

But Wait, There's More!

Response ... on the Road

Summer is in full swing and the marketing industry's social calendar maintained a sunny disposition. From the DRMA's Summer Bash — held July 25 aboard the historic U.S.S. Iowa in the Port of Los Angeles — to a key media agency soiree and a site visit south of the border, it was a busy month for the *Response* team — and the industry as a whole.



The July 25 DRMA Summer Bash took place on the gun deck of the historic Battleship U.S.S. Iowa, which is now a museum and tourist attraction in the Port of Los Angeles.



The Eighth Annual DRMA Summer Bash was sponsored by DirectAvenue, Digital Target Marketing, Motivational Fulfillment & Logistics Services, Pacific Media Technologies, and Strategic Media.



More than 150 attendees enjoyed networking, cocktails, a taco bar, the opportunity to roam the battleship, and another stunning Southern California sunset.



On June 28, the *Response* team visited XB Logistics' fulfillment center in Tijuana, Mexico. Here, from left to right, are XB Logistics' Peter Resnick and Adam Press, *Response's* John Yarrington and Thomas Haire, and XB's Miguel Ruiloba.



The Bungalow in Santa Monica, Calif., was the hot spot for Cannella Media's Summer Party on July 27. More than 150 representatives of leading marketers, key media outlets, and top vendors connected to network and enjoy the late-afternoon sunshine.

