

direct Xchange®

by
nemoa
SHARE. LEARN. CONNECT.

PROJECT: GROWTH
Bold ideas to grow your business

100%
GUARANTEED

THE NATIONAL CONFERENCE
FOR DIRECT MARKETERS
MARCH 13-15, 2013 | BOSTON, MA

nemoa

National Etailing & Mailing
Organization of America

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For an electronic version of this notebook, scan the QR code



NEMOA Staff

Events Manager
Terri Patashnik

Projects Manager
Kris Snyder

Welcome to NEMOA's Spring *directXchange*!

Dear Project Growth Fans,

Thank you for attending our Spring *directXchange*® event focused on PROJECT GROWTH – bringing you bold ideas to grow your business! We realize that our marketing formulas of the past will not help us realize new, exponential growth, and, consumers are savvier than ever, creating their own marketing microcosms that don't always include our messages.



It's time for change ... it's time for Project Growth: Bold, new ideas to GROW your business!

directXchange is produced specifically to help you take advantage of the latest trends in every channel and to help you navigate a new growth cycle. You will:

- Learn how to nurture ideas that drive product innovation
- Find out how to produce catalogs and direct mail that truly move the needle
- Discover how smart strategic thinking and execution can transform an entire company

The bold thinking does not stop there! You won't want to miss the NEW, exciting **Xpress Talks**: Provocative, rapid-fire chats designed to inspire everyone in the audience. We guarantee you'll leave *directXchange* with new ideas, concepts and strategies to new growth!

Warm regards,

A handwritten signature in cursive script, appearing to read 'Cindy Marshall'. The signature is written in a dark ink on a light background.

Cindy Marshall, NEMOA President

The NEMOA 100% Guarantee

NEMOA guarantees our conference will generate actionable, profit-boosting ideas that more than cover the cost of attending, or your next conference registration is FREE. Guaranteed.



About **nemoa**

National Etailing & Mailing Organization of America

NEMOA's Mission

The National Etailing & Mailing Organization of America is a non-profit trade organization serving catalog and etailing companies and industry service providers throughout the United States. NEMOA provides companies of all sizes with affordable conferences to share ideas and experiences, build relationships, explore new opportunities and learn about industry trends and issues that affect direct marketers.

share.
learn.
connect.

Become a member today!



Visit the Xchange Café

A dedicated space where you can meet a colleague, browse collateral tables or catch up on emails between sessions.

Save the Date!

September 18-19, 2013

Fall Conference

Omni Providence Hotel (formerly the Westin Providence)
Providence, Rhode Island
Visit www.nemoa.org for details



what is direct **Xchange**®?

The leading forum for **direct marketers from across the country** to share, learn and connect.

share.

A conference **dedicated exclusively** to the catalog and e-commerce sector of the direct marketing industry. We focus on delivering industry leading knowledge and best practices from people you want to know.

learn.

Not a trade show and not about selling, **directXchange**® is the most important place to be for **learning, networking and improving** your direct marketing results through presentations, professional relationships and personal connections.

connect.

We are national. Join members, attendees and presenters from across the country who consider this conference to be their **most important professional event!** **directXchange** is the outgrowth of NEMOA's 66 years of presenting quality content and enabling connections.

Please thank our generous sponsors for 2013!

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epsilon
Where intelligence ignites connection

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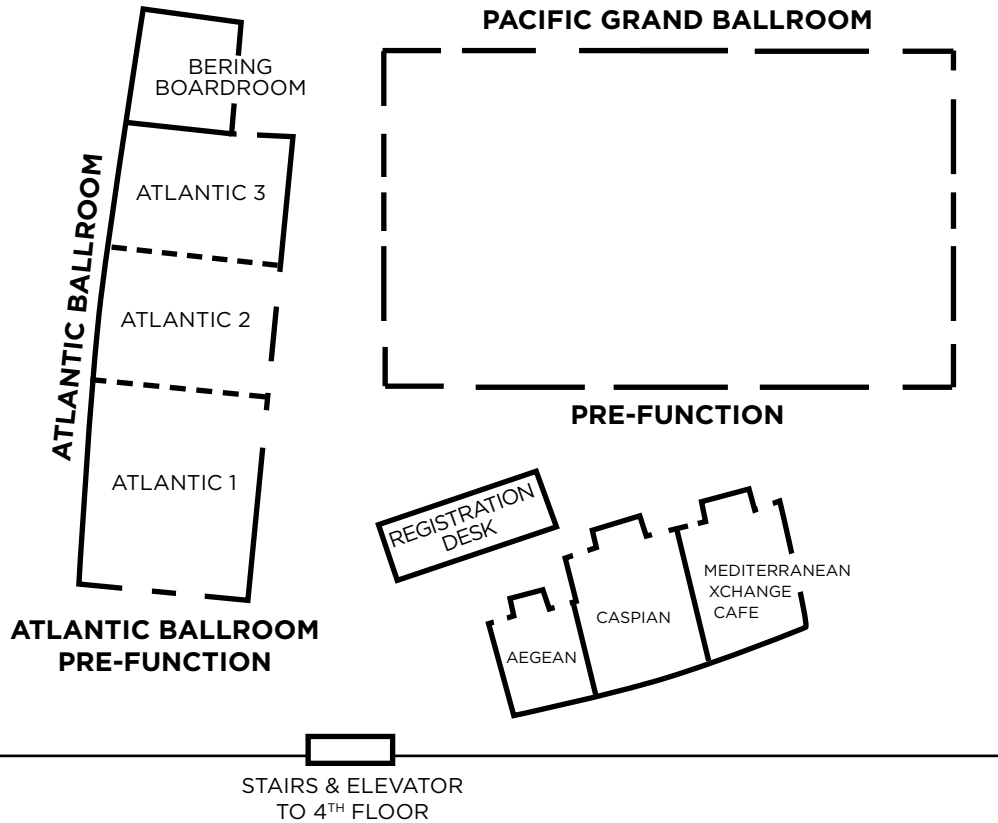
OUTSOURCE
THE FREIGHT MANAGEMENT COMPANY

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Meeting Room Locations

THIRD FLOOR



FORTH FLOOR



WEDNESDAY

12:30-6:00**Registration Desk Open****12:30-3:30****Welcome Refreshments and Networking****1:00-2:00****Keynote Opening Session** (see details right)**2:00-2:15****Short Break****2:15-3:15****Breakout Sessions** (see details on page 8)**3:15-3:45****Xchange Break****3:45-4:45****Breakout Sessions** (see details on page 8)**4:45-5:30****Free Time****5:30-6:00****NEMOA Orientation - Open to All**

Led by Cindy Marshall and Dana Pappas

6:00-7:30**directXchange® Opening Reception**

Renaissance Boston Waterfront Hotel

Xchange Breaks

Wednesday: 3:15-3:45

Thursday: 10:15-10:45; 3:15-3:45

Friday: 10:30-11:00

1:00-2:00**Keynote Opening Session****Harvesting Multichannel Success: Rebuilding a brand from the ground up****Renee Jacobs, NapaStyle**

What do you do when a once promising brand has gone fallow? This was the challenge Renee Jacobs faced when she became President and CEO of NapaStyle in 2009.

By restructuring the business, shifting category focus and making dramatic changes in marketing and channel tactics, Renee has completely changed the landscape of the business that was struggling for existence in the wake of the Great Recession and housing market crash.

What lessons can you learn from this bold and profitable growth story?



Renee Thomas Jacobs is President and COO of NapaStyle, a multi-channel retailer founded by celebrity chef Michael Chiarello and purveyor of fine products in the home, kitchen, food and garden categories. Renee started her direct marketing career in 1991 at Title Nine when the company was a fledgling bay area start-up, and later became CFO and President, guiding the company to become a robust multi-channel retailer.

**Join the discussion on LinkedIn!**

The NEMOA LinkedIn group is your forum for exchanging ideas and observations or keeping current with industry buzz.



Choose two to attend. Each session runs at 2:15 and repeats at 3:45 (after a 30 minute break).

2:15-3:15 Session repeats at 3:45

1 Acquisition — Maximizing Performance in an Omni-channel World

Stacey Hawes, *Epsilon*

What are the winning strategies for acquiring customers in this Omni-channel era? How can you identify the best sources for driving buyers to your file and streamlining prospect mailings, so they are the most profitable? Stacey Hawes will show you how to make your consumer data actionable across all direct mail, digital and mobile channels.

Topics will include:

- The growth potential of Omni-channel marketing
- The value of your existing consumer data
- Streamlining your prospect pool



Stacey Hawes is Senior Vice President of Account Management & Business Development for Epsilon's multichannel merchant (catalog), retail and business-to-business divisions. She is responsible for growing

the number of participants that contribute into the Abacus Cooperative database and she has driven the business to unprecedented levels of growth and customer satisfaction. In her leadership role, Stacey manages the sales process and account management teams and actively participates on the executive team to shape the company's data offerings, paying particular attention to customer needs. A NEMOA Board member, Stacey chairs the Sponsorship Committee.

2:15-3:15 Session repeats at 3:45

2 Conversion Ideas to Grow Your Company's File

Brett Bair, *Monetate*

Today's leadingetailers are implementing strategies and tactics that improve the entire online purchase process, from more targeted inbound messaging and relevant product discovery, to effective upsells/cross-sells and a "no-brainer" checkout. What can your company learn from these conversion champions?

Learn how online marketers at multi-channel retailers such as Casual Male, Garnet Hill, TravelSmith, and others are moving their businesses forward through proven testing and optimization strategies, such as:

- Maintaining consistent messages and offers throughout the website experience.
- Targeting offers based on weather, location, device and more.
- Revealing intelligent search results that make the right products easy to find.



Brett Bair, Senior Director of Strategic Services, oversees the development and execution of all client services at Monetate. With his 15-year background in digital and multichannel marketing, at both new business startups and top e-Commerce firms, he has a unique perspective on building results-driven teams designed to meet the needs of agile business.

2:15-3:15 Session repeats at 3:45

3 Retention — Innovative Ideas on How to Retain Customers

Robin Opie, *Datalogix*

The explosion of ways consumers now engage can be mind-numbing for any marketer, and each channel requires a different measurement paradigm. So here's a bold new idea. What if the techniques used to measure your various campaigns can be applied to one another? What if you could level the playing field and leverage DM best practices to digital channel and vice versa to optimize your campaign measurement? In this session, you will learn how to apply lessons learned and best practices for campaign measurement and what's next for cross-channel measurement as a retailer. Come hear what the industry's been buzzing about and how it can work for you!



As the leader of the Datalogix Analytics organization, Robin Opie is responsible for delivering and continuously improving the predictive algorithms, campaign optimization techniques, reporting capabilities, product

development, client support, and testing strategies. Prior to joining Datalogix, Opie managed the Engineering Analytics function at Comcast, where he was responsible for evaluating billions of dollars in technology spending and is credited with saving hundreds of millions of dollars during his 4 years in the role. Opie's prior roles have included analytics leadership positions at Microsoft, Cisco and more.

THURSDAY

7:30 am - 6:00 pm Registration Desk Open

7:30-9:00

Breakfast Buffet Open

7:45-8:45

Breakfast Networking

9:00-9:15

Opening Welcome

Cindy Marshall, *NEMOA President*

9:15-10:15

Grand Opening Session

Moosejaw Madness: Building a Brand that People Will Love (or Possibly Hate)

Eoin Comerford, *Moosejaw*

Moosejaw's goal has always been to sell the best outdoor gear and apparel in the world ... and have the most fun while doing it! Its focus is to create a brand experience that stands for something, is engaging and compelling, and is consistent across all customer touch points. If it's not notable and engaging, the company just won't do it.

Eoin Comerford will show how Moosejaw has spurred new growth by fostering authentic connections with customers using Facebook, Twitter, Mobile, Augmented Reality and more.



Eoin Comerford is the CEO of Moosejaw, a leading multi-channel retailer of outdoor adventure apparel and gear. He oversees the strategy and operations for Moosejaw.com (#276 on Internet Retailer Top 500 and recognized as a Hot 100 site in 2011), and Moosejaw's nine retail stores in Michigan, Illinois, Massachusetts, and Colorado.

Moosejaw's unique, engaging, and irreverent marketing has been recognized in awards from Ad Age, RIS, Internet Retailer and more. Prior to Moosejaw, Eoin was President of AJ Prindle, a multi-channel retailer of auto-related gifts and gadgets, originally founded by Ford Motor Company in 2000. Previously, he was a Senior Manager with Andersen Business Consulting.

**PROJECT:
GROWTH**
Bold ideas to grow
your business

10:15-10:45

Xchange Break

10:45-12:15

Xpress Talks

Rapid-Fire, Provocative Discourse to Fertilize the Mind

Moderated by Lois Brayfield, *J.Schmid & Assoc.*

If you are looking for growth, it's time to question everything. For 90 minutes, some of the most powerful minds and engaging speakers in our industry will challenge your preconceived notions and propel you to powerful new thinking.

A series of rapid-fire "talks" cover topics ranging from branding, promotions, couch commerce, mail strategies, outsourcing and acquisition. Xpress Talks guarantees to be provocative, entertaining, even controversial but most importantly, will prompt great dialogue for the rest of your conference. This is the event everyone will be talking about.

Participants

Wade Jones | Tim Schwieger | Terri Alpert | Renee Jacobs
Ben Choi | Michelle Farabaugh | Geoff Wolf | Matt Redlon

"Question everything. Growth requires new thinking ... Marketing is no longer formulaic. Xpress Talks will get you started."

- The NEMOA Board

THURSDAY

12:15-1:00

Lunch Buffet

12:45-1:00

Presentation of Rising Stars and Education Xchange Awards

Dana Pappas, *NEMOA Vice President and Treasurer*

1:00-2:00

Keynote Lunch

Creating Unforgettable Growth



John Hersey,
John Hersey, International

Being ordinary is dangerous, frustrating and risky. Success is about being unforgettable. Yet, the gap between being ordinary and being UNFORGETTABLE is getting wider and wider. Ultimately, this feeling of not living up to our full potential—as people or organizations—leaves us feeling desperate.

John Hersey knows how to change this. Thirty years as a successful corporate leader and entrepreneur have given him a unique perspective on human behavior, leadership, motivation and change. John packs conferences and workshops worldwide with his dynamic keynotes that inspire leaders to access the joy, fulfillment and productivity we deserve. To feel the sense of possibility that we can be better and more effective in leading ourselves and others.

- 5 tips to Create Unforgettable Growth
- How to Create an Unforgettable Customer Experience
- How to Create an Unforgettable Environment

Don't miss this opportunity to get out onto the "skinny part of the branches," where life is rich, opportunities abundant and accomplishments flourish.

2:00-2:15

Short Break

2:15-3:15

Panel Discussion

Bold Product Innovation — The True Path to Competitive Differentiation

Innovative, exclusive products will always give your company a competitive edge. Yes, driving innovation can be expensive, but failing to invest in new product development and initiatives will cost your company much more. How do you make sure your company is committed to innovation from top-to-bottom? What are some ways you can jump start your own company's new product development? Our panel of experts has the answers.

Moderator: Margot Murphy Moore, 1-800-Homeopathy



New Products:
David Bolotsky, Founder and CEO,
UncommonGoods, will discuss how to successfully add Products to your mix and drive growth.



Revitalizing Old Products:
Chris Vickers, President and CEO of
The Vermont Country Store, will share insights on how they go to great lengths to find products that aren't sold anywhere else, including bringing back long lost customer favorites.



Crowdsourcing:
Dana Springfield, GM of Consumer
Direct at Yankee Candle, will share how they listen to customers and use crowdsourcing to determine the right product mix to grow their business.



Proprietary:
Jill Gravel, Manager of Women's
Apparel at L.L. Bean, will discuss how they develop new private label products that complement the existing product line and drive incremental sales and profits.

THURSDAY



3:15-3:45

Xchange Break

3:45-5:00

directXchange® Roundtables Hosted by Our Sponsors see pages 26-27 for details

Learn about the latest strategies and tactics to grow your sales and profit lines from industry leaders and NEMOA sponsors. Don't miss this popular share, learn and connect time with your peers. Each Roundtable runs for 35 minutes, providing the opportunity for you to participate in two. **Beer and wine will be served.**

5:00-5:30

NEMOA Annual Meeting

Vote in new Officers & Board Members

Led by Cindy Marshall & Dana Pappas

This meeting is open to all - you do not have to be a member to attend.



5:30-6:00

Free Time

6:00-6:30

Travel to Fenway Park

Bus transportation provided

6:30-9:30

Dinner & Networking Event

Back by popular demand! Spend the evening having a ball with colleagues in America's most beloved stadium. The venue is topped only by the quality of connections you'll make with old friends and new acquaintances.

“Outstanding speakers, great topics, nice turnout, and Fenway Park was simply a grand slam.”

NEMOA Annual Members' Meeting

NEMOA continues to be a thriving organization through the ongoing support of our membership. Our Annual Meeting is a great opportunity to share your opinions on our new growth initiatives, member benefits and Board Member nominees.

Thursday, March 14 at 5:00 pm

share. learn. connect.



FRIDAY

7:30-9:00

Breakfast Buffet Open

8:00-9:15

Concurrent Basics Breakfast Sessions

Start your day with a healthy discussion packed with ways to fortify your marketing.

Choose from 4 sessions moderated by industry leaders ready to share their tips for success.

1 Circulation Planning and Contact Optimization

Michelle Farabaugh, *Farabaugh Consulting, LLC*



This informative session is your opportunity to discuss winning segmentation and contact strategies. Moderated by multichannel retailing and strategic planning expert, Michelle Farabaugh, you're sure to learn some new ideas. Topics will include the latest on advanced, customer insight driven segmentation and achieving more effective customer communication through print and digital marketing.

2 Successful Catalog Design Techniques

Jean Giesmann, *Creative Consulting*



Catalog design has evolved over the decades, yet today many of the basic rules remain the same. Jean Giesmann shares what these rules are, how certain elements can affect response and how your catalog can become a stronger response vehicle. We will look at all creative elements (photography, copy and graphics) as well as spread design, eye-flow, pacing, pagination and hot spots. Bring copies of your catalog, as we will look at real life examples of how these basics are applied and learn how you can make a better book!

3 How to Use Analytics to Drive Growth

Geoff Wolf, *J.Schmid & Assoc.*



Today, media channels are intertwined in a fog of marketing. We are trying to redefine age old tools for understanding consumer demand in a world where new media are being added regularly, product pages are being generated dynamically and our customers talk to each other more than to us. In this informative session, we will discuss the latest "best practices" for analytics and understanding the ROI on marketing expenditures. In particular, we will look at several approaches across both direct to consumer and B2B brands.

4 Best Online Design Practices That Convert Visitors to Buyers

**Laura Hnatow, *Cuddledown*
Ken Burke, *MarketLive***



When presenting a catalog in an online world, how can you optimize e-Commerce efforts for greatest conversion rates? How can you ensure your customers will recognize a consistent brand experience, no matter how and when they touch your brand?



This timely session will discuss how to present catalog merchandise through multiple online channels, optimizing them for both brand tie in and revenue generation. Laura and Ken will provide real world examples of how to create customer touch points that integrate key brand attributes, drive high conversion rates and build customer loyalty.



Join the discussion on LinkedIn!

Got questions about circulation, analytics, creative or online design? The NEMOA LinkedIn Group has answers! Join us online.

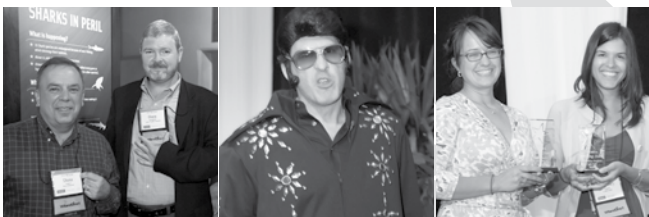
FRIDAY

8:00-9:15**CEO Breakfast** (by invitation only)Hosted by Russ Gaitskill, *Garnet Hill***9:30-10:30****General Session** (see details right)**10:30-11:00****Xchange Break & Hotel Checkout****Xchange Breaks**

Use your networking breaks to connect with colleagues, catch up with catalogers or suppliers and grab a tasty bite!

Wednesday: 3:15-3:45**Thursday: 10:15-10:45; 3:15-3:45****Friday: 10:30-11:00**

share. learn. connect.



"I really liked the breakout sessions - it was the best way to network with other attendees, share ideas, and get an understanding of everyone's business practices and expertise while still remaining true to the 'non-sales' environment of NEMOA."

9:30-10:30**General Session****Multichannel Trends (Web, Email, Social)****Scot Wingo, ChannelAdvisor**

The e-Commerce industry continues to innovate, driving channel expansion and increasing the complexity of online retail. As a retailer, the critical question is how to keep up with all these changes? Scot Wingo addresses the current waves of e-Commerce innovation and provides tips for retailers to make the most of the expanding e-Commerce industry. Some of the innovations that Scot will address include:

- **Amazon** raising the bar on the e-Commerce experience. As the company invests across areas such as fulfillment, data centers, devices and international borders, many retailers wonder if Amazon is a friend or an enemy?
- **Mobile** accelerating e-Commerce adoption in cases such as showrooming, local awareness, geo-targeting, payments and advancement of smartphones and tablets.
- **Social media** bringing consumers together in a way we haven't ever seen before—with an estimated impact on e-Commerce that is remarkable.
- **Cross Border Trade** seeing tremendous growth in the coming years, with retailers facing challenges such as cash on delivery, shipping providers, fraud concerns and language barriers.



As CEO of ChannelAdvisor, Scot Wingo leads the company in its mission to provide retailers and manufacturers with the software and services needed to successfully sell their products via online sales channels. In tandem with his work at ChannelAdvisor, Scot is an industry thought leader, contributing regularly to several ChannelAdvisor blogs and speaking often at industry events. Prior to launching ChannelAdvisor, Scot occupied the roles of general manager of GoTo Auctions, CEO and co-founder of AuctionRover.com (acquired by GoTo.com) and CEO and co-founder of Stingray Software (acquired by RogueWave).

FRIDAY

Four Concurrent Breakout Sessions

Choose one to attend. Each session runs from 11:00-12:00.

1 Big Data for Big Growth

Amy Kieffer & David Swezey, *Merkle*

Find out how you can use the capture of “Big Data” to recognize, value and respond to every digital interaction with your brand. Learn how some big names in specialty retail are using this data to build trust and intimacy with existing customers and transform vast audiences of anonymous fans, followers, and influencers into sustainable, loyal, and profitable relationships.



Amy Kieffer, Director of Business Development Specialty retail has over 15+ years of experience in the marketing services industry. Amy's has worked with retail clients including Sports Authority, Home Depot and SuperValu.



David Swezey has over 18 years of direct and database marketing experience. He currently serves as Senior Director, Business Development, Specialty Retail at Merkle Inc. He is helping clients such as Abercrombie & Fitch, 1-800 Flowers and Under Armour drive revenue growth by more effectively leveraging data across CRM and Digital media.

3 Strong Branding = Sustainable Growth

Allen Abbott, *Abbott Consulting and J.Schmid & Assoc.*

In today's fast paced business environment, with an almost infinite number of consumer touch points, aligning your staff with your brand promise is mission critical. In this session Allen will explain why this is so, and the potential benefits (or consequences) of your brand strategy. Discover why a good brand promise, well communicated to your organization, is better than a great one that internal staff does not understand, and how it can unify and accelerate business execution in all levels of your organization.



For 25 years, Allen Abbott has driven sales and profit growth in direct and digital marketing. He now specializes in brand development and deployment, strategic marketing and data solutions for both Abbott Consulting and in partnership with J.Schmid.

2 Driving e-Commerce with Mobile on Mail

Gary Reblin, *USPS* & Anita Pursley, *RR Donnelley*

Looking for answers on developing campaigns that meet your goals in today's multi-channel environment? Discover why direct mail is more relevant than ever as a platform for acquisition, retention and transactions, and how “Mobile on Mail” can deliver powerful results to achieve your e-Commerce sales goals.



Gary Reblin, Vice President, New Products and Innovation, U.S. Postal Service, is responsible for the growth and development of all postal mailing products, services and customer service improvements, including products, marketing and revenue.



Anita Pursley is Vice President of Postal Affairs for RR Donnelley and the primary liaison with the Postal Service on matters affecting customers. She is the Immediate Past-Chair of the Postmaster General's Mailer's Technical Advisory Committee (MTAC).

4 20 Tips to Profitability

Matt Bailey, *SiteLogic*

Matt's fast paced presentation is packed with more than 20 tips to increase profitability and many mistakes you can avoid. In just one hour, Matt will show some of the biggest mistakes companies can make, and how small improvements can lead to big profits. Get the benefit of other's trial and error experiences, with a dash of humor included to cushion the blow in case you are making the same mistakes.



Matt Bailey is a foremost expert in online marketing. Known for his entertaining speaking style and his ability to make technical topics both understandable and practical, Matt is the author of “Internet Marketing: An Hour a Day” and speaks at over 35 conferences a year.

FRIDAY

12:00**Lunch Buffet Opens****12:30-1:30**

Closing Luncheon Presentation

The Changing Role of the Catalog

Russ Gaitskill, *Garnet Hill*

Since Aaron Montgomery Ward sent out the first mail-order catalog in 1874, the catalog and its role have changed in many ways. The first 100 years were evolutionary, the next 25 years were revolutionary, and the last 15 years have been mind-numbing. Russ will concentrate on the last 15 years and what's changed and why, the risks in today's environment and most important, opportunities for the future.



Russ Gaitskill serves as President for Garnet Hill of Cornerstone Brands, Inc. Russ has years of senior management experience, having held leadership positions that included Vice President for GMM of Federated Department Stores' Lazarus division, Executive Vice President of Land's End and Executive Vice President of J. Peterman. He has an extensive background in merchandising, marketing, strategic planning and operations for both retail and direct marketing.



Save the Date!

September 18-19, 2013

Fall Conference

Omni Providence Hotel (formerly the Westin Providence)

Providence, Rhode Island

Visit www.nemoa.org for details



share.



learn.



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rising stars

CONGRATULATIONS TO OUR 2013 SPRING RISING STARS!

Caitlin Forman, *Exclusively Weddings*

George Trakadas, *Vistaprint*

Hadley Levat, *Cuddledown*

Jason Spangler, *Paul Fredrick*

Nate Woodward, *National Geographic Society*

Shelby Dingle, *Stony Creek Brands*

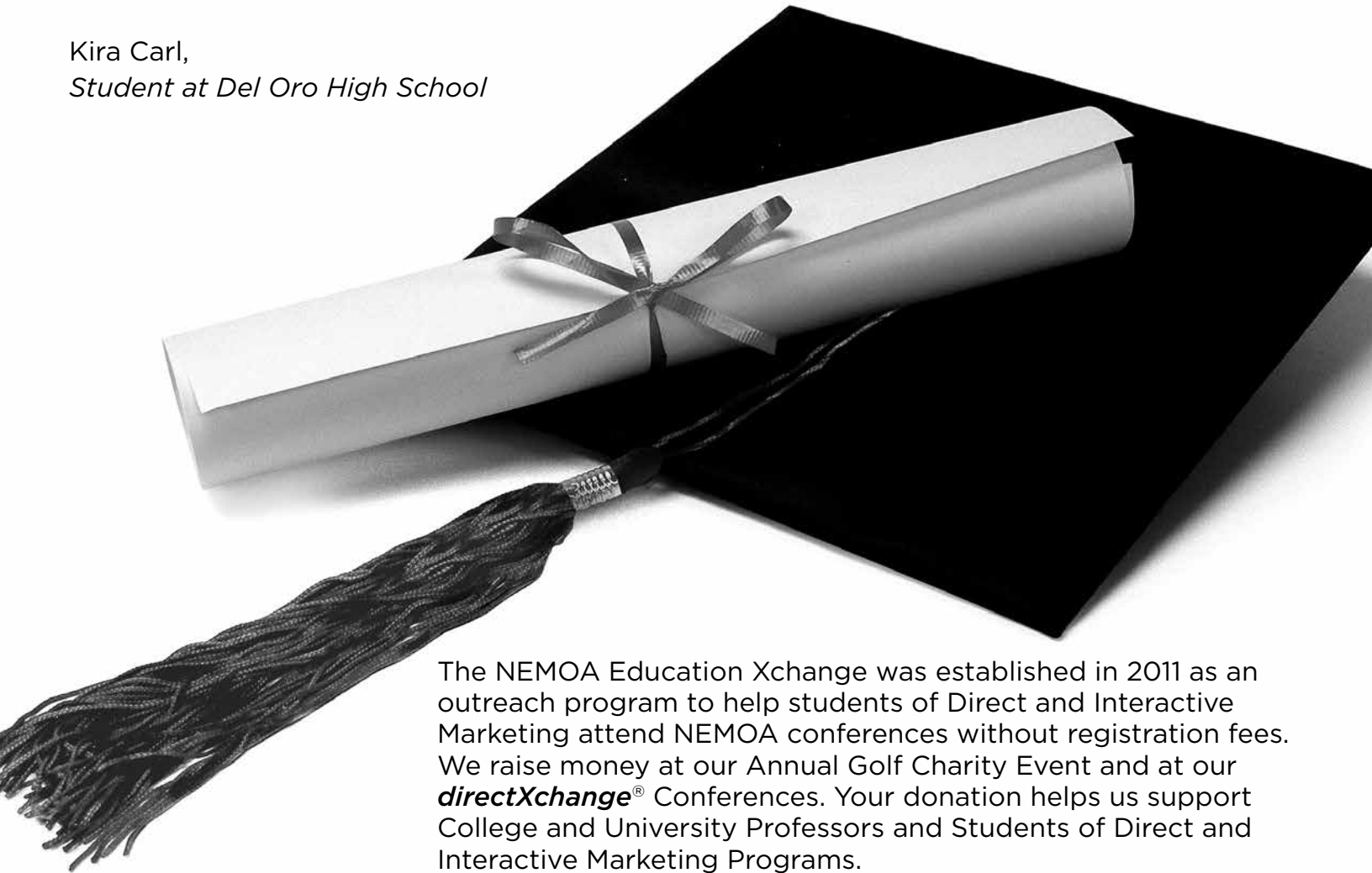
Thank You to
Dinn Bros. Trophies
for donating the
Rising Stars awards

nemoa

education
Xchange®

Christopher Norris,
Student at Stonehill College

Kira Carl,
Student at Del Oro High School



The NEMOA Education Xchange was established in 2011 as an outreach program to help students of Direct and Interactive Marketing attend NEMOA conferences without registration fees. We raise money at our Annual Golf Charity Event and at our **directXchange**® Conferences. Your donation helps us support College and University Professors and Students of Direct and Interactive Marketing Programs.

Concurrent Breakout Session #1

Choose two of three concurrent sessions

Acquisition — Maximizing Performance in an Omni-channel World

SPEAKER: Stacey Hawes, Epsilon

Notes

Each session runs at 2:15 and repeats at 3:45 (after a 30 minute break).

Lined area for taking notes during the session.

Platinum Sponsors



Xpress Talks

Rapid-Fire, Provocative Discourse to Fertilize the Mind

MODERATOR: Lois Brayfield, J.Schmid & Assoc.

Notes

SPEAKERS (in no particular order):

Ben Choi, Coffee Table - "The Second Most Fun Thing to Do in Bed"

Geoff Wolf, J.Schmid & Assoc. - "Mayan Analytics - They Got it Wrong!"

Wade Lee Jones, The Journeys Group - "Spill the Beans-Learning the Truth about Catalogs"

Tim Schwieger, BSW-Broadcast Supply Worldwide - "The Rest of The Story"

Terri Alpert, Stony Creek Brands - "What's That &%\$!@! Stink?"

Michelle Farabaugh, Farabaugh Consulting - "Do You Have the Stomach to Succeed?"

Renee Thomas Jacobs, NapaStyle - "From the Casa to the Barn: Expand Your Brand Online"

Matt Redlon, Clario Analytics - "3 Reasons to Skip Mailing Your Best Customer"

Lined area for taking notes.

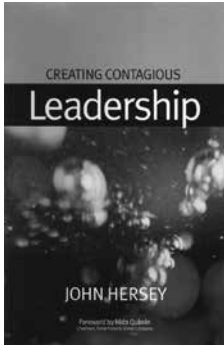
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Keynote Lunch

Creating Unforgettable Growth

SPEAKER: John Hersey, *John Hersey, International*



BOOK FOR SALE!
Special NEMOA price \$15.00
Save \$10 off cover price of \$25!

Creating Contagious Leadership by John Hersey

What if leadership in your organization was like a pot of boiling water? It begins as a pool of cool water. When you apply heat, one or two little bubbles (leaders) begin to appear. They multiply creating a leadership "bubble effect" of "hot molecules" modeling and passing on leadership qualities to others. John Hersey tells us why an environment full of Contagious Leaders is not pie-in-the-sky thinking, not complicated, not expensive and, above all, not an option.

Available at the Registration Desk, purchase your copy today!

Notes

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RR DONNELLEY

Panel Discussion

Bold Product Innovation — The True Path to Competitive Differentiation

MODERATOR: Margot Murphy Moore, 1-800-Homeopathy

Notes

PANELISTS:
David Bolotsky, UncommonGoods
Chris Vickers, The Vermont Country Store
Dana Springfield, Yankee Candle
Jill Gravel, L.L. Bean, Inc.



Lined area for taking notes, consisting of approximately 22 horizontal lines.

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Learn about the latest strategies and tactics to grow your sales and profits. Each Roundtable runs for 35 minutes and will repeat one time allowing you to attend two topics of interest.

CUSTOMER ACQUISITION

TABLE	TOPIC	SPONSOR	EXPERT HOST
2	Why a high click rate means less	Datalogix	Lori Paikin , <i>General Manager, DLX Retail</i>
4	Utilizing Customer Profile Data to drive New Acquisition Strategies	Infogroup	Jeff Kelley , <i>SVP Business Development</i>
16	Customer Acquisition - Grow your business with Alternative Media and save on mailing cost	PlusMedia	Angela Casarella , <i>Director, Operations & Analytics</i>
19	Exploring Online Advertising Opportunities Beyond Paid Search	Bright Cloud Marketing	Karen Jordan , <i>President</i>
27	B2B Prospecting & A Healthy Lead Funnel, Waterfall, Bucket and more	MeritDirect	Anthony Carraturo , <i>Vice President, Data & Media Service</i>

CONVERSION & RETENTION IDEAS

TABLE	TOPIC	SPONSOR	EXPERT HOST
10	More EBIDA: Strategies to move Discount buyers to Full Price	Wiland Direct	Jerry Joyce , <i>SVP</i>
11	Email Trends for 2013	Bronto	Dustin Hampton , <i>Account Executive</i>
12	Driving Sales Growth From Existing Customers	Belardi Ostroy	Brian DeLaite , <i>EVP</i>
20	Make Fulfillment a Marketing Opportunity	Fifth Gear	Carol Smith , <i>Director of Sales</i> Kim Brandt , <i>Manager of Marketing</i>
23	Site search and navigation tips to increased conversions and average order value	SLI Systems	Brian Lawrence , <i>Sr. Director N American Sales</i>

USING PRINT TO DRIVE GROWTH

TABLE	TOPIC	SPONSOR	EXPERT HOST
14	Best Practices - Utilizing offline media to drive online	Paradysz	Dennis Erickson , <i>SVP Insert & Print Media</i>
8	Using multi-media campaigns to drive business to catalogs, online and retail. Postal supports email, email supports postal and display reinforces both media. And if you have a retail presence, using the various channels to also support store traffic.	I-Behavior, Inc.	Jeff Simon , <i>Business Development Director</i>

DRIVING REVENUE WITH EMAIL

TABLE	TOPIC	SPONSOR	EXPERT HOST
7	How do you grow your email channel when nearly half your file opts out each year?	Clario Analytics	Doug Faherty , <i>VP of Marketing Strategy Solutions</i>
9	Perfecting Audience Segmentation: Combining content, targeting and email to drive ROI	MarketLive	Ken Burke , <i>Founder</i>
30	Ways to Integrate Email With Other Marketing Channels to Grow Engagement and Sales	Retail Online Integration	Joe Keenan , <i>Managing Editor</i>
17	How Behavioral Email Can Increase Revenue and ROI	RedEye	Shannon Smith , <i>VP Business Development</i>

DIGITAL GROWTH IDEAS

TABLE	TOPIC	SPONSOR	EXPERT HOST
13	“Mobile Brings Your Catalog To Life”	Brown Printing Company	Kevin Serafin , <i>Integrated Solutions Strategist</i>
15	How to Generate Incremental, Organic Traffic for an Already-Successful Site	PM Digital	Clay Cazier , <i>Senior Director, Natural Search Strategy</i>
21	Split test your way to e-Commerce nirvana	Kalio	Larry Kavanagh , <i>Chief E-Commerce Strategist</i>
25	Meet Magento: Finding success in a multi-channel world	Magento	Chris Simmons , <i>Territory Sales Manager</i>
26	Omni-Channel Commerce: Connecting the dots	Newmine	Navjit S. Bhasin , <i>Managing Principal</i>
29	Mobile: Undeniable growth in 2102, more to expect in 2013 - How to increase your mobile presence	Prestimedia	Isabelle Ciacchella , <i>CEO</i>
31	Preparing your site for mobile and tablet shoppers	Multichannel Merchant	Tim Parry , <i>Senior Content Manager</i>
1	Getting (and Winning at) Social with Your Customers	RR Donnelley	Trice Atkinson , <i>SEO Expert, Helium Content Source</i>

GENERAL BUSINESS AND GROWTH STRATEGIES

TABLE	TOPIC	SPONSOR	EXPERT HOST
18	“What do the Main Street (un) Fairness Act Antitrust Class Action Lawsuits, and California Prop have to do with you and your business?”	Brann & Isaacson	Kevin Haley , <i>Partner</i> Matt Schaefer , <i>Partner</i>
24	Great creative ideas to reduce freight costs and translate these savings into opportunities to finance business growth.	Outsource Freight	David Silva , <i>Executive Vice President</i>
28	Get your brand in motion by adding emotion	J. Schmid & Assoc.	Brent Niemuth , <i>President, Chief Creative Officer</i>
32	Ways Catalogers Can Mail More Profitably & Efficiently Today & Tomorrow. Postal promotions, NSAs, special catalog postage and other potential ways to lower your catalog postal spend will be discussed.	ACMA	Hamilton Davison , <i>President and Executive Director</i> Paul Miller , <i>VP and Deputy Director</i>

BIG DATA GROWTH IDEAS

TABLE	TOPIC	SPONSOR	EXPERT HOST
3	ROI out of Big Data	Epsilon	Andrea Stevens , <i>Senior Director of Data Solutions</i>
5	Big Wine & Big Data ideas for profitable growth	Merkle Specialty Retail	David Swezey , <i>Senior Director of Business Development</i> Amy Kieffer , <i>Director of Business Development</i>
6	BOLD CREATIVE X BIG DATA = GREAT IDEAS FOR GROWTH A thoughtful blend of Art & Science reveals both rational and emotional drivers	Ryan Partnership	Thomas Smith , <i>SVP/Managing Director</i>

NEMOA Annual Meeting

Vote in new Officers & Board Members

LED BY: Cindy Marshall & Dana Pappas

NEMOA Annual Members' Meeting

NEMOA continues to be a thriving organization through the ongoing support of our membership. Our Annual Meeting is a great opportunity to share your opinions on our new growth initiatives, member benefits and Board Member nominees.

Don't miss this opportunity to learn more about the NEMOA organization, vote in new board members and recognize two board members that will be stepping down! Plus, you may win a door prize!

share. learn. connect.



"My top reasons for attending NEMOA are for networking with other knowledgeable direct marketing people, meeting new companies, comparing notes about the challenges we face, and learning best practices from others."

Jeremy Tartack, *Entrepreneur Partners*



HAVE A BALL AT FENWAY PARK



Back by popular demand! Spend the evening having a ball with colleagues in America's most beloved stadium. The venue will be topped only by the quality lineup of friends and colleagues from our industry.

Buses - Please meet in the hotel lobby by the Starbucks entrance between 6:00 pm - 6:15 pm. Buses start the return trip to the hotel around 9:30 pm. If you wish to leave Fenway earlier, buses will be available.

Attire - Casual. Wear your favorite team apparel! You might want to bring a sweater or coat for tours around the park.

Food and Drink - Hors d'oeuvres, drinks, dinner and a fun dessert in the State Street Pavilion. Open bar for first hour, cash bar for remainder of the evening.

Tours - take a guided tour of Fenway Park! Tours will run at 7:00 pm, 7:30 pm and 8:00 pm.

Questions? Please visit the Registration Desk



**Concurrent Basics
Breakfast Session #1**

Choose one of four concurrent sessions

**Circulation Planning and
Contact Optimization**

SPEAKER: Michelle Farabaugh, *Farabaugh Consulting, LLC*

Notes



**Concurrent Basics
Breakfast Session #4**

Choose one of four concurrent sessions

**Best Online Design Practices That Convert
Visitors to Buyers**

SPEAKERS: *Laura Hnatow, Cuddledown & Ken Burke, MarketLive*

Notes



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General Session

Multichannel Trends (Web, Email, Social)

SPEAKER: Scot Wingo, ChannelAdvisor

Notes





**Concurrent
Breakout Session #1**

Choose one of four concurrent sessions

Big Data for Big Growth

SPEAKERS: Amy Kieffer & David Swezey, Merkle

Notes

Lined area for taking notes during the session.

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**Concurrent
Breakout Session #2**

Choose one of four concurrent sessions

Driving e-Commerce with Mobile on Mail

SPEAKERS: Gary Reblin, *USPS* & Anita Pursley, *RR Donnelley*

Notes



**Concurrent
Breakout Session #3**

Choose one of four concurrent sessions

Strong Branding = Sustainable Growth

SPEAKER: Allen Abbott, *Abbott Consulting & J.Schmid & Assoc.*

Notes



Lined area for taking notes.

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Closing Luncheon
Presentation

The Changing Role of the Catalog

SPEAKER: Russ Gaitskill, *Garnet Hill*

Notes

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Speaker Biographies



Allen Abbott

*Abbott Consulting & J.Schmid & Assoc.
Chief Rainmaker*

Allen Abbott is the owner of Abbott Consulting and also works in partnership with J.Schmid & Associates. Alan specializes in brand development and deployment, as well as strategic marketing and data solutions. Prior to opening his consulting practice, Allen most recently served as President and CEO of Paul Fredrick MenStyle, a men's fashion apparel direct marketer.



Terri Alpert

*Stony Creek Brands
CEO*

Terri Alpert is the CEO of Stony Creek Brands, which operates Uno Alla Volta and The Artisan Table. Terri joined the electronic and mail order marketing world two decades ago with her first catalog company, Professional Cutlery Direct (PCD). Over the years, PCD evolved into Cooking Enthusiast and today into The Artisan Table. The two brands, Uno Alla Volta and The Artisan Table, now function as a family devoted to handcrafted moments. Terri serves on the board of the American Catalog Mailing Association (ACMA).



Matt Bailey

*SiteLogic
President*

Matt Bailey is a foremost expert in online marketing. Known for his entertaining speaking style and his ability to make technical topics both understandable and practical, Matt is the author of "Internet Marketing: An Hour a Day" and speaks at over 35 conferences a year.



Brett Bair

*Monetate
Director of Strategic Services*

Brett Bair, Senior Director of Strategic Services, oversees the development and execution of all client services at Monetate. With his 15-year background in digital and multichannel marketing, at both new business startups and top eCommerce firms, he has a unique perspective on building results-driven teams designed to meet the needs of agile business.



David Bolotsky

*UncommonGoods
Founder and CEO*

Dave Bolotsky is Founder & CEO of UncommonGoods, LLC, a pioneering website in the field of independent design. Before founding the site in 1999, Dave spent twelve years as a retail research analyst for Goldman, Sachs & Co. Dave also helped start Comprehensive Development, Inc., a non-profit that works with an NYC public high school to provide tutoring, legal and medical advice, job placement, and homelessness prevention services.



Ken Burke

*MarketLive Inc.
Chairman, Founder, & Chief Evangelist*

Ken Burke is the Chairman, Founder, & Chief Evangelist of MarketLive, Inc. Ken Burke founded MarketLive Inc. as Multimedia Live in 1995 with \$500 in start-up money. Under his guidance it has grown into a leading provider of e-commerce software and related solutions. Ken is the developer of the MarketLive Intelligent Selling® System, MarketLive's enterprise-class e-commerce application designed to optimize selling opportunities, build relationships with customers and give merchants control over their online merchandising. Ken is the author of "Intelligent Selling: The Art & Science of Selling Online."



Ben Choi

*CoffeeTable
CEO & Founder*

Ben Choi is Co-Founder and CEO of CoffeeTable, the top catalog shopping app for the iPad. CoffeeTable aggregates hundreds of catalogs into a free app that allows a centralized purchasing experience. Previously, Ben worked with several tech startups and directed Yahoo!'s Southeast Asia mobile strategy. He is also involved in venture capitalism and is a Venture Partner at Maveron, a consumer-focused venture capital firm.

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**Eoin Comerford***Moosejaw
CEO*

Eoin Comerford is the CEO of Moosejaw, a leading multi-channel retailer of outdoor adventure apparel and gear. He oversees the strategy and operations for Moosejaw.com (#276 on Internet Retailer Top 500 and recognized as a Hot 100 site in 2011), and Moosejaw's nine retail stores in Michigan, Illinois, Massachusetts, and Colorado. Moosejaw's unique, engaging, and irreverent marketing has been recognized in awards from Ad Age, RIS, Internet Retailer and more. Prior to Moosejaw, Eoin was President of AJ Prindle, a multi-channel retailer of auto-related gifts and gadgets, originally founded by Ford Motor Company in 2000. Previously, he was a Senior Manager with Andersen Business Consulting.

**Michelle Farabaugh***Farabaugh Consulting, LLC
President and Chief Strategist*

Michelle Farabaugh owns Farabaugh Consulting, LLC, specializing in multichannel retailing and strategic planning of consumer-driven and business-to-business companies. Michelle was a partner at LENSER, growing the business to be the premier direct marketing firm before selling the business to Merkle and starting another consulting firm. Prior to LENSER, she served as CMO for Smith & Hawken, West Marine, and PETSMART Direct.

**Jean O. Giesmann***Secretary and Co-Chair Marketing
Creative Consulting**Bio on page 44***Jill Gravel***L.L. Bean, Inc.
Corporate Merchant Manager -
Women's Apparel*

Jill joined L.L.Bean in 1994. During the course of her career at L.L.Bean, she's served in several leadership positions including Inventory Manager in Footwear and Outerwear, Marketing Manager for Freeport Studio, Product Line Manager for Home and, most recently, Corporate Merchant Manager in Women's Apparel.

Jill is a graduate of Champlain College with a degree in Business and Fashion Merchandising.

**Russ Gaitskill***Immediate Past President
Garnet Hill, Inc.**Bio on page 44***Stacey Hawes***Epsilon
Senior Vice President of Account
Management & Business Development**Bio on page 46***John Hersey***Founder
John Hersey, International*

John Hersey is a motivational speaker and consultant and author of Creating Contagious Leadership and co-author of More Sales, Less Selling. He is also the featured Leadership Columnist for the Phoenix Business Journal. John built his career as a marketing and advertising executive and entrepreneur and has over thirty years of corporate leadership experience.

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Speaker Biographies



Laura Hnatow

Cuddledown
Director of Ecommerce

Laura Hnatow directs the online channel for luxury bedding and apparel cataloger, Cuddledown. A catalog industry veteran, Laura previously enjoyed over 10 years at L.L.Bean in roles that included International Marketing, Advertising, Freeport Studio and ending her tenure in e-Commerce. Prior to joining Cuddledown in 2006, Laura dipped her toe in the agency business as the Managing Director of Imago Creative, where she oversaw the research and contributed to writing BOOM, Marketing to the Ultimate Power Consumer. Laura has a BBA in International Business and also earned an MBA in Marketing from University of Southern Maine where she was an undergraduate marketing professor.



Renee Thomas Jacobs

NapaStyle
President and COO

Renee Thomas Jacobs is President and COO of NapaStyle, a multi-channel retailer founded by celebrity chef Michael Chiarello and purveyor of fine products in the home, kitchen, food and garden categories. Renee started her direct marketing career in 1991 at Title Nine when the company was a fledgling bay area start-up, and later became CFO and President, guiding the company to become a robust multi-channel retailer.



Wade Lee Jones

Genesco
Director

Wade Lee Jones is a 20 year retail veteran. His experience includes multi-store management, operations, buying, marketing, visual merchandising and direct to consumer. He joined Genesco in November 1999 and took the Director title in 2004. Prior to joining Genesco, Wade worked with Simon Property Group, Guess, Limited, and Bakers Group. In his role as Director he manages the strategic direction, production and circulation of the company's direct mail efforts with annual circulation of over eight million.



Amy Kieffer

Merkle
Director of Business Development
Specialty Retail

Amy Kieffer is the Director of Business Development Specialty Retail and has over 15 years of experience in the marketing services industry. Amy develops customer-centric solutions for clients in the specialty retail space. She helps them to achieve their marketing goals and drive revenue growth by utilizing a connected CRM approach across all media. Amy's past experience includes working with a variety of retail clients including Sports Authority, Home Depot and SuperValu. Amy is on the board of directors for the American Marketing Association (MN chapter).



Robin Opie

Datalogix
Senior Vice President, Product & Analytics

As the leader of the Datalogix Analytics organization, Robin Opie is responsible for delivering and continuously improving the predictive algorithms, campaign optimization techniques, reporting capabilities, product development, client support, and testing strategies. Prior to joining Datalogix, Opie managed the Engineering Analytics function at Comcast, where he was responsible for evaluating billions of dollars in technology spending and is credited with saving hundreds of millions of dollars during his 4 years in the role. Opie's prior roles have included analytics leadership positions at Microsoft, Cisco and more.



Anita Pursley

RR Donnelley
Vice President or Postal Affairs

Anita Pursley is Vice President of Postal Affairs for RR Donnelley and the primary liaison with the Postal Service on matters affecting customers. She is the Immediate Past-Chair of the Postmaster General's Mailer's Technical Advisory Committee (MTAC).



Gary Reblin

U.S. Postal Service
Vice President, New Products and Innovation

Gary Reblin, Vice President, New Products and Innovation, U.S. Postal Service, is responsible for the growth and development of all postal mailing products, services and customer service improvements, including products, marketing and revenue.



Matt Redlon

*Clario Analytics
CEO*

Matt Redlon is CEO of Clario Analytics. Matt was appointed CEO in May, 2011, and previously served as the company's chief technology officer. In prior roles at Fingerhut and United Health Group, he held leadership positions in information technology, product development and management, and corporate strategy. Matt spends most of his time now meeting with marketing leaders to discuss the challenges they face and then working with the talented team at Clario to build innovative solutions.



Tim Schwieger

*Broadcast Supply Worldwide
President and CEO*

Tim Schwieger is President and CEO of Broadcast Supply Worldwide (BSW). Formally a rock star in training, then Radio Station Disc Jockey, Schwieger now enjoys being paid for doing something he really enjoys, which is direct marketing audio equipment to the world.



Dana Springfield

*Yankee Candle
GM of Consumer Direct*

Dana Springfield is the General Manger of Consumer Direct for The Yankee Candle Company, Inc., the leading designer, manufacturer, retailer and wholesaler of premium scented candles in the U.S. since 1969. He has over 25 years of experience in database marketing working with Garnet Hill, Chadwick's of Boston, Yankee Magazine and The New England Journal of Medicine. In his current role, Dana is responsible for Yankee Candle's Direct-to-Consumer business unit and the database marketing program for Yankee Candle's 500+ retail stores.



David Swezey

*Merkle
Senior Director, Business Development,
Specialty Retail*

David Swezey is Senior Director, Business Development, Specialty Retail at Merkle Inc. David's responsibilities include the development of analytically driven, multi-channel, CRM solutions for retailers and multi-channel merchants. Prior to joining Merkle, David worked as the Vice President, Major Brands at Hart-Hanks delivering database, interactive, call center and fulfillment solutions. He also spent several years at the database marketing unit at Donnelley Marketing/InfoUSA.



Chris Vickers

*The Vermont Country Store
President and CEO*

Chris Vickers is President and CEO at The Vermont Country Store. Most recently, he held the position of Chief Marketing and Merchandising Officer. He continues to focus on creating customer value through product innovation and engaging customer touch points. Prior to joining VCS 2 years ago, Chris was Vice President of Merchandising for L.L. Bean, where he launched L.L. Bean Signature. Chris holds a BA from Colby College and a MBA from Harvard Business School.



Scot Wingo

*ChannelAdvisor
CEO*

As CEO of ChannelAdvisor, Scot Wingo leads the company in its mission to provide retailers and manufacturers with the software and services needed to successfully sell their products via online sales channels. In tandem with his work at ChannelAdvisor, Scot is an industry thought leader, contributing regularly to several ChannelAdvisor blogs and speaking often at industry events. Prior to launching ChannelAdvisor, Scot occupied the roles of general manager of GoTo Auctions, CEO and co-founder of AuctionRover.com (acquired by GoTo.com) and CEO and co-founder of Stingray Software (acquired by RogueWave).



Geoff Wolf

*J.Schmid & Assoc.
EVP Client Strategy*

Today, media channels are intertwined in a fog of marketing. We are trying to redefine age old tools for understanding consumer demand in a world where new media are being added regularly, product pages are being generated dynamically and our customers talk to each other more than to us. In this informative session, we will discuss the latest "best practices" for analytics and understanding the ROI on marketing expenditures. In particular, we will look at several approaches across both direct to consumer and B2B brands.

NEMOA Board of Directors - Officers



Cindy Marshall
President & Chief Strategist
SHINE Strategy

Cindy Marshall is President and Chief Strategist of SHINE Strategy, a national consulting firm specializing in strategic planning, brand and loyalty marketing, e-Commerce program development, customer acquisition, CRM planning and execution, data analytics, and recruitment for multichannel retailers. Cindy has over 25 years of broad experience leading successful business growth for start up brands to 50+ year-old established brands in luxury, apparel, hard goods and sporting goods markets. She held senior level positions at Merkle, Performance Bicycle, Bike Nashbar, Exclusively Weddings, The Vermont Country Store, Ross-Simons, eZiba.com, L.L. Bean, Appleseeds, J.Jill and Inc. Magazine. Cindy is active in the industry having served on the NEMOA board for 10 years, been a speaker at industry conferences, is an advisor to CoffeeTable, and was named ROI's Top Women in Cross-Channel Retail.



Russ Gaitskill
Immediate Past President
Garnet Hill, Inc.

Russ has been President and CEO of Garnet Hill in Franconia, New Hampshire since 2001. Previously, he owned and operated Gaitskill and Associates, Inc, which provided direct marketing and product sourcing services to start-ups as well as Fortune 500 companies. Russ has over 35 years of senior management experience serving as Vice President - GMM of Federated Department Stores' Lazarus division, Executive Vice President of Land's End and Executive Vice President of J. Peterman. He has an extensive background in merchandising, marketing, strategic planning and operations for both retail and direct marketing companies.

Russ is the immediate past President of NEMOA and serves on its Executive Committee. He also serves on boards of community charitable and economic development organizations and is an active volunteer firefighter in Sugar Hill, New Hampshire.



Dana Pappas
Vice President and Treasurer
Plow & Hearth, Inc.

Dana Pappas is COO of Plow & Hearth, LLC a privately held multi-title direct marketer. Dana joined P&H as CFO in 1999 when the company was a wholly owned subsidiary of 1800Flowers.com. He began his direct marketing career at Talbots and has also worked at J. Jill, Appleseed's and Faith Mountain, all in the Finance and Operations side of the business. Dana holds a BS in Accounting from Bentley University and an MBA in Marketing and Finance from Babson College. He sits on the board of directors as Treasurer of his local chapter of Habitat for Humanity.



Jean O. Giesmann
Secretary and Co-Chair Marketing
Creative Consulting

Jean has lead creative teams in direct marketing for more than 25 years. Her creative expertise comes from working with a variety of product categories including home décor, toys, apparel, food, jewelry, gardening, library supplies and more. Her success comes from knowing how to tailor DM principles to each unique merchandise and brand offering.

Ms. Giesmann has produced award-winning work for such notable companies as Plow & Hearth, 1800flowers.com, Stony Creek Brands and Gaylord Brothers. Other brands include Hearthsong, Cuddledown, Duncraft, and Ruma's among others.

She is past president of NEMOA and has served on its board for 8 years. In addition to being a speaker at industry conferences, Jean has also judged the Echo and MCM awards. She currently consults and coaches creative and marketing teams.



Lois Brayfield

*Board Member and Co-Chair
Marketing Committee
J.Schmid & Assoc.*

Lois Brayfield is President of J.Schmid & Assoc., a boutique direct marketing and catalog agency helping clients position for growth in a changing world. Ms. Brayfield is an award-winning direct marketing strategist, recognized for her “new thinking” and analytical approach to brand and creative strategy. For 30 years, she’s worked worldwide with notable consumer and B2B brands including Hallmark, HoneyBaked Ham, BBC, IKEA, American Express and Legal Sea Foods. Her innovative approach is shared in over 100 published articles and dozens of speaking engagements worldwide. Ms. Brayfield currently serves on the NEMOA board.



Nancy Dynan

*Board Member
Boden*

Nancy Dynan is the Head of US Marketing for Boden, a London-based clothing retailer. She and her team manage all US marketing functions from their office in Cambridge, Massachusetts. Prior to working at Boden, Nancy was the Vice-President of Corporate Marketing at L.L.Bean in Freeport, Maine. She also has worked at The Horchow Collection/Neiman Marcus in Dallas, Texas and Current, Inc., in Colorado Springs, Colorado.



Abbott de Rham

*Board Member and Chair,
Web Committee
de Rham & Company, Inc.*

Abbott de Rham is a consultant known for creative solutions that optimize response, increase efficiency and decrease cost. He is known for programs that successfully achieve objectives and build business. Success requires communication and Abbott is an effective “translator” between management, front line staff, technical specialists, and vendors resulting in team buy-in and implementations that work. He has maintained multi-year engagements with large multi-brand direct marketers in the areas of marketing, contact strategy, data mining, circulation planning, marketing optimization, and best practices. In addition Abbott specializes in market-leading interactive voice services designed specifically for the needs of direct marketers.



Glenda Lehman Ervin

*Board Member
Lehman’s*

Glenda Lehman Ervin is the Vice President of Marketing for Lehman’s and the daughter of company founder Jay Lehman. Responsible for the advertising, direct sales, marketing and media relations for the multi-channel business.

After working as a journalist for several years, she joined a Fortune 200 company, returning to Lehman’s in 1996. She graduated from Taylor University with a double major in journalism and English, and received a master’s from Indiana University.

Ervin serves on a number of volunteer boards and has taught Junior Achievement classes in the local school system for several years.

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Bold ideas to grow
your business

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Kevin R. Haley

*Board Member
Brann & Isaacson*

Kevin R. Haley is a partner at the law firm of Brann & Isaacson, one of the nation's leading direct marketing law firms. His practice includes a wide variety of topics critical to direct marketers, including intellectual property, data security, privacy, social media, trade regulation, and commercial transactions. Kevin is a co-author of 'Eyes on eCom Law,' a blog that reports on legal developments of interest to direct marketers and online sellers.



Stacy Hawes

*Board Member and Chair,
Sponsorship Committee
Epsilon Targeting*

During her 13 year tenure at Epsilon, Stacey Hawes has driven the company's Multichannel Merchant, B-to-B, and Retail units to unprecedented levels of customer satisfaction and growth. In her leadership role, Stacey manages the sales process, account management and new business development teams and actively participates on the executive team to shape the company's offerings, paying particular attention to customer needs. A "Who's Who" in B2B Marketing in 2005 and 2006, Stacey is also very involved in the direct marketing industry. She has vice-chaired a DMA committee and currently serves as a board member for NEMOA.



Karen Jordan

*Board Member
Bright Cloud Marketing, Inc.*

Karen Jordan is the owner of Bright Cloud Marketing, where along with her team of search consultants, leverages her over 20 years in the online and direct marketing field to help merchants bring more qualified traffic to their sites through paid search, shopping comparison sites and display advertising. She began her career in direct marketing at Sara Lee Direct, then joined Abacus in 1994. After leading the client services group, she started various new initiatives that led to her interest in online marketing with DoubleClick in 1999. Her entrepreneur spirit continued as she took senior management positions at NextAction, SHOP.COM and DMinSite before starting Bright Cloud Marketing in 2008.



Susan Doctoroff Landay

*Board Member and Chair,
Membership Committee
Trainers Warehouse*

Currently President of Trainers Warehouse and Office Oxygen, Susan's primary goal is to make training, learning, and work itself more fun and effective—through product development and creating a communities where best learning and performance practices can be shared.

Susan completed her undergraduate work at Yale University and received a graduate degree from the Kellogg School of Management at Northwestern University. Prior experience includes advertising account work, negotiation training and performing as a clown for Ringling Bros. and Barnum & Bailey Circus. Susan has written numerous articles on management and training and currently writes the "Energize Learning" blog.



John Rossiter

*Board Member and Chair,
Annual Golf Event
RR Donnelley*

John began his career in 1980 in the prepress department of Meredith /Burda while attending Lynchburg College. During his college years he served in a number of capacities in Print Manufacturing. Upon graduating in 1984, John moved to Des Moines where he worked as a Marketing Research Analyst.

In June 1985, John returned to Lynchburg as a Customer Service Representative where he served the catalog, magazine and newspaper insert markets. Three years later, John was promoted to Sales Representative and moved to Boston, at which time he began attending NEMOA conferences and meetings. John has held numerous positions in sales and marketing over his 15-year tenure with RR Donnelley.

A native of Michigan, John has a BS in Political Science from Lynchburg College, Lynchburg, Virginia.



Terri Patashnik

Events Manager

Terri has been planning conferences and events for NEMOA since 2006. Previously, she coordinated exhibitor services for trade-shows in the US, South America and Europe for Diversified Business Communications.



Kris Snyder

Projects Manager

Kris Snyder is Projects Manager of NEMOA. She has been in the catalog industry for 40 years and active in NEMOA for over 30 years. Kris has been a catalog member, service member, past speaker, past Board member and event volunteer. As Projects Manager she supports the Board of Directors and assists the Marketing, Membership and Sponsorship committees. She helps coordinate NEMOA conferences and events.

**PROJECT:
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your business*



Welcome incoming board members

Matt Glerum, *TravelSmith Outfitters, Inc.*

Dana Springfield, *Yankee Candle Co.*

Eileen White, *Staples*

Special Thanks to:

Jeff Ryan of *19 Oaks, LLC* for copy;
Nathan Ekis Photography for photography;
J.Schmid & Assoc. for brochure design;
and *RR Donnelley* for conference notebook
and signage.

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MEMBERS

**The following companies are active members of our organization.
Are you on the list? Ask any member about the benefits of membership!**

Members - Catalog/Etail

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Kalio is a leader of full service SaaS e-Commerce to mid-market online merchants and multichannel retailers. At the very core of Kalio are two things: first, the ability to bring first-hand direct marketing, retail, and mail order catalog experience to clients. Second, expertise in managing cloud based infrastructures to remove the burden and hassle of IT associated to running an online store at peak performance. Kalio's enterprise class KalioCommerce™ platform offering shatters the myth that e-commerce vendors have to choose between being boxed in to a template product or make deep investments into in-house developments to achieve the performance and brand personalization they expect.

408.550.8040 | kaliocommerce.com



Lorel Marketing Group is a full-service marketing agency that converts strategy, brand expressions and analytical data into business success for our clients. For over 25 years, Lorel has provided effective turnkey solutions that create customer engagement, build brand affinity, and enhance consumer loyalty.

We offer comprehensive, performance-driven marketing results and industry knowledge, coupled with passionate problem solving and technical expertise to execute successful integrated campaigns across multiple channels.

610.337.2343 | lorel.com



Magento offers flexible, scalable e-Commerce solutions designed to help businesses grow and succeed online. The Magento platform is trusted by more than 150,000 businesses, including some of the world's leading brands.

Customers choose Magento because our solutions enable businesses of all sizes to control and customize the look and feel, content, and functionality of their online stores.

We offer a range of resources, support, and consulting services to help our customers get the most from their Magento deployments. Our global community of partners and developers gives customers access to robust third-party extensions and certified professional integration help.

Magento is owned by eBay Inc., a global leader in commerce technology. We look forward to helping you succeed online.

magentoocommerce.com

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Newmine is a boutique strategic consulting firm that works with MULTI CHANNEL BRANDS and RETAILERS to deliver results. We leverage our extensive experience in strategy, operations and technology to drive revenue growth, profit enhancement and cost saving. Our team of industry experts believes in providing SMARTVALUE® to our clients.

What is SMARTVALUE®? Prompt Intelligence delivering Financial Worth.

How do we do this? Newmine assists our clients in developing strategies and then executing the strategy with the right blend of people, process and technology. Our experience spans hundreds of companies and includes the leading applications for web, OMS, POS, warehousing, logistics and merchandising.

508.740.4101 | newmine.com



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Established in 1997, RedEye is the leader in behavioral email solutions. RedEye offers an integrated service of web analytics, email marketing and website usability focusing on analyzing user behavior to increase online conversion and improve customer return on investment. RedEye assists global companies specializing in the insurance, retail, non-profit and financial services industries in growing their e-Commerce business. RedEye has offices in the United Kingdom, Germany and the United States. Follow us on Facebook and Twitter.

800.291.1327 | redev.com/us

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Targeted Solutions for Multichannel Retailers

Wiland Direct has built the country's most comprehensive transactional database for multichannel retailers. With 235 million unique consumers and over 2,200 participating catalog/online merchants, in-store retailers, publishers, and nonprofit organizations, we understand the transactional behaviors of virtually every adult in the U.S.

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beskew@wilanddirect.com
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For more information contact Mark Guenther at mguenther@merkleinc.com

merkleinc.com/industry-solutions/specialty-retail

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