolis during the DRMA Winter Bash at Viacom.