



**directXchange by NEMOA 2017 Spring Conference
March 22-24, 2017
Westin Boston Waterfront Hotel – Boston, MA**

WEDNESDAY, MARCH 22

8:30am-12:00pm **Pre-Conference Workshop Sessions hosted by Catalog University**

Choose one session to attend (Add-on pricing is \$169pp; Stand-alone pricing is \$199 pp)

Workshop #1 – Creative

(Stone Meeting Room, Lobby Level)
Sarah Fletcher, Catalog Design Studios
Brent Niemuth, J.Schmid

Making Your Catalog Creative Work For You

Roll up your sleeves and tackle your catalog creative! This workshop will walk you through assessing your brand personality and why it's important, telling your brand story (especially across multiple channels), designing to and for your brand, leveraging calls to action and web drivers, and making the most of your photography.

Workshop #2 Circulation

(Webster Meeting Room, Lobby Level)
Gina Valentino, Hemisphere Marketing

The Ultimate Circulation Planning Workshop

Everything you need to know about optimizing your circulation in one session! Topics will include segmentation, a circulation plan, what should go into your mail merge, the purpose of holdout tests, reading results, gap analysis, and a template P&L for marketers.

(Wednesday, March 22nd – continued...)

12:30pm **Welcome Refreshments** (Grand Ballroom Foyer, Concourse Level)

1:00-1:30pm **First-Timer Welcome Briefing**
(Commonwealth A, Concourse Level)
Sponsored by [Arandell](#)

1:45-2:45pm **Opening Session** (Grand Ballroom, Concourse Level)

REDEFINING A BRAND AND A BUSINESS: HOW BOSTON PROPER GOT THEIR GROOVE BACK (Sheryl Clark, Boston Proper)

3:00-3:45pm **5 Concurrent Breakout Sessions**

(Commonwealth A, Concourse Level)

Breakout #1 INCREASE THE FUTURE VALUE OF EVERY CUSTOMER — TODAY
(Nick Godfrey, Customer Portfolios + Heather Marsh, Johnston & Murphy)

(Commonwealth B, Concourse Level)

Breakout #2 A RISING TIDE LIFTS ALL SHIPS: HOW SOCIAL ADVERTISING BRINGS YOU CLOSER TO YOUR CUSTOMER AND TO ROI (Sandra Rand, Orion CKB + Mike Salguero, ButcherBox)

(Commonwealth C, Concourse Level)

Breakout #3 REIMAGINE YOUR EMAIL MARKETING PROGRAM WITH SEGMENTATION, AUTOMATION, AND PERSONALIZATION (Jeanne Jennings, CohereOne + Jennifer Hoth, formerly of Duluth Trading Co.)

(Stone Meeting Room, Lobby Level)

Breakout #4 NEXT-GEN DESIGN (Lois Brayfield, J.Schmid + Janet Frederick, Jockey)

(Webster Meeting Room, Lobby Level)

Breakout #5 REIMAGINING DIRECT: FROM BLACK BOX TO TOTAL TRANSPARENCY (Todd Schulte, Wiland + Kathy Hecht, Silver Star Brands)

(Wednesday, March 22nd – continued...)

4:15-5:30pm **Xpress Talks** (Grand Ballroom, Concourse Level)

Are you ready to be challenged? Six acclaimed marketers will share new perspectives and emerging trends on everything from how you think about your brand and data to leadership and the new consumer. These thought-provoking and entertaining rapid-fire talks will challenge the status quo. Come prepared to think outside your comfort zone.

- #1 Janie Downey, Organizational Habits
- #2 Paul Lazorisak, Talbots
- #3 Paige Davis, Road Scholar
- #4 John Coyle, LSC Communications
- #5 Sara Florin, SmartPak Equine
- #6 Kevin Lee, Didit

6:15-7:15pm **Opening Welcome Reception at the Westin Boston Waterfront Hotel**
Marina Ballroom
(open bar and hors d'oeuvres)
Sponsored by [Quad/Graphics](#)

THURSDAY, MARCH 23

7:30-9:00am **Breakfast and Networking** (Grand Ballroom, Concourse Level)
Sponsored by [KBM Group](#)

7:45-8:45am **3 Concurrent Breakfast Club Conversations**

(Commonwealth A, Concourse Level)

TOPIC #1 - What's Your Social Strategy?

Susan Landay, Trainers Warehouse & Office Oxygen

(Commonwealth B, Concourse Level)

TOPIC #2 - What's Your Data Strategy?

Paul Lazorisak, Talbots

(Commonwealth C, Concourse Level)

TOPIC #3 - What's Your Amazon Strategy?

Brent Eskew, Wiland

(Thursday, March 23rd – continued...)

9:15-10:15am **Opening Session** (Grand Ballroom, Concourse Level)

POSTAL UPDATE (Megan Brennan, Postmaster General/CEO, USPS)

10:45-11:30am **5 Concurrent Breakout Sessions** (repeat of Wednesday)

11:30am-12:35pm **Lunch and Networking**

(Grand Ballroom, Concourse Level)

Sponsored by [Infogroup Media Solutions](#)

Rising Star Awards Ceremony

(Grand Ballroom, Concourse Level)

Sponsored by [Lindenmeyr Central](#)

12:45-1:45pm **General Session** (Grand Ballroom, Concourse Level)

A DIGITAL ADVERTISER GETS PHYSICAL: WAYFAIR'S APPROACH TO DIRECT MAIL (Andrew Krupansky, Wayfair)

2:15-3:00pm **5 Concurrent Breakout Sessions**

(Commonwealth A, Concourse Level)

Breakout #1 'CUSTOMER DATA, WE GOT. CUSTOMER INSIGHTS, NOT SO MUCH': USING YOUR CRM AND ANALYTICS TO OPTIMIZE CUSTOMER ENGAGEMENT (Richard Sexton, MicroD, Inc. [formerly of AAA Carolinas])

(Commonwealth B, Concourse Level)

Breakout #2 DRAMATIC DEVICES IN THE MAILBOX (Christopher Werler, Amherst Direct)

(Commonwealth C, Concourse Level)

Breakout #3 USING DIGITAL MEDIA AND HYPERGEOTARGETING TO REINFORCE DIRECT MAIL RESULTS (Kevin Lee, Didit)

(Stone Meeting Room, Lobby Level)

Breakout #4 RE-TARGETING RE-IMAGINED: TAKING IT TO THE NEXT LEVEL (John Ardis, Conversant + Steve August, Road Scholar)

(Webster Meeting Room, Lobby Level)

Breakout #5 FIVE THINGS TO KNOW ABOUT CATALOGS IN A DIGITAL WORLD (Price Glomski, EVP, PMG [Performance Marketing Group])

(Thursday, March 23rd – continued...)

3:15-5:15pm **Town Hall & "Connection Zones"** (Grand Ballroom, Concourse Level)

3:15-3:35pm **SHARE**– Annual Meeting Report (Brad Bishop, NEMOA President)

3:35-4:00pm **LEARN** – RE-IMAGINE: DIRECT TO CONSUMER MARKETING IN 2022 (Larry Kavanagh, NaviStone)

CONNECT – WELCOME TO THE CONNECTION ZONES!

The choice is yours! We've reimaged our Roundtables into three zones:

4:10-4:40pm Round 1

4:40-4:45pm Switch

4:45-5:15pm Round 2

ZONE #1 - What's Hot?

Connect with companies offering new technologies that allow you to reimagine your marketing efforts.

ZONE #2 - Ask the Expert

Got a question? We have the expert ready with answers on anything from acquisition, retention, brand, creative and digital.

ZONE #3 - Catalog and Web Critiques

Join a small group in which brands will be evaluated by an expert. Please contact admin@nemoa.org if you are interested in having your catalog or website critiqued.

5:15-6:00 pm Free Time/Networking

6:00-6:15 pm Get on the bus and enjoy some fun games during the ride!
Gather by NEMOA Registration Desk to board buses
Transportation sponsored by [J.Schmid](#)

6:30-9:30pm **70TH ANNIVERSARY CELEBRATION & NETWORKING DINNER AT THE BOSTON PARK PLAZA**
Black and white attire suggested
Sponsored by [Oracle Data Cloud](#)

FRIDAY, MARCH 24

7:45-9:45am **Breakfast and Networking** (Grand Ballroom, Concourse Level)
[Sponsored by Dataline](#)

7:30-8:45am **Yoga For Every Body** (Otis Meeting Room, Lobby Level)

Start your Friday morning (or finish your Thursday night!) with a gentle yoga session led by Kripalu-trained yogi Jennifra Norton of Cape Cod. This 75 minute session is for all levels, especially beginners. Dress casually and bring your mat if you have one. Limited quantities of mats available for borrowing.

8:00-9:30am **C-Level Breakfast Session** (by invite only)
(Commonwealth A, Concourse Level)
Led by Dana Pappas, Plow & Hearth (Immediate Past President, NEMOA)
Sponsored by [NaviStone](#)

9:45-10:30am **5 Concurrent Breakout Sessions** (repeat of Thursday)

10:45-11:45am **Closing Session** (Grand Ballroom, Concourse Level)

CATALOG LEADERS LOOK TO THE FUTURE

This lively panel discussion will focus on the challenges which keep leading Direct Marketers awake at night as they look out over the next 12-18 months. Sara Florin (SmartPak), Shanie Cunningham (Boden), Bob Webb (Potpourri Group) and Becky Gebhardt (Lands' End) share their insights on the future and how their companies plan on evolving and responding to preserve their competitive advantage. Moderated by NEMOA's President.

Moderator: Brad Bishop, NEMOA President

Panelist #1 Bob Webb, Potpourri Group

Panelist #2 Sara Florin, SmartPak

Panelist #3 Shanie Cunningham, Boden

Panelist #4 Becky Gebhardt, Lands' End