



FRANKE TOBEY JONES
Enjoy your age



Christine Hall— Sr. Director of Marketing and PR

Chris Hall was born near Redondo Beach, California, and her passion for sales and marketing began at age 10 when her parents opened a small needlework shop. She grew up helping customers, teaching classes, creating displays and even buying merchandise at the huge marts in San Francisco and Los Angeles.

At 15, her family moved to Monterey, California, where she continued developing her business and creative skills while helping run three family stores. She later attended the University of Washington, earning a B.A. in Communications with credits toward minors in Consumer Behavior, Psychology, and Music.

Chris's professional career began with The Hahn Company, a national shopping center management firm, where she spent more than a decade as Director of Marketing for major shopping centers in California, Nevada, Utah and Hawaii. Known as the "go-to" for marketing turnarounds, she revitalized mall marketing and community engagement wherever she went.

In 1994, Chris returned to Washington as the start-up Director of Marketing for Weyerhaeuser Real Estate Company's award-winning Northwest Landing, a 3,000-acre master-planned community in DuPont. She worked closely with sales teams, builders, Realtors and consultants to bring the vision to life, and also earned both a Masters of Residential Marketing and Certified New Home Sales Professional designation through the National Association of Home Builders.

In 2004, she became Vice President of Marketing for Jenamar Communities, launching the award-winning Jubilee Active Adult Community in Lacey. She developed and implemented the marketing strategy, opened the sales and design plaza, debuted the 26,000-square-foot Jubilee Lodge, and introduced amenities like the three-mile nature trail to the beach and tennis pavilion—all while fostering a vibrant resident community.

Chris joined Franke Tobey Jones as Senior Director of Marketing and Public Relations in 2009. She has led a full rebrand, guided marketing into the digital age, helped open the Care Center and Bristol View, played a key role in communications and engagement during the pandemic, and helped create a memorable Centennial Celebration in 2024. She now leads marketing for the Parkside View expansion and remains active with LeadingAge Washington as a Leadership Fellow and Marketing Professionals Group member. What inspires Chris most are the people... residents, families and team members. She thrives on creating meaningful connections, celebrating milestones and finding ways to make life at FTJ even more engaging and fulfilling.

Beyond her career, Chris spent nearly a decade in Toastmasters International, earning Advanced Toastmaster and Advanced Leader designations and serving a term as District Governor overseeing 60 clubs and a leadership team of 30. She also has a 50-year classical music career, performing nationally and internationally with renowned ensembles and conductors including the Monterey Symphony, Honolulu Symphony, Boston Pops, Robert Shaw, Dale Warland and Keith Lockhart. A Charter Member of the Northwest Repertory Singers in Tacoma, she has sung with the group for 25 years and currently serves on its Board of Directors.