



# DRIVE

OMNICHANNEL THEORIES,  
TECHNIQUES AND TACTICS  
TO INCREASE TRAFFIC

MARCH 11-13, 2015 BOSTON, MA  
THE NATIONAL CONFERENCE FOR CATALOGERS & ETAILERS

Dear friends,

What drives you? Your business? Your customers? This *directXchange* by NEMOA is all about Drive. The NEMOA board and staff have lined up top speakers and panelists to steer this conference so you go home with a trunk-load of tips and ideas to move your business forward.

You'll hear from companies such as Orvis, Gardener's Supply, Serena & Lily, and Wayfair about what has driven them to be what they are today. In addition to the sessions, there is plenty of time to share, learn and connect with other attendees, whether old acquaintances or new connections. Making sure that happens is just one of the things that drives our Board. Best of all, you're bound to have some fun while networking and learning.

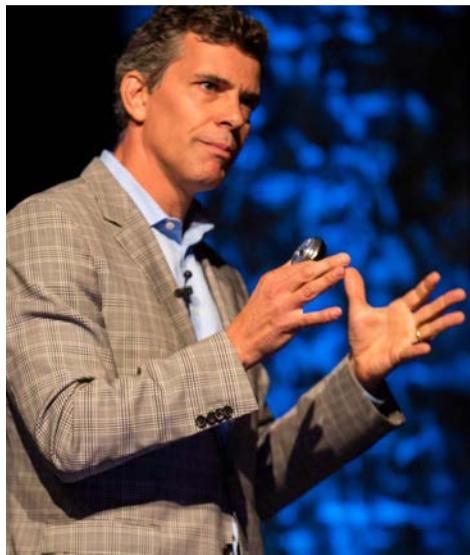
NEMOA is committed to keeping its conferences affordable, which we're able to do thanks to the incredible support of our sponsors. Once you experience a *directXchange*, we're confident you'll understand its value too. In fact, we guarantee it!

I look forward to seeing you in Boston.

*Dana*



**DANA PAPPAS**  
NEMOA President



# DRIVE

BOOK YOUR HOTEL  
ROOM TODAY!

Make your Hotel and Travel arrangements soon!  
See page 12 for details.

## WHAT IS **directXchange**®

The leading forum for **catalogers and 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 68 years of presenting quality content and enabling connections.

### NEMOA BOARD OF DIRECTORS AND STAFF

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White, *Web Decisions*

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## SCHEDULE OF EVENTS FOR SPRING 2015

### WEDNESDAY, MARCH 11

- 7:30-6:00** Registration and Xchange Cafe Open  
**8:30-12:00** Pre-Conference Workshop Sessions  
**1:00-1:30** First Timer Welcome Briefing  
**1:45-2:45** Opening: Serena & Lily  
**3:15-4:00** 5-Track Breakouts, Round 1  
**4:15-5:15** Feature: Gardener's Supply Co.  
**6:00-7:30** Opening Reception

### THURSDAY, MARCH 12

- 7:30-6:00** Registration and Xchange Cafe Open  
**7:30-8:45** Breakfast & Networking  
**9:00-9:15** Welcome-NEMOA President  
**9:15-10:15** Keynote: The Orvis Co.  
**10:45-12:00** Xpress Talks  
**12:00-12:45** Lunch, Networking & Awards

- 1:00-2:00** Feature: VogelHood Research  
**2:30-3:15** 5-Track Breakouts, Round 2  
**3:30-4:45** Member Town Hall  
**6:30-9:30** Offsite Dinner & Networking Event

### FRIDAY, MARCH 13

- 7:30-2:00** Registration and Xchange Cafe Open  
**7:30-9:15** Breakfast & Networking  
**8:15-9:30** CEO Breakfast (invite only)  
**8:15-9:30** Xpert Critiques  
**9:45-10:45** Feature: Wiland  
**11:15-12:00** 5-Track Breakouts, Round 3  
**12:15-1:15** Feature: Birch Lane by Wayfair  
**1:15-2:15** Lunch & Networking Wrap-up

**...Plus tons of time to network!**

For full Schedule of Events please visit  
[www.nemoa.org/S15Schedule](http://www.nemoa.org/S15Schedule)



**FRANK OLIVER,** *Gardener's Supply Company*

**DRIVEN TO INNOVATE |** One of our favorite speakers, industry veteran Frank Oliver aims his high beams on how innovative thinking, passion, execution, and a partnership between marketing and merchandise can steer you straight on that slippery digital highway.



**PHILLIP A. WILAND,** *Wiland*

**THE GPS FOR GETTING WHERE YOU WANT TO GO |** Drawing from 4 decades of success, Phil Wiland will share his insights on building great brands using "GPS Coordinates" and creating continuity between Marketing, Merchandising, and Creative. Walk away with tools that will help you better analyze, implement, and leverage your own brand.



**MEREDITH MAHONEY,** *Birch Lane by Wayfair*

**LESSONS FROM LAUNCHING A NEW BRAND |** Just last spring, well-known Boston-based furniture retailer Wayfair launched a new home décor catalog, Birch Lane. What worked, and what would the company do differently next time? Discover the first year strategies and tactics that led to the start-up brand's success.

MARCH 11

# WEDNESDAY

## PRE-CONFERENCE BEST PRACTICES WORKSHOPS

Co-Sponsored by Catalog University and NEMOA

► **8:30am-2:45pm**

Get hands on training from some of the best minds in the business with these three interactive and information packed workshops. Work in small groups to apply actionable advice to your business.

### CREATIVE

Find out how to use strong messaging to develop your brand, improve recognition and engage customers.

BRENT NIEMUTH, J.Schmid & Assoc.

SARAH FLETCHER, Catalog Design Studios

### MERCHANDISING

Apply proven techniques to your catalog's merchandise. This workshop covers assortment planning, item selection, pricing, catalog treatment, selling benefits, and initial buys.

LARRY SHAW, Merch Success

GEORGE MOLLO, CohereOne

### MARKETING

Discover how to find both catalog and online customers, develop a testing program, isolate key data points, and more.

GINA VALENTINO, Hemisphere Marketing

SCOTT FREDERICK, RebEll Enterprises, Inc. and WHCandy.com

## ONLY \$99 IF ATTENDING THE FULL CONFERENCE

\$149 as a stand-alone event

Includes Workshops 8:30-12:00.

Plus continental breakfast, lunch, networking and first general session of NEMOA's directXchange conference with Lily Kanter of Serena & Lily.



More details can be found at [NEMOA.org](http://NEMOA.org).

# WEDNESDAY

- 7:30am-6:00pm** Registration Desk Open  
Xchange Café Open
- 7:45am-8:30am** Breakfast & Networking (Workshop attendees)
- 1:00pm-1:30pm** Welcome Briefing for First Timers



**2:45-3:15** Xchange Break - sponsored by Paradysz + PM Digital

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**> 1:45-2:45 KEYNOTE OPENING SESSION**

## BUILDING BRAND AND TRAFFIC - A 21<sup>ST</sup> CENTURY LIFESTYLE BRAND OMNI STORY

Serena and Lily, the fearless leaders of the home décor retailer bearing their names, set out to turn the décor industry on its head and have some fun along the way! We rev up *directXchange 2015* with this exciting small brand story, as Lily shares the catalog and omnichannel theories, techniques and tactics that helped her company increase traffic, build an engaged workforce and do good.



### LILY KANTER

Lily Kanter, CEO and co-founder of Serena & Lily, a lifestyle brand based in Sausalito, CA, has 27 years of experience in the business and technology fields and has held management positions at Microsoft (where she won the Chairman's Award from Bill Gates), Deloitte & Touche, and IBM. She was featured on the cover of Time Magazine as part of the cover story "The New Philanthropists." In 2004, Lily met Serena inside her store, and they partnered and launched Serena & Lily. Lily attended the Executive MBA program at Pepperdine and the Pepperdine Asia Business Program in Hong Kong.



USE YOUR NETWORKING BREAKS TO CONNECT WITH COLLEAGUES, CATCH UP WITH CATALOGERS OR SUPPLIERS AND REFUEL WITH A TASTY BITE!

## > 3:15-4:00 FIVE CONCURRENT BREAKOUT SESSIONS (Choose one session to attend.)

### BRAND & CONTENT

#### 1 The importance of audience driven, omnichannel marketing

> CHRIS PARADYSZ and MICHAEL MCVEIGH,  
Paradysz + PM Digital

Consumers have spoken! They demand a single, comprehensive experience, that allows them to seamlessly interact with their favorite brands on their own terms. While most brands acknowledge the importance of omnichannel, integrated marketing strategies, many still struggle to make this happen. Paradysz + PM Digital will share:

- Case studies revealing the importance of audience-driven marketing
- Key trends across verticals, and ways to facilitate inter-team collaboration
- Proactive approaches to attribution
- How to aggregate the KPIs essential to monitoring your business



**CHRIS PARADYSZ** is the co-founder and CEO of Paradysz and PM Digital. Under his leadership, Paradysz has grown into an integrated marketing company and PM Digital has become a leading digital marketing services company for nonprofit, retail, CPG, publishing, B2B and financial services.



**MICHAEL MCVEIGH** is Vice President of Advisory Services Practices, Paradysz and PM Digital. He leads the development of digital and integrated marketing solutions. Michael has 15+ years of industry experience, Michael received his B.A. from Vanderbilt University.

### MARKETING STRATEGIES

#### 3 Drive growth through a relentless focus on the customer — Tea Collection's Story

> SARAH KNUP, Tea Collection >> POLLY WONG, Belardi Ostroy

The key to Tea Collection's success has been its focus on creating truly differentiated products and in investing in customer acquisition tactics that work. Find out how the company avoids getting caught up in the latest "shiny object," and drives long-term revenue and profitability by focusing on the basics: product, brand, and inspiring customer experiences.



**SARAH KNUP**  
Head of Marketing & Strategy at Tea Collection, Sarah Knup oversees the development and execution of Tea's

marketing campaigns. Sarah holds an MBA from Stanford University.



**POLLY WONG**  
After almost ten years on the brand side at companies like Eddie Bauer and Williams-Sonoma Inc., Polly joined Belardi/Ostroy to launch its Strategic, Ecommerce, and Creative Services divisions.

### DATA & OPS

#### 2 Personalization puts every customer in the driver's seat!

> CHIP OVERSTREET, MyBuys >> And client

Engage customers by giving them what they want, when they want it. Marketing executive Chip Overstreet will share best practices (and practices to avoid), when it comes to personalization. He'll draw from a range of real-life examples and will be joined by a client, who will share first-hand experience with their journey and experience with website personalization.



**CHIP OVERSTREET** MyBuys' Chip Overstreet is an executive in marketing and business development for B2B software and services companies. He develops and delivers solutions for e-commerce, internet advertising, marketing automation and SaaS. Chip has a BA from Stanford.

share. learn. connect.



#### VISIT THE XCHANGE CAFÉ

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

# WEDNESDAY

► **3:15-4:00** FIVE CONCURRENT BREAKOUT SESSIONS -- CONT'D (Choose one session to attend.)

## MERCHANDISING

### 4 Creating New Opportunities with Existing Winners

> ERIN KRESS, Fairytale Brownies

Product Innovation is absolutely necessary to drive growth, a lesson Fairytale Brownies knows well, and understanding how consumers navigate purchase decisions is critical to innovation. Learn how the company creates sweet new opportunities with product development as well as creative packaging.



**ERIN KRESS**

Art Director/Director of Merchandising at Fairytale Brownies for 7 years, Erin oversees all aspects of merchandising, packaging design, and catalog creative, maintaining the brand's heritage while moving it forward.

## CREATIVE

### 5 Email Creative's Best—and Worst—Practices

> ANNA PFEIFFER, Bronto >> JOHN DEMING, Seventh Generation

Discover turbo-charged tips and trigger campaigns to shift your email creative into overdrive. Anna will outline the hottest trends Bronto is seeing. John will share Seventh Generation's email revamp, with before and after creative changes, templates and testing results. Learn the Top 10 Musts, and what to do (and what not to do) to stay on top.



**ANNA PFEIFFER**

As a Marketing Strategist at Bronto, Anna Pfeiffer brings 13 years of internet marketing experience to help her clients, many of whom are listed on the Internet Retailer Top 500. Anna's clients range from brick-and-mortar locations to online hard goods sales, as well as digital goods.



**JOHN DEMING**

Before becoming Marketing Manager at Seventh Generation, John worked at Green Mountain Coffee Roasters as a Marketing Manager for SEO, Email and Web Analytics. John has over a decade of marketing, business, and team management experience.

**4:00-4:15**

Break

GREAT NETWORKING OPPORTUNITY!

► **4:15-5:15** WEDNESDAY CLOSING KEYNOTE

## DRIVEN TO INNOVATE

In this not-to-miss session, don't expect your typical discussion on merchandise innovation. Instead learn from an industry veteran with a unique perspective on the silver bullet of merchandising success as he shares stories from the trenches about shattering sacred stereotypes and valuable lessons learned. Find out how marketing and merchandise must drive the sales engine together and how innovative thinking can ensure survival on the digital battlefield. Frank will share case studies and his most valuable tricks to leverage passion, innovation and execution.



**FRANK OLIVER**

Frank Oliver helps source unique products for Gardener's Supply Co., where he's been for over 20 years. Previous stints include Product Manager for Brookstone Hard-to-Find Tools Catalog, and Manufacturing Project Engineer for Combustion Engineering. The University of New Hampshire grad enjoys working and living in Vermont.

**5:15-6:00**

Free Time

**6:00-7:30**

directXchange Opening Reception at the Renaissance - sponsored by Epsilon

# THURSDAY

- 7:30-6:00** Registration Desk Open & Xchange Cafe Open  
**7:30-8:45** Breakfast & Networking - sponsored by KBM Group  
**9:00-9:15** Welcome Remarks by Dana Pappas, NEMOA President

## ► 9:15-10:15 KEYNOTE OPENING SESSION

### ORVIS REVS IT UP AND STAYS IN THE FRONT OF THE PACK

This hard-driving 156-year-old brand has fought to stay relevant and bring new customers into the fold. Hear the Orvis multichannel story, and learn what it's taken for this notable brand to drive traffic, sales, and profits. Find out how its business has evolved over the last 3 years with shift to online from traditional catalog marketing, including:

1. Building relationships with outside organizations
2. Facilitating communication across all channels
3. Acting conservatively



**RAYMOND G.  
MCCREADY**

President of The Orvis Company, Ray joined the company in 2001

as VP, Wholesale/ International & Licensing. As President since 2007, Ray oversees Merchandising, UK, IT, HR, Retail and the Inventory Group. Prior to Orvis, Ray held executive positions at Eddie Bauer from 1979 to 2001, concentrating on international marketing.

## ►10:45-12:00 XPRESS TALKS RAPID-FIRE, PROVOCATIVE TALKS TO SUPER-CHARGE YOUR MIND

> MODERATED BY BRAD BISHOP, SmartPak

Hear how some top dogs in our industry are taking risks, driving sales and achieving results. These 6 acclaimed marketers will challenge your thinking, encourage you to break the rules, share winning strategies, interpret trends in new ways, and more. These rapid-fire talks promise to be thought-provoking, entertaining and maybe even a bit controversial.

#### XPRESS TALKS EXPERTS:

**Jack Sturn**, 4Cite Marketing  
**Stacey Hawes**, Epsilon  
**Brent Niemuth**, J.Schmid & Assoc.  
**Bill LaPierre**, Datamann  
**Phil Wiland**, Wiland  
**Timothy Peterson**, Maxxima LED Lighting

- 12:00-12:45** Lunch and Networking.  
*Lunch sponsored by Quad/Graphics*

- 12:30-12:45** Presentation of Rising Stars and Education Xchange Awards

## KEYNOTE SESSION

► 1:00-2:00

### THE LATEST FROM OUR NATION'S CAPITAL

With a new Congress just seated, find out the state of the policy decisions that will undoubtedly affect us:

- What's going on with Postal Reform
- How Privacy Regulations are changing
- How the National Sales Tax is developing

These policies will have a major impact on our industry—let's learn what's going on and discuss what can be done about it.



**ALEX VOGEL**

Alex founded VogelHood Research after a decade leading one of the most successful lobbying

firms in Washington, D.C. He served as Chief Counsel to Senate Majority Leader Bill Frist, M.D., acted as his liaison to the 9/11 Commission, and was General Counsel for the National Republican Senatorial Committee. He's a frequent contributor on Fox News, CNN, CNBC, MSNBC and to the Washington Post.

- 2:00-2:30** Xchange Break

# THURSDAY

> 2:30-3:15 FIVE CONCURRENT BREAKOUT SESSIONS (Choose one session to attend.)

## BRAND & CONTENT

### 1 Redefine or refresh?

> ETHAN PLATT, American Meadows  
 > BRIAN HUCK, The Eastwood Company

It's no secret that a well-defined brand will significantly increase customer loyalty while attracting new customers. This doesn't necessarily mean you need a brand make-over. In fact, in most cases marketers have discovered that their brand just needs to be better defined, or the company needs a fresh take on what the brand already means. Follow two brands through their own brand journeys. You'll learn from both a large and small brand why there was a need, the process each took, and the results of the exercise.



#### ETHAN PLATT

is President of American Meadows, Inc (AMI) of Williston, VT. Prior to AMI, Ethan was the Marketing Manager for New Product Development for Green Mountain Coffee, worked for a brand marketing company and started his career in the shrimp aquaculture business. He holds a BA from Colby College and an MBA from Babson College.



#### BRIAN HUCK

is President and COO of Eastwood, transformed the traditional catalog company to the premier online source for automotive restorers and hobbyists, launched its first retail store, and led a rebranding effort. Previously, he worked for Day-Timer, Life Uniform, Robert Half International and Walgreens.

## DATA & OPS

### 2 Test, Measure & Optimize: Evaluating the impact of your omnichannel strategy

> RICK CHILD, Media Horizons

Discover the latest testing methods and technologies for evaluating the impact of omnichannel marketing on sales. Large and small retailers will find out how to:

- Measure the impact of their marketing efforts using testing techniques, marketing attribution and optimization platforms
- Implement these techniques and platforms in their campaigns
- Apply the test results to optimize future campaigns for success



#### RICK CHILD

is the VP of Data & Analytics at Media Horizons Inc. With 20-plus years of data-driven direct marketing experience—including 12 years of client-side experience—and an MBA from Cornell University, Rick's expertise lies in analytics, attribution, statistical modeling, acquisition and database marketing.

## MARKETING STRATEGIES

### 3 Rev up conversion with mobile ads

> MICHAEL GRIFFIN, Adlucent  
 > GLENN MERSEREAU, Adam & Eve

Mobile devices account for nearly half of all online traffic, yet mobile ads continue to garner lackluster conversion rates. Find out how adult retailer Adam & Eve bucked that trend, using mobile advertising to drive a huge leap in sales, through testing, optimization, attribution, and analysis.



#### MICHAEL GRIFFIN

is the founder of Adlucent, a leading retail marketing agency, and BuyerPath, a SaaS marketing technology for retailers. Michael has over 13 years of experience helping nearly 100 retailers and brands succeed with their digital advertising programs.



#### GLENN MERSEREAU

is Director of ecommerce for Adam & Eve, the largest and oldest multi-channel retailer of adult and sexual wellness products in the U.S. He oversees internet marketing, site merchandising, design, and optimization. Before joining the company in 2012, he served in executive positions with Performance Bicycle/Nashbar, Pictureframes.com, and Global Golf.

## MERCHANDISING



### Reinventing your merchandise to secure your survival

> BILL LAPIERRE, Datamann

Whether you're big or small, changing your merchandise assortment to appeal to a new generation of customers is critical. Having critiqued hundreds of catalogs, Bill will share ways to:

- Recognize when you need to change your product mix
- Aggressively introduce new products to a new audience
- Determine which products should be continued
- Identify the attributes that define your best products by customer type



**BILL LAPIERRE**

is VP of Business Analytics at Datamann in Wilder, VT. Bill gets involved in the marketing strategy and analytics for over 100 catalog clients, including database analysis, circulation planning, and merchandise performance. Bill has been speaking at NEMOA for more than 25 years, and is also Past President of the VT/NH Marketing Group.

**3:15-3:30** 15-Minute Break

**3:30-4:45** Town Hall 2015

JOIN OUR ANNUAL MEETING AND MEMBER TOWN HALL. IN AN INFORMAL EXCHANGE, ARMED WITH A DRINK, DISCUSS WHAT'S KEEPING YOU UP AT NIGHT.

## MEET UP FOR GREAT FOOD AND EVEN GREATER PEOPLE!

> **6:30-9:30** Dinner and Networking Event sponsored by Infogroup.

So many tell us they come to directXchange because of the people—smart folks doing impressive things at remarkable organizations. That means YOU! So let us celebrate you with a fun evening of delicious food and good company. Transportation provided.

### Westin Boston Waterfront Hotel

425 Summer Street, Boston, MA 02210

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## CREATIVE



### Best practices for web design

> LAURA SWANSON, FitForCommerce

Laura Swanson draws on 20 years of retail marketing experience to identify best practices in Website and Mobile creative design. She'll share tons of "best and worst" examples, including in-depth case studies, must-have web features, and strong suggestions for "what not to do."



**LAURA SWANSON**

A Senior Consultant at FitForCommerce, Laura has over 20 years of leadership in multichannel retailers, with areas of expertise spanning from buying and staffing to IT/Telecom and omnichannel strategy. Previously she's worked with such apparel giants as Lord and Taylor (VP of IT/Telecom), Hudson Bay Company, DressBarn, and Calvin Klein.



# FRIDAY

<b>7:30-2:00</b>	Registration Desk Open Xchange Cafe Open
<b>7:30-9:15</b>	Breakfast Buffet Open
<b>7:30-8:15</b>	Breakfast & Networking
<b>8:15-9:30</b>	CEO Breakfast (Invite only)

## MEET THE XPERTS

### ► 8:15-9:30

Put your catalog, website, or email in the hot seat and find out how much horsepower your brand really has. Experts and colleagues will help you understand where your brand is doing it right and where there might be opportunities for change. In each of 4 breakout groups an expert will critique specific examples, then YOU become the expert, working with colleagues to critique other brands. **If you want to put your own creative to the test and enjoy a free mini focus group, please contact the NEMOA office ([kris@nemoa.org](mailto:kris@nemoa.org)).** First come, first served!

Website - MARK RICHARDS, Kalio

Email: JACK STURN, 4Cite Marketing

Catalog: SUE NAYLOR, Lorel Marketing Group

Catalog: DON FLORENCE, Kreber

**BACK BY  
POPULAR  
DEMAND**



### 9:30-9:45

15-Minute Break

### ► 9:45-10:45 KEYNOTE OPENING SESSION

## DRIVING THE BRAND - THE GPS FOR GETTING WHERE YOU WANT TO GO

With the explosion of omnichannel technology, it's easy to get distracted from the "Foundation Stones" that define your brands. Drawing from four decades of success, Phil Wiland will share his insights on building great brands, setting the right "GPS Coordinate," and creating continuity across departments. Learn how these tools can help build a strong brand:

- Seven Foundation Stones
- Brand Scale Spectrum & the Scale Price Point Metrix to analyze your brand positioning
- Three Prime Marketing Functions of Brand execution



**PHILLIP A.  
WILAND**

President and CEO of Wiland, Phil has

been a pioneer in the direct marketing industry for over 40 years, founding Wiland Services, Concepts Direct, and Wiland. Phil is passionate about "Driving the Brand," helping marketers achieve top and bottom line growth.

### 10:45-11:15 Xchange Break & Hotel Checkout

### ► 11:15-12:00 FIVE CONCURRENT BREAKOUT SESSIONS

(Choose one session to attend.)

## BRAND & CONTENT

### 1 Rethinking and refueling retail: Meaning-making by design

> DENNIS REBELO AND SUSAN SOARES, Alex & Ani

Alex & Ani executives will discuss the successes and struggles of leading the Country's third fastest growing retailer (*inc*). Find out how they connect with consumers and drive meaningful traffic, and gain insights on the Alex & Ani process, from onboarding and client-engagement to digital marketing.



**DENNIS REBELO**

The Chief Education Consultant at the Alex and Ani Institute, Dennis is an expert in leadership, psychology, and education, and a graduate of U. of Rochester, Dartmouth's Tuck School, and Dusquesne.



**SUSAN SOARES**

VP of Retail Operations, Susan has used leading-edge technology and development of her retail team to help grow Alex & Ani from 1 to 42 stores.

# FRIDAY

## DATA & OPS

### 2 Cease and desist . . . really?

> STACY O. STITHAM, Brann & Isaacson

Have you ever received the dreaded certified letter from a competitor's lawyer, asserting that your company is infringing their intellectual property rights? This session will explore best practices for responding, managing risk, and fending off unwelcome correspondence.



**STACY STITHAM**

An attorney at Brann & Isaacson, Stacy represents retail clients in patent, trademark, copyright and corporate cases. She's co-authored briefs for internet retailers in leading patent cases in the U.S. Supreme Court and U.S. Federal Circuit Court of Appeals and is co-author of the blog "IP Wise."

## CREATIVE

### 5 Designed to drive

> NEAL SCHULER, Yankee Candle  
 > CHRIS KARAM, S&S Worldwide

Hear from esteemed B2C and B2B practitioners as they offer their perspective on how they've designed their own catalogs to maximize response. Learn their top five design imperatives, and the biggest barriers to taking their efforts to the next level.



50 MCM awards for his work for Harry & David.



## MARKETING STRATEGIES

### 3 Top 10 retail lessons for ecommerce

> TIMOTHY PETERSON, Maxxima LED Lighting

Timothy Peterson, expert in brick-and-mortar and digital marketing, shares important retail lessons that lead to success in ecommerce, too. Explore how to:

1. Communicate with customers as if you were in person
2. Treat web designs as store displays
3. Focus on customer service



**TIMOTHY PETERSON**

Director of Ecommerce for Maxxima LED Lighting, Timothy is an award-winning marketing executive who has worked for more than 20 years in business-to-consumer marketing. He is truly omnichannel in his reach and expertise.

### NEAL SCHULER

VP and Sr. Creative Director of The Yankee Candle Company, Neal is a creative virtuoso. He has consulted with Chefs, Performance Bike, Hickory Farms and Cabela's, as well as Colony Brand's 13 brands, and received over

## MERCHANDISING

### 4 A merchandise SWOT is your roadmap to success

> KATHLEEN SCHULTZ, Kathleen Schultz Marketing

In this hands-on session, listen, learn and share what makes product the #1 driver of your business success and why analytics are so important. Find out how to do a "Merchandise SWOT" (Strengths-Weaknesses-Opportunities-Threats), key analytics to review, and the action steps to take post-review.



**KATHLEEN SCHULTZ**

The principal of Kathleen Schultz Marketing, Kathleen is a senior executive with three decades of omnichannel experience in merchandise strategy, assortment planning, creative and financial analysis. Kathleen has applied her management and analytical skills to the home furnishings, apparel, floral, food, gifts and promotional product categories.



# FRIDAY

**12:15-1:15 CLOSING SESSION  
LAUNCHING A START-UP BRAND  
IN THE OMNI-CHANNEL WORLD**

In March of 2014, Boston-based furniture retailer Wayfair launched a new home décor catalog, Birch Lane. Meredith Mahoney will share the first year strategies and tactics that led to the company's success, including:

- How they juggled the challenges of launching a new brand with limited resources
- Top 10 lessons learned from both successes and failures
- Approaches they'd change next time



**MEREDITH MAHONEY**

Meredith Mahoney is the General Manager of Birch Lane, a multi-channel lifestyle retailer owned by Wayfair, leading the overall business strategy with direct responsibility for the P&L, buying, and creative. Meredith joined Wayfair in 2010, managing key categories for Wayfair.com and Joss & Main. A graduate of MIT, she's also worked in key roles at Magic Beans, Plow & Hearth, Brookstone, and Winston Flowers.

**1:15**

Lunch and Networking Wrap-Up

**Win a free registration  
for your rising stars**

Rising Star Program sponsored by A.T. Clayton

**SHARE THE BEST OF OUR PROFESSION AND  
HONOR A RISING STAR IN YOUR COMPANY!**

- Nominees must have worked five or fewer years in our industry
- Nominations by member companies only
- Deadline: Friday, January 30, 2015

Access Nomination Form at:  
<http://www.nemoa.org/scholarships.php>

**directXchange**

The National Conference  
For Catalogers and Etailers

MARCH 11-13, 2015

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



## BOOK YOUR HOTEL TODAY!



We have a limited number of hotel rooms available for registered conference attendees for \$209/night + tax. This discounted rate is available until Friday, February 13th or until the room block sells out (whichever comes first).

**RENAISSANCE BOSTON WATERFRONT HOTEL**

606 Congress Street, Boston, MA 02210

**Reservations by Phone:** 877-513-6305 or 617-338-4111. Please mention NEMOA to receive our special group rate of \$209/night (+ tax).

**Reservations Online:**

<https://resweb.passkey.com/go/directXchangeNemoa> or visit: [http://nemoa.org/spring\\_2015\\_hotel.php](http://nemoa.org/spring_2015_hotel.php)

**Parking**

Renaissance Hotel parking is valet only. Discounted Valet Parking fees: 0-2 hrs: \$21.25; 2-10 hrs: \$30.60; 10-24 hrs: \$39.10 (prices subject to change)

For nearby offsite parking, call hotel at 617-338-4111.

**Directions to the Conference**

The Renaissance Hotel is located in the heart of Boston's Seaport District just off Route 93. Please visit [www.renaissanceboston.com](http://www.renaissanceboston.com) for driving directions and transportation options.



# REGISTRATION



## 100% GUARANTEED

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.**



REGISTER  
ONLINE  
NOW

[http://nemoa.org/spring\\_2015\\_registration.php](http://nemoa.org/spring_2015_registration.php)

## FIND THE DISCOUNT FOR YOU

**Early Bird Discounts if you register by February 13th!** (see chart below)

### NEMOA Member Discounts

Any employee of a member company qualifies for the member rate!

- Not sure of your membership status? Visit: [http://www.nemoa.org/primary\\_member\\_list.php](http://www.nemoa.org/primary_member_list.php) or call us at 207-885-0090
- Not a member but want to join? Please apply for membership by Friday, **February 6th**. Learn more at: [http://www.nemoa.org/apply\\_for\\_membership.php](http://www.nemoa.org/apply_for_membership.php)

### Multiple Attendee Discounts

The first two attendees from your company pay the full price — but third and subsequent attendees are eligible for a discount. (see chart below)

If you are registering more than 2 attendees, please choose a regular price ticket (1-2ppl) for all. Discounts (if applicable) will be applied automatically at checkout. Please contact the NEMOA office for questions or assistance.

### Small Company Discounts

If you have three or fewer employees, use the (3+ ppl) pricing category. To use this discount when registering please contact the NEMOA office to request your Discount Code.

### Discounts for VT/NH Marketing Group Members

VT/NH Marketing Group Members can receive a 15% discount off of non-member registration prices. Please contact the NEMOA office for instructions.

## CONFERENCE PRICING

### Member

Register by Feb 13 (save \$200)  
Register Feb 14-March 6  
Register March 7 or after

### CATALOGER/ETAILER

1-2ppl (3+ppl)\*  
\$499 (\$419)\*  
\$599 (\$519)\*  
\$699 (\$619)\*

### SERVICE/SUPPLIER

1-2ppl (3+ppl)\*  
\$619 (\$499)\*  
\$719 (\$599)\*  
\$819 (\$699)\*

### Non-Member

Register by Feb 13 (save \$200)  
Register Feb 14-March 6  
Register March 7 or after

### CATALOGER/ETAILER

1-2ppl (3+ppl)\*  
\$749 (\$669)\*  
\$849 (\$769)\*  
\$949 (\$869)\*

### SERVICE/SUPPLIER

1-2ppl (3+ppl)\*  
\$869 (\$749)\*  
\$969 (\$849)\*  
\$1,069 (\$949)\*

### Free Registration for Rising Stars

NEMOA member companies are eligible to submit a Rising Star Nomination Form to recognize a deserving employee with a free conference registration. Deadline for Nomination Forms is Friday, **January 30th**. Please visit our Rising Star Scholarships page for details and form:

<http://www.nemoa.org/scholarships.php>

### Sponsor Passes

Please contact [terri@nemoa.org](mailto:terri@nemoa.org) for instructions on how to use your Sponsor Passes to register your employees or your clients for the conference. Thank you.

### QUESTIONS

Contact Terri at the NEMOA office: 207-885-0090; [terri@nemoa.org](mailto:terri@nemoa.org)

## NEW

### PRE-CONFERENCE WORKSHOPS

Co-sponsored by Catalog University and NEMOA (see page 3 for details)

**WEDNESDAY, MARCH 11<sup>TH</sup>**

#### STAND ALONE PRICING

\$149 per person

#### ADD-ON PRICING

\$99 per person



# 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.

**directXchange®**  
by nemoa



## SAVE THE DATE!

September 15-17, 2015 | Fall Conference  
**Renaissance Schaumburg Convention Center Hotel - Schaumburg, IL**  
Visit [www.nemoa.org](http://www.nemoa.org) for details

## NEMOA MEMBERSHIP HAS **XTREME BENEFITS** share.

- *Need fresh thinking?*

Learn, borrow and exchange the BEST ideas from industry experts and peers.

- *Got questions?*

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?*

We believe in the future of our industry and will provide scholarship opportunities for "Rising Stars" from your company.

- *Need talent?*

NEMOA provides FREE access to quality interns enrolled in direct marketing programs at universities and colleges.

## connect.

- *Looking for help from Industry Leaders?*

Leverage an incredible industry talent pool by asking fellow members or Board members for a personal introduction.

- *Want more traffic and SEO?*

Free links to your website from our online Membership Directory.

- *Looking for qualified applicants without a fee?*

Free job posting privileges on the NEMOA website.

## save.

- **Members save!**

Discounts on directXchange conference registration fees.

- **Affordable sponsorship opportunities.**

Suppliers can gain brand exposure with affordable sponsorship to reach hundreds of direct marketers who need their services.

**VISIT [WWW.NEMOA.ORG](http://WWW.NEMOA.ORG) OR CONTACT [KRIS@NEMOA.ORG](mailto:KRIS@NEMOA.ORG)**  
FOR MORE INFORMATION ON MEMBERSHIP.



# SPONSORS

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## BECOME A NEMOA SPONSOR!

Sponsorships are key to keeping conference registration fees as low as possible. Please take the time to thank our sponsor representatives when you meet them. If you are interested in becoming a sponsor, please contact the NEMOA office.



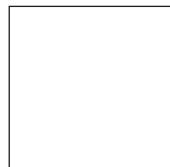
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Organization of America

P.O. Box 658

Scarborough, ME 04070

[www.nemoa.org](http://www.nemoa.org)



directXchange by NEMOA

Spring Conference

March 11-13, 2015

Renaissance Boston

Waterfront Hotel

Boston, MA



# Save \$200

Early Bird Deadline is February 13, 2015

Members save even more!

See page 13 for details.



# DRIVE

OMNICHANNEL THEORIES,  
TECHNIQUES AND TACTICS  
TO INCREASE TRAFFIC



**LILY KANTER, CEO AND CO-FOUNDER, SERENA & LILY**

**Serena & Lily: Building Brand & Traffic in an Omni World**

CEO and co-founder Lily Kanter reveals omnichannel techniques that drive this aspirational, design-driven, premium lifestyle brand. How does this rapidly-growing, innovative brand rev up traffic and sales, create a committed workforce, give back to the community – and have fun along the way?



**RAY MCCREADY, PRESIDENT, THE ORVIS CO.**

**The Orvis Company: How a Classic Stays at the Fore**

President Ray McCready explains how this 150-year-old company has evolved to stay relevant, and why the shift from catalog to online was important in driving traffic, sales, and profits.



**ALEX VOGL, VOGELHOOD RESEARCH**

**The Latest from our Nation's Capital**

This Washington insider will share what's happening with Postal Reform, Privacy Regulation, and a National Sales Tax—all of which are sure-fire certain to affect our industry.

## BRING A FRIEND AND SAVE!

Send 3 or more employees  
and save up to \$120 per person!  
See page 13 for details.



SCAN THIS QR CODE  
TO REGISTER  
ONLINE NOW!



LIKE US ON FACEBOOK!



JOIN THE NEMOA  
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