



HONORS CLASS

The industry turned out in droves to honor three luminaries—**Peter Frishauf, Dorothy Philips and David Labson**—and the 2013 ‘Future Famers’ at the Medical Advertising Hall of Fame induction dinner, held at The Pierre in New York on February 5



PHOTOS: DAN DERRICO



7



8

1. Peter Frishauf, founder of Medscape, delivers his acceptance speech.

2. Dorothy Philips, the first woman to run a medical advertising agency, accepts her award from MAHF incoming chairman and emcee, Jay Carter of AbelsonTaylor.

3. David Labson's wife Lucy posthumously accepts his award.

4. The 2013 Future Famers proudly line up for the camera.

5. Former MAHF chairman Tom Domanico with 2004 inductee Lester Barnett.

6. MAHF incoming chairman Jay Carter introduces the three inductees.

7. Cheers! Guests toast the 2013 MAHF inductees and Future Famers.

8. Steve Hamburg, chief creative officer at LLNS, with *MM&M*'s James Chase.

9 and 10. Prominent industry guests enjoy the festivities.

11. Former MAHF chairman Scott Cotherman, president and CEO of CAHG, flanked by colleagues Elaine Eisen (left) and Robin Shapiro.

12. Charlene Prounis, CEO of Flashpoint Medica, introduces the 12 Future Famers.

13. Members of the JUICE Pharma table enjoy the ceremony. JUICE produced all the videos portraying the lives and careers of the 2013 inductees.

14. Harry Sweeney, a 2009 MAHF inductee, chats with Suzanne Besse of *PMD* and Charles Hunt, president of the *AMM* and VP/new business at Haymarket Media.



9



10



11



12



13



14