

direct Xchange®
by nemoa



GAME-WINNING STRATEGIES FOR THE NEW MILLENNIUM

SEPTEMBER 17-18, 2014 • 100% GUARANTEED

THE NATIONAL CONFERENCE FOR CATALOGERS AND ETAILERS / GROTON, CT / FALL 2014

Dear Friends,



Have you found your X-factor? At the fall directXchange—my first as president of NEMOA—you'll find out how to develop your company's X-factor, that indefinable "something" that takes you from Brand X to star quality.

We all face enormous challenges in our businesses every day. In the spirit of "Share, Learn, Connect," we've lined up a winning slate of speakers and panelists who will help us navigate the unknown and uncover the secrets to making our businesses the best they can be. Hear from companies like Williams-Sonoma, SmartPak, King Arthur Flour and others. Learn X-treme technology solutions from industry suppliers at the first Tech Talks. Sit in on our first-ever Merchant Town Hall.

We're one of the most affordable conferences in any industry, and the information you come away with is well worth your time. In fact, we guarantee it. But almost as valuable, we'd argue, is directXchange's own X-factor: the relationships you develop, the fun we have together, and the feeling of family that evolves. Come see for yourself this September.

Dana Pappas, NEMOA President

what is directXchange® ?

The leading forum for **direct marketers** from across the country.

share.

A conference **dedicated exclusively to the catalog and ecommerce** 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 and networking**, to improve 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 67 years of presenting quality content and enabling connections.

NEMOA Board of Directors and Staff

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BOOK YOUR
HOTEL ROOM
TODAY!

Make your Hotel and Travel arrangements soon!

See page 13 for details.



THE ONLY NATIONAL CONFERENCE FOR CATALOGERS AND ETAILERS

Schedule of Events

FALL 2014



WEDNESDAY, September 17

- 7:30-6:00** Registration Open
- 7:30** Xchange Café Open
- 7:30-9:00** Breakfast & Networking
- 8:30-9:00** First-Timer Briefing
- 9:15-9:30** Welcome:
Board President
- 9:30-10:30** Keynote: Williams-Sonoma
- 10:30-10:45** 15 Minute Break
- 10:45-11:45** General Session:
The Futures Company
- 11:45-12:30** Lunch and Networking
- 12:30-12:45** Rising Star Scholarship Awards
- 12:45-1:45** Luncheon Keynote:
Title Nine & MarketLive
- 1:45-2:00** 15 Minute Break
- 2:00-2:45** Concurrent Breakout Sessions
- 2:45-3:15** 30 Minute Xchange Break
- 3:15-4:00** Repeat Breakout Sessions
- 4:00-4:30** 30 Minute Xchange Break
- 4:30-6:00** Sponsored-Facilitated Roundtables

WEDNESDAY, September 17 (cont.)

- 6:00-6:30** Free Time & Networking
- 6:30-7:30** Reception
- 7:30-9:30** Dinner & Networking Event

THURSDAY, September 18

- 7:00-9:00** Registration Desk Open
Xchange Café Open
- 7:00-9:00** Breakfast & Networking
- 8:00-9:00** Merchant Only Session
- 8:00-9:00** Supplier Only Session
- 9:00-9:15** 15 Minute Break
- 9:15-10:15** Keynote: SmartPak
- 10:15-10:30** 15 Minute Break
- 10:30-11:15** Tech Talks
- 11:15-11:45** 30 Minute Xchange Break & Hotel Checkout
- 11:45-12:45** Concurrent Breakout Sessions
- 12:45-1:15** Lunch and Networking
- 1:15-2:15** Closing Lunch & Keynote:
King Arthur Flour

GAME-WINNING STRATEGIES FOR THE NEW MILLENNIUM



“Less” Can Be “More”!

Colleen Sharp of The Futures Company looks at customer loyalty in a new light—which may just shine a light on what your company’s X-factor could be. See page 5.

Turn Customer Intelligence into Brand Love

Customer intelligence involves detailed planning, systems integration and a ruthless focus on mission. For SmartPak Equine, that means healthy horses and happy riders. Hear how SmartPak earns the happy. See page 9.

Williams-Sonoma on Building Profitable Brands

Peek behind the perfectly draped curtain of Pottery Barn, West Elm, and other brands in Williams-Sonoma’s portfolio to find out how Williams-Sonoma plans to win retail in the decade to come—and how you can too. See page 4.

WEDNESDAY

- 7:30am-6:00pm** Xchange Café Open
- 7:30am** Registration Desk Open
- 7:30-9:00** Breakfast & Networking
- 8:30-9:00** Welcome Briefing for First Timers
- 9:15-9:30** Welcome and Opening Remarks from Dana Pappas, Board President



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9:30-10:30



Keynote Opening Session

BUILDING PROFITABLE BRANDS

Learn from master marketer Williams-Sonoma, with its portfolio of 7 brands, how to maximize your company's X-factor in our rapidly changing multi-channel world. Pat Connolly, CMO and Executive VP, will look at strategies to bring retailing success in the next decade. Get the inside scoop on the model that helped make Williams-Sonoma, Pottery Barn, West Elm, and others the well-known brands they are, and learn how you can cook up similar results.



PAT CONNOLLY
WILLIAMS-SONOMA

As Executive VP and CMO of Williams-Sonoma, Inc., Pat Connolly oversees all aspects of marketing for the company. Pat has been with the company since 1979, as VP then Sr. VP of Mail Order, and Executive VP, GM Catalog. Prior, he held positions with Procter & Gamble, Xerox, and founded or co-founded 3 mail order companies. For 6 years, he served on the board of the DMA, and he frequently speaks on ecommerce and multichannel retailing. Pat holds a B.S. from Oregon State U. and an M.B.A. from Stanford U.'s Graduate School of Business.

“I’m floored by how open people and speakers at this conference are at sharing how they do things and key metrics.”
 –directXchange attendee

10:30-10:45 Break

Great networking opportunity!



“Meeting new people,
listening and learning.”
—Russ Beegan, B&W Press

10:45-11:45

General Session

The Changing Face (and Loyalty) of the American Consumer - Are You Prepared?

Recent economic challenges forced consumers to redefine the notion of “less”—and many discovered that less fits their lives better. Seeing less in a new light is a game-changer for consumers’ expectations of brands, retailers, and loyalty marketing. What must you do to stay ahead of this fundamental shift in the ways consumers choose to engage with you? You’ll hear:

- The latest thinking on loyalty
- What consumers say they want
- How best to deliver on it



**COLLEEN SHARP,
THE FUTURES COMPANY**

Colleen Sharp is Vice President, Advisory Services, for The Futures Company, a global strategic consultancy that’s been gathering insights on consumer attitudes and values for over 40 years, where she focuses on linking research and syndicated segmentations to client databases. She holds an MBA from the Kenan Flagler School of Business and a bachelor’s degree from Bates College.

11:45-12:30 Lunch and Networking

Great networking opportunity!

**12:30-12:45 Rising Stars
Scholarship Awards**

12:45-1:45



Luncheon Keynote Session

INTEGRATING CUSTOMER EXPERIENCE: LET YOUR CUSTOMERS HELP YOU SELL

As the competition for the customer grows ever more fierce, how can retailers and catalogers compete? Hear how top cataloger, Title Nine, integrates their customers’ experiences throughout their commerce strategy—in merchandising, content, social integration, and reviews. You’ll discover how to use your customers’ experiences and personal passions to increase the appeal of your brand and products. You’ll learn how to:

- Use the customer voice to describe products
- Integrate customer experiences and use of your products in social, marketing and merchandising campaigns
- Drive loyalty through in-store/online/catalog integrated promotions



ESTELLE DeMUESY, TITLE NINE

Estelle DeMuesy is the President of Title Nine, a leading multi-channel retailer with 22 stores and a robust web and catalog business. Estelle’s 30 years of retail experience includes leadership positions at LinenSource, Casual Living, Delia’s and Storybook Heirlooms.



KEN BURKE, MARKETLIVE

Ken Burke founded MarketLive Inc. in 1995 with \$500 in start-up money. It has grown into a leading provider of e-commerce software and related solutions. Ken is the author of “Intelligent Selling: The Art & Science of Selling Online.”

1:45-2:00 Break

Great networking opportunity!



WEDNESDAY

Four Concurrent Breakout Sessions

Choose two sessions to attend. Each session runs from **2:00-2:45** and repeats from **3:15-4:00**

1 The Art of Creating Desire

How does a brand stand out and create desire? It's about understanding and connecting with your customers on an emotional basis. Two seasoned experts reveal their secrets to creating desire using a landscape of words and imagery, and share 2 case studies that demonstrate creating a consistent and unique brand personality. Learn how:

- Photography can make a big impact on creating emotion
- Tweaking a few words of copy can make or break a sale
- Understanding your unique position in the marketplace will build the foundation for break-through creative



CHARLES PATES, GARNET HILL

V.P. Creative at Garnet Hill since 2004, Charles Pates oversees all creative aspects of Fashion, Home, Kids, Web, and Corporate. Prior

to Garnet Hill, Charles was an Art Director of photojournalism for 10 years at LIFE and GEO (German) magazines.



AMY LENERT, PLOW & HEARTH

Amy provides creative management, strategic direction and process optimization for all six brands in Plow & Hearth's

portfolio. She oversees catalog, ecommerce, email, retail and social media. Prior to working with Plow & Hearth, Amy spent nearly 16 years leading the creative efforts at Crutchfield.

2 Setting Up Personas for Success

Are the personas you worked so hard and paid so much to create sitting on shelves collecting dust? In this session, Colin will take you through case studies of persona projects he has lead and highlight the decisions that resulted in powerful, business changing personas. Learn how to dust off your personas and put them to work!



COLIN HYNES, ZERODEGREES INC

Colin Hynes, Partner, UX Strategy and Research at ZeroDegrees Inc, has spent more than two decades leading the creation of

user-centered experiences for mobile, web, in-store, and omnichannel. Prior to UX Strategy, he was President of UX Inc., SVP of User Insights Center at Rue La La, and founder of the usability group at Staples. A frequent author and keynote speaker, he holds two Master of Science degrees.

3 The Power of Testing: Finding the right tools and strategies

Developing the right testing program for your organization is easier than you may think. Hear how to uncover customer motivations with simple A/B tests, and react in real-time to deliver carefully curated online experiences. Learn the 5 key tests you should be running today that create a-ha! moments that empower you to take action, and hear how A/B testing affected Appleseed's bottom line.



BRETT BAIR, MONETATE

Brett Bair is Senior Director, Client Advocacy at Monetate, a marketing acceleration software company. He has nearly 20

years of digital and multichannel marketing experience at new business startups and top ecommerce firms, driving over \$2 billion in incremental revenue for more than 200 customers.



JOHN MIDDLETON, APPLESEED'S

As Director of eCommerce, John Middleton oversees all eCommerce operations for Appleseed's, The Tog Shop, and LinenSource websites

under the Orchard Brands portfolio. He focuses on customer behavior through A/B testing, site search, and product recommendations that drive website optimization.

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“Eye-opening . . .
and very relevant.”

-Laura Pola, SmartPak Equine

4 Ecommerce Conversion: New Tech and Classic Approaches

While CRM goals remain the same as 2 decades ago, web technology has changed how we can do things, and the types and volume of data have increased exponentially. Two case studies will unwrap how to use personalized contacts to drive increased conversion and long-term value. You'll understand the:

- Differences in testing on-line and off-line
- Trade-offs when building personalization infrastructure
- Importance of tying your personalization process to your entire company
- Foundations for sending the right message to the right person at the right time



JAMES BARRETT, RUE LA LA

James Barrett is VP of Marketing at Rue La La, where he manages CRM and leverages Member insights to drive a personalized tone, message, and product to each Member. Jim has worked his way across a diverse portfolio of various marketing, technology, and management positions, including at Harte-Hanks DM, Aramark, and Royal Bank of Scotland/Peoples' Bank. Jim earned his MBA from Boston College and his degree in Economics from Holy Cross.

2:45-3:15 Xchange Break
Great networking opportunity!

3:15-4:00 Repeat Breakout Sessions

4:00-4:30 Xchange Break
Great networking opportunity!

4:30-6:00

directXchange[®] Sponsored-Facilitated Roundtables

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

6:00-6:30

Free Time / Networking

6:30-7:30

Reception - Open Bar & Hors D'oeuvres

7:30-9:30

Dinner / Networking / Entertainment



Dine and Discover X-Factors!

Meet new people and have a winning time at our cocktails-and-dinner evening event

With cocktails, conversation and a bountiful feast at our elegant hotel, you'll have a chance to meet new people and explore your company's—and your own—X-Factors. You'll have a blast experiencing NEMOA's own X-Factor: having fun while forming connections that last!

Register Online! www.nemoa.org

THURSDAY

7:00am

Registration Open
Xchange Café Open
Breakfast Buffet Open

7:00am-8:00am

Breakfast and Networking

JUST FOR MERCHANTS

8:00-9:00



ALL NEW! MERCHANTS-ONLY TOWN HALL MEETING

Moderators: Dana Pappas, Plow & Hearth and Kevin McGrain, Appleseed's Brands

Panelists: Charles Pates, Garnet Hill and Dana Springfield, The Yankee Candle Co.

Join this MERCHANTS-ONLY session to discuss how you're dealing with the ever-changing marketing climate, current business challenges, or anything else top-of-mind. Topics covered might include the role of brand, attribution methodology, determining market spend, or even how to optimize the customer service experience. Don't miss this event—lively conversation guaranteed—exclusively for merchants.

What happens in "Town Hall" stays in "Town Hall"!



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JUST FOR SUPPLIERS

8:00-9:00



ALL NEW! SUPPLIER-ONLY SESSION: HOW TO LEGALLY MURDER YOUR COMPETITORS ONLINE

"Lead Gen' Rockstar" Charlie Hutton takes a no-nonsense look at the three core steps of an online lead generation funnel: capture, convert, and close. You'll leave with a mapped-out 3-step lead generating system and the proven new rule of online marketing you can use immediately to double your sales and profits. Learn to:

- Get the exact name and email address of every prospect
- Use cheap little online ads to generate a huge number of leads
- Turn those leads into hot qualified customers
- Get your emails opened and read



CHARLIE HUTTON, ONLINE LEAD GEN' ROCKSTAR

Charlie Hutton teaches business owners how to dramatically increase the volume of leads generated online using his "Three Step Conversion" framework. He's the author, consultant, and entrepreneur whom Mucha at Matrix Global Media calls "a Direct Response Aficionado on steroids."

» 9:15-10:15

Keynote Session

TURN CUSTOMER INTELLIGENCE TO BRAND LOVE

Are you capitalizing on all the data your customers are giving you day in and day out to create a truly indelible brand perception? Few direct marketers have embraced the tools that are out there—whether digital or human—to really connect to our customers. Customer intelligence isn't a mystery. Find out how SmartPak uses it to fearlessly convert customer intelligence into genuine brand love.



DONNIE STEELE, SMARTPAK EQUINE

Donnie Steele, CMO of SmartPak Equine, has spent his entire career in digital marketing, driving results for

SmartPak, the Discovery Channel, the U.S. Army, Xbox, PlayStation, PBS, A&E, TV Guide, NASA and the Food Network. Donnie holds a B.S. from James Madison University.

10:30-11:15

TECH TALKS

Zoe Neuschatz, Olapic
 Graeme Grant, CQuotient
 Paul Howell, Artemis
 WebFirst Solutions
 Heather Blank, Datalogix
 Allen Abbott, CohereOne

Xtreme Technology Solutions *Gear up to learn the hottest and latest trends in omnichannel retailing as industry suppliers present rapid fire, provocative talks covering advances in technology—mobile, ecommerce, data, graphics, and more. Discover the newest ways our suppliers can help us gain the competitive edge!*



10:15-10:30 Short Break

Great networking opportunity!



“Plenty of time to network, attend sessions and seminars. Very well scheduled.”
 –Eric Dunham, Specialty Commerce Corp.

11:15-11:45 Xchange Break and Hotel Checkout <<

Choose one session to attend. Each session runs from **11:45-12:45**

1 Privacy Compliance in a Changing World

New regulations about the collection and use of personal data can present pitfalls for unwary retailers. In this don't-miss session, we'll explore the ever-shifting privacy regulation landscape, including Canada's new anti-spam law, data privacy enforcement by the FTC, and developments relating to "Do Not Track."



KEVIN HALEY, BRANN & ISAACSON

Kevin R. Haley, partner at Brann & Isaacson, one of the nation's leading direct marketing law firms, focuses on intellectual

property, data security, privacy, social media, trade regulation, and commercial transactions. He is a co-author of the blog "Eyes on eCom Law."



NAT BESSEY, BRANN & ISAACSON

Nathaniel Bessy, an Associate at Brann & Isaacson, advises online and catalog retailers on issues of consumer data

privacy. A graduate of Williams College and NYU's School of Law, Nathaniel is co-author of the blog, "Eyes on eCom Law."

2 Getting to Answers that Matter: A New Revolution on the Data Dilemma

Don't recognize the revolution happening under your nose? Big data is a buzzword designed to stimulate technology sales of solutions that often under-deliver. The cost of getting actionable value from your data should be going down—and it can. It requires reimagining the "analytics" paradigm. Learn about trends in Business Intelligence, and how to illuminate blind spots in your business, create customized, interactive analyses, and empower decision-makers with essential insights.



JUDE HOFFNER, HOFFNER MARKETING

Jude Hoffner, the Principal at Hoffner Marketing, has more than 15 years of experience in strategic planning, consulting,

analysis, and day-to-day marketing program management for small to mid-size multichannel retailers. Jude is a frequent speaker and author for industry associations.

3 Content Marketing: Build Your Authority in Google by Being "Remarkable"

The key to building quality links in Google™ is Content Marketing. But there's a catch. It must be "remarkable"—that is, "worth remarking about." Join SEO expert and author Stephan Spencer to learn:

- Insider knowledge on "link building," which is arguably the most difficult, most misunderstood, and most poorly executed aspect to SEO
- How to navigate the quagmire of link building techniques that don't work or that earn Google penalties
- The way to great authority in Google, and consequently, great rankings



STEPHAN SPENCER, SEO EXPERT & AUTHOR

Stephan Spencer is author of Google Power Search, co-author of *The Art of SEO*, and has written 100s of articles for top direct marketing

publications and writes for a multitude of blogs. He founded Netconcepts and invented the automated pay-for-performance SEO technology platform GravityStream. Stephan holds an M.S. in Biochemistry from the University of Wisconsin-Madison.

“Some VERY VERY interesting ideas—really got me thinking about stuff that had not been on my radar.”

—Michael LaHart, M.LaHart & Co.

4 5 Ideas to Engage Catalog Customers at a Deeper Level

Grab attention, be relevant, encourage engagement, compel action. We'll share some unique techniques that extend the life of your catalog, including intriguing case studies from three top companies. You'll learn how to:

- Appeal to the senses
- Spark engagement and sharing
- Create stronger, longer lasting relationships



RENEE BADURA, QUAD/GRAPHICS

As Quad/Graphics' VP of Omnichannel Sales Strategy, Renee manages nationwide sales efforts for integrated print solutions. A print sales

veteran with more than 25 years' experience, Renee earned a BA from U. of Wisconsin-Eau Claire, and completed Harvard U. Business School's Advanced Management Program.

GUEST PANELISTS



DAWN LACY,
EASTBAY



CHRIS REVIE,
FIGI'S



ROBERT CAMERON,
NEW PIG

Save the Date!

March 11-13, 2015 • Spring Conference
Renaissance Boston Waterfront Hotel • Boston, MA
Visit www.nemoa.org for details

12:45-1:15 Lunch and Networking

1:15-2:15 Closing Luncheon Session

Win the Acquisition Game with Social Marketing

Social media is direct marketing and we may be ignoring functional expertise we already have. Bill Tine from the king of customer engagement, King Arthur Flour, believes social marketing must be goal-oriented and content-driven: food truck event marketing, partnering with bloggers, bringing philanthropy into the picture. Hear how to:

- Be customer-obsessed and think like a publisher
- Build a strategy around engagement
- Build a conversion funnel
- Measure your results



BILL TINE, KING ARTHUR FLOUR

Bill Tine is VP, GM for King Arthur Flour, a 100% employee-owned company and BCorp. Prior, Bill worked in media at Cook's Illustrated and America's Test Kitchen, The Taunton Press's interactive group, and at Booz Allen Hamilton.

A Dickinson College grad, he earned an MBA from The Tuck School of Business at Dartmouth.

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Register Online! www.nemoa.org

Send 3 or More Employees and Save Up To \$120 per person!
 See pricing chart and rules below.

3 EASY WAYS TO REGISTER

ONLINE: visit http://nemoa.org/fall_2014_pricing.php
FAX: your completed form (credit cards only) to 207-885-0097
MAIL: your completed form with check or credit card info to:
 NEMOA, PO BOX 658, Scarborough, ME 04070

Questions? Visit us online at www.nemoa.org or contact the NEMOA office.
 Terri Patashnik, NEMOA Events & Operations Director
 Tel: 207-885-0090 Email: terri@nemoa.org

REGISTRATION DISCOUNTS

Register by August 22nd and save \$200



Please visit our website for full information on Member Discounts, Multiple Attendee Discounts, Small Business Discounts, Cancellation Policy, Rising Stars Scholarships, Membership Application Deadlines and more.

CONFERENCE REGISTRATION FORM

This form is for conference registration only. Hotel reservations are separate. The conference fee covers 2 days of sessions, events and meals. Please print clearly. Please complete one form for each attendee.

Name _____
 Title _____
 Company _____
 Street _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email _____

MEMBER RATES	Cataloger/Etailer	Service/Supplier
	1-2ppl (3+ppl)*	1-2ppl (3+ppl)*
Register by Aug 22 (save \$200)	\$499 (\$419)*	\$619 (\$499)*
Register Aug 23- Sept 12	\$599 (\$519)*	\$719 (\$599)*
Register Sept 13 or after	\$699 (\$619)*	\$819 (\$699)*

NON-MEMBER RATES	Cataloger/Etailer	Service/Supplier
	1-2ppl (3+ppl)*	1-2ppl (3+ppl)*
Register by Aug 22 (save \$200)	\$749 (\$669)*	\$869 (\$749)*
Register Aug 23- Sept 12	\$849 (\$769)*	\$969 (\$849)*
Register Sept 13 or after	\$949 (\$869)*	\$1,069 (\$949)*

*All prices are per person.
 *The 3+ppl price is good for the 3rd, 4th, 5th, etc. attendee from the same member company. First two attendees must pay full price in order for the 3rd and subsequent attendees to be eligible for a discount.
 *The 3+ppl price is also valid for registrants from a company with 3 or fewer employees.

Total Due: \$ _____ \$ _____

Check enclosed (payable to NEMOA). Checks are due by 09/08/14.
 Amex VISA MasterCard

Credit Card Number: _____

Name on Credit Card: _____ Expiration Date: ____/____/____

Billing Address (if different than above): _____

Signature: _____

(required for credit cards) (required for electronic receipt)

Required—Please indicate which sessions/events/meals you plan to attend. Seating is on a first come/first served basis. Your responses help us plan meeting room setups and food and beverage orders.

- This is my first NEMOA conference
- Wednesday Breakfast Buffet & Networking 7:30-9:00am
- Wednesday Welcome Briefing for First Timers 8:30-9:00am
- Wednesday Opening Keynote 9:15-10:30am
- Wednesday General Session 10:45-11:45am
- Wednesday Lunch Buffet 11:35am-12:45pm
- Wednesday Luncheon Keynote Session 12:45-1:45pm
- Wednesday 4 Concurrent Breakout Sessions
 Choose one in each time frame (see page 6)
- 2:00-2:45pm
 - #1 Creative #2 Personas
 - #3 Testing #4 Ecommerce Conversion
- 3:15-4:00pm
 - #1 Creative #2 Personas
 - #3 Testing #4 Ecommerce Conversion
- Wednesday Roundtable Discussions 4:30-6:00pm
- Wednesday Dinner and Networking Event at the Mystic Marriott 6:30-9:30pm
- Thursday Breakfast Buffet & Networking 7:00-8:00am
- Thursday Merchants-Only Town Hall Session 8:00-9:00am
- Thursday Suppliers-Only Session 8:00-9:00am
- Thursday Opening Keynote Session 9:15-10:15am
- Thursday Tech Talks Session 10:30-11:15am
- Thursday 4 Concurrent Breakout Sessions 11:45am-12:45pm
 Choose one to attend (see page 10)
- #1 Privacy #2 Data
- #3 Content Mktg #4 Catalog Engagement
- Thursday Lunch Buffet & Networking 12:45-1:15pm
- Thursday Closing Luncheon Session 1:15-2:15 pm



The National Conference
for Catalogers and Etailers
September 17-18, 2014



The NEMOA 100% Guarantee

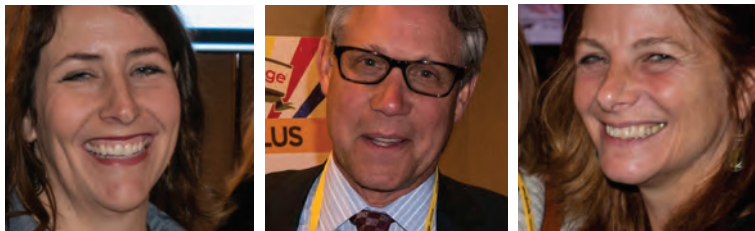
Our conference will generate actionable, profit-boosting ideas that more than cover the cost of attending, or your next conference registration is FREE. **Guaranteed.**

rising stars

Free Registration for Rising Stars

Is someone at your company a **Rising Star** who has worked in our industry for fewer than five years? Share the best of our profession and honor your Rising Star by nominating him or her to win a free registration to our *directXchange* conference. All members can submit a nomination, so visit www.nemoa.org today for details and nomination form. The deadline for nominations is Friday, July 31, 2014.

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Register Online! www.nemoa.org



Book your hotel room today.

**Reserve now.
The room block will sell out!**

We have a limited number of hotel rooms available for registered conference attendees for \$179/night plus tax. This discounted rate is available until Friday, August 22nd or until the room block sells out (whichever comes first). Complimentary guest room internet included.

Mystic Marriott Hotel & Spa
625 North Road (Route 117) Groton, CT 06340
Marriott Rewards Category - 7

Reservations by Phone: 866-449-7390
Please mention NEMOA/directXchange to receive our special group rate.

Reservations Online
<https://resweb.passkey.com/go/directXchangeNemoa>

You can access the link above by visiting
http://nemoa.org/fall_2014_hotel.php

Parking
Complimentary on-site parking. Valet parking available upon request for a \$5/day fee.

(prices subject to change)

Directions to the Conference
Please visit www.mysticmarriott.com for driving directions and transportation options.

Local Area Information
Visit www.mystic.org to learn more about the Mystic, Connecticut area.



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.

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directXchange[®]
by **nemoa**



Save the Date!

March 11-13, 2015
Spring Conference

Renaissance Boston Waterfront Hotel
Boston, MA
Visit www.nemoa.org for details

Visit the Xchange Café

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

NEMOA MEMBERSHIP HAS XTREME BENEFITS



SHARE.

- **Need fresh thinking? Get the X-Factor.**
Learn, borrow and exchange the BEST ideas from industry experts and peers.
- **Got questions? NEMOA has answers.**
You will have FREE access to our Membership Directory, Job Postings, and our sponsored industry research.

LEARN.

- **Need help on your bottom line?**
You will have direct access to up-to-date, relevant content at our successful *directXchange* conferences.
- **Need affordable training?**
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