

## **Mackie Bie** **Advertising Federation of Greater Hampton Roads** **1981 Silver Medal Award Honoree**



Maxine G. "Mackie" Bie graduated from Richmond Professional Institute (now Virginia Commonwealth University) as an art major with a concentration in fashion illustration. After a brief stint with a Norfolk department store, she joined the newly formed Major & Bie advertising agency in 1957 and did newspaper illustrations for several area specialty shops.

As the agency grew, Mackie took on increasing responsibilities in art direction, copywriting and account service. Eventually she became broadcast production manager, creating and producing hundreds of radio and television commercials over the years, beginning before the advent of videotape.

Major & Bie became Seamark, Inc. with Mackie as vice president and one of three equal owners. When the group bought the original Norfolk Public Library building on Freemason Street, she created the working drawings for its major renovation into modern offices.

Her creative output was directly responsible for many of the agency's awards, including a Best in Show for the three-state District 3 of the American Advertising Federation.

Active in civic affairs, she served on the boards of the Tidewater Better Business Bureau, Goodwill Industries of Tidewater and the Advertising Federation of Greater Hampton Roads, becoming its president in 1979. In 1983, the versatile professional was honored as one of the Ten Outstanding Professional Women in Tidewater.

She was on the Norfolk Substance Abuse Committee and the National Public Service Committee of the American Advertising Federation, and chaired the "Cardiac Arrest" promotion of the American Red Cross.

When she was bestowed the Silver Medal Award from the Advertising Federation of Greater Hampton Roads in 1981, Mackie and her husband Tommy became the first married couple in the United States to each receive this honor. She died in Norfolk on January 24, 2009.