

nemoa

**HARNESS THE POWER
OF PRINT + DIGITAL MARKETING**



JULES PIERI
THE GROMMET



JASON BAER
**THE VERMONT
TEDDY BEAR COMPANY**



WOMBI ROSE
LOVEPOP

MARCH 20-22, 2019
BOSTON

**100%
GUARANTEED**



MAKE CONNECTIONS THAT MATTER

“ I MET BUSINESS
CONTACTS THAT
I HAVE BEEN
DEALING WITH
FOR YEARS BUT
HAD NOT HAD A
CHANCE TO MEET
IN PERSON. I MADE
NEW CONTACTS
THAT I HOPE TO
WORK WITH IN
THE FUTURE.
EVERYONE WAS
SO WARM AND
WELCOMING TO MY
FIRST NEMOA.”

—Becky Klukas-Brewer,
Prairie Moon Nursery
2018 Fall Summit Attendee





HARNESS THE POWER OF PRINT + DIGITAL MARKETING

Welcome to the preview of our next NEMOA Summit! We're already looking forward to springtime in Boston and gathering together March 20-22, 2019, to share, learn, and connect at the Westin Boston Waterfront.

NEMOA works year-round to stay on the forefront of emerging trends and technology and deliver the most relevant information to the direct marketing industry. We recognize that our members operate and thrive in not one, but two robust marketing channels, so we've brought the following insights to the Spring Summit:



We love print: NEMOA actively supports print marketers! Come learn what's working for others and hear about changes in the industry that can affect your bottom line.

Digital is constantly advancing: Digital channels are in perpetual motion in the short time between summits, so we bring in speakers who can share how to ride the digital wave instead of drowning under it.

Combining print + digital is a balancing act: Information from both speakers and peers can help you find your company's marketing sweet spot and harness the power of both channels!

I look forward to learning about the latest advances in both channels along with you and hearing how each of you is blending print and digital marketing to drive your business forward. Also, while you're at the summit, be sure to take a moment to thank a sponsor—we couldn't create this dynamic learning environment without their ongoing support.

See you in Boston!
Dana Springfield, President

P.S. Don't forget about Early Bird registration: register for the Summit by February 15 to save \$250!

ENHANCING YOUR CAREER AND COMPANY IS AS EASY AS 1-2-3!

- 1** **Connect with your peers** and suppliers to grow your resource network
- 2** **Learn best practices** from industry veterans and cutting-edge leaders
- 3** **Receive valuable insights** and actionable takeaways instead of sales pitches



“IT WAS A GREAT WAY TO NETWORK AND SEE WHAT IS WORKING FOR OTHER COMPANIES IN DIRECT MAILING.”

—Stephanie Zunic, AmeriMark
2018 Fall Summit Attendee

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GUARANTEED**
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GUARANTEED
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MEMBERSHIP HAS ITS BENEFITS!

Members receive discounts on event registrations and get exclusive access to speaker presentations. Visit NEMOA.org for details.

SCHEDULE AT A GLANCE

WEDNESDAY, MARCH 20

Registration Desk & Connection Lounge Open	12:00 p.m.
Welcome Refreshments	12:00-2:00 p.m.
3, 2, 1...NETWORK!	12:00-3:00 p.m.
First-Timer Welcome Briefing	1:30-2:30 p.m.
Opening Session	3:00-3:45 p.m.
General Session	4:00-4:45 p.m.
Sponsor Thank You Reception (invite only)	5:30-6:15 p.m.
Speaker & Board Reception (invite only)	5:30-6:15 p.m.
Welcome Reception (open to all attendees)	6:15-7:15 p.m.

THURSDAY, MARCH 21

Registration Desk & Connection Lounge Open	7:30 a.m.
Breakfast Buffet & Networking	7:30-9:15 a.m.
3 Breakfast Club Conversations	8:15-9:15 a.m.
Opening Session	9:30-10:15 a.m.
3 Concurrent Breakout Sessions	10:30-11:15 a.m.
3 Concurrent Breakout Sessions	11:45 a.m.-12:30 p.m.
Lunch Buffet & Networking	12:30-1:15 p.m.
Rising Star Awards	12:50-1:10 p.m.
General Session	1:15-2:00 p.m.
3 Concurrent Breakout Sessions	2:30-3:15 p.m.
Town Hall – Annual Meeting	3:30-3:45 p.m.
Town Hall – Case Studies	3:45-4:15 p.m.
Town Hall – Sponsor-Hosted Roundtables	4:15-4:55 p.m.
Summit Happy Hour	6:15-7:15 p.m.
Post-Happy Hour Socializing (offsite)	7:15 p.m.

FRIDAY, MARCH 22

Registration Desk & Connection Lounge Open	7:30 a.m.
Yoga Class	7:30-8:30 a.m.
Breakfast Buffet & Networking	7:45-9:30 a.m.
C-Level Breakfast Session (invite only)	8:00-9:30 a.m.
General Session	9:45-10:30 a.m.
Closing Session	10:45-11:30 a.m.

12:00 p.m. – Registration Desk & Connection Lounge Open

12:00 - 2:00 p.m. – Welcome Refreshments

12:00 - 3:00 p.m. – 3, 2, 1... NETWORK!

(Open to all registered attendees)

You asked, we answered: Attendees wanted more time to connect, so we set aside a block of specially devoted face time. Join us in the Connection Lounge to mingle with merchants, suppliers, and sponsors. Download the Attendify App so you know who's coming, and set up meetings in advance to make the most of your afternoon. Plus, we'll have refreshments to energize you, and interactive games to help you meet the right people and kick off the Summit in style.

1:30 - 2:30 p.m. – First-Timer Welcome Briefing

Sponsored by Arandell

Why Attend a NEMOA Summit?

Share

Share, borrow, and exchange the BEST ideas from industry experts and peers. NEMOA is all about an exchange of information through amazing networking opportunities.

Learn

You have direct access to up-to-date, relevant content at our successful bi-annual summits, including presentations that will place your brand on the cutting edge.

Connect

Have a business need? Your membership allows you to leverage an incredible industry talent pool. The Board will personally make introductions and connect you to other members that will help solve your problems. We love connecting people.

3:00 - 3:45 p.m.

OPENING SESSION

AUGMENTED REALITY – THE RISE OF DIGITAL TWINS

Nicolas Robbe – CEO and Co-Founder, Hoverlay

Content is moving with increasing fluidity between the digital world and the physical world, changing how people buy, compare, and connect with products and brands. See live examples of how Augmented Reality creates a digital twin in your print efforts. You'll learn:

- The state of AR
- How retailers, catalogers and e-marketers can take advantage of AR today
- Practical steps you can take to be at the forefront of this major change

Nicolas Robbe is CEO and co-founder of Hoverlay and is a pioneer in the area of Artificial Intelligence and man-machine interfaces. During his career, Nicolas has held senior leadership positions and driven major growth at ILOG, IBM and Dynatrace. Nicolas holds a Master's degree in Computer Science from UTC (France) and attended Stanford Graduate School of Business Executive Program.



“THE NETWORKING. IT WAS SUCH A MANAGEABLE GROUP AND WE ALL WERE IN MANY OF THE SAME SESSIONS TOGETHER. MULTIPLE OPPORTUNITIES TO MEET UP WITH THE SAME PEOPLE.”

—2018 Spring Summit Attendee



MARCH 20

WEDNESDAY

“ I THOUGHT THE CONTENT WAS GREAT, AND IT WAS WELL PLANNED SO I COULD NETWORK AND ATTEND THE MEETINGS WITHOUT MISSING OUT ON CLIENT'S MEETINGS.”

—J Bentz, NaviStone
2018 Fall Summit Attendee



4:00 - 4:45 p.m.

GENERAL SESSION

THE AMAZON OPPORTUNITY



**Jason Baer - VP, Sales & Marketing,
The Vermont Teddy Bear Company**

If you think you're immune to the Amazon invasion, think again. Jason Baer will walk you through how their companies have embraced the opportunities, challenges, and changes that exist in an Amazon world. He'll dive deep into

the marketing opportunities that exist on Amazon, why they're driving their own traffic directly to Amazon, why they're creating Amazon Exclusive product lines, and how important it is to follow Amazon rules. Jason will also walk through some key questions you should be asking your teams to help develop your Amazon strategy.

Jason Baer leads the direct-to-consumer, omni-channel marketing team at The Vermont Teddy Bear Company and its sister companies: PajamaGram, PajamaJeans, and Addison Meadow. Jason is responsible for strategic planning, sales budgeting, and execution of all day-to-day marketing activities of the Internet Retailer Top 500 company, including digital, radio, TV, catalog, and marketplaces.

His passion for analytics and 'real-time' data-driven decision making, coupled with the nimbleness of the vertical integration of the brands, has given Vermont Teddy Bear the ability to pivot their business to react to market opportunities as they materialize.

5:30 - 6:15 p.m. - Sponsor Thank You Reception
(Invite only)

5:30 - 6:15 p.m. - Board & Speaker Reception
(Invite only)

6:15 - 7:15 p.m.

WELCOME RECEPTION

Sponsored by Oracle Data Cloud

Open to all registered attendees. Join your fellow attendees for drinks, appetizers and some social time!



**BOOST YOUR SUMMIT
PRODUCTIVITY!**
Download the Attendify App

- Set up your personal Summit schedule
- Find out who's coming
- Get updates on Summit events

Instructions for accessing the App will be emailed to you once you have registered for the Summit.

4:45 - 6:15 p.m. - Free Time

**NETWORK:
MEET NEW
COLLEAGUES**

7:30 a.m. – Registration Desk & Connection Lounge Open

7:30 - 9:15 a.m. – Breakfast Buffet & Networking

Sponsored by Wiland

8:15 - 9:15 a.m.

THREE CONCURRENT BREAKFAST CLUB CONVERSATIONS

TOPIC #1 CUSTOMER EXPERIENCE

Mandy Miller – Head of Retail Strategy,
Oracle Data Cloud

Join expert Mandy Miller as she explains how to visualize and optimize the whole customer experience, from first impression through repeat, to maximize customer lifetime value, including valuable insights across client personas – then compare notes with others at your table.



Oracle Data Cloud Head of Retail Strategy and big data enthusiast **Mandy Miller** helps retailers develop data-driven marketing strategies within the cooperative database environment. Her 14 years of experience

serving in multiple roles at Oracle Data Cloud including data analytics, operations, and product strategy have given her the in-the-trenches business experience needed to design and launch market-impacting products for retail advertisers. Prior to her marketing experience, she proudly served in the US Navy aboard the USS Harry S Truman (CVN 75) during operations Iraqi Freedom and Enduring Freedom. Mandy appreciates and shares with others that great products come from collaboration between industry leading innovators and their customers.

TOPIC #2 HOW TO CRITIQUE YOUR CATALOG LIKE A CUSTOMER

Sara Florin – Creative Director, Sara Florin
Design

If you think the catalog is dead, you're doing it wrong! Creative Director Sara Florin shares top tips to design your catalog for increased engagement and better response. Learn what the customer (not your marketing team!) wants to see and what you should do to close the sale. Then use your newfound expertise to critique a catalog as a group.



A graphic designer at heart, **Sara Florin** has been passionate about print since the days of dot matrix printers. She earned a Graphic Design BFA from Columbia College Chicago and started her professional

career in package design. Sara then transitioned to the world of catalog and direct marketing at SmartPak Equine. As the Creative Director there, she established the creative vision for a mission-based brand while building a team of 15 all-star creatives. Sara is now flexing her creative muscles on freelance graphic design projects from catalog consultation to last-minute logo design, from art directing photo shoots to executing extraordinary event installations.

TOPIC #3 DO YOU REALLY KNOW YOUR CUSTOMERS?

Alexia Phipps – Account Executive, Jebbit

In this session, Alexia will unpack why behavioral and transactional data isn't the be-all, end-all to understanding your customers' next move. The group will explore retargeting fails, talk about the brands that are getting it right, and discuss the new pillar of data that is powering marketing efficiency.



Jebbit is a five-year-old Declared Data company backed by Manifest Investment Partners. In her current role there, **Alexia Phipps** works with retail & ecommerce brands to develop a first-party data

strategy that is consented and explicitly given by consumers, and powers personalization throughout the customer lifecycle. Previously, Alexia worked at Oracle and with the fashion magazine *Harper's Bazaar* and its ecommerce site ShopBazaar.

9:15 - 9:30 a.m. – NETWORKING BREAK

**FOCUSED ON
WHAT MATTERS
IN OUR
INDUSTRY.**

“WELL ORGANIZED,
FRIENDLY, PEOPLE
HAVE AN INTEREST
IN LEARNING NEW
THINGS. PEOPLE
ARE ACCESSIBLE
AND THAT HELPS
WHEN THERE IS
LESS EMPHASIS
ON VENDORS AND
EXHIBITS.”

—2018 Fall Summit Attendee



9:30 - 10:15 a.m.

OPENING SESSION

DELIVERING KILLER MARKETING IN A DIGITAL AGE

Steve August - VP Marketing, Road Scholar

The transformation of organizations along digital lines has been ongoing for 20 years, and it won't be slowing anytime soon. How does your organization make the most of this shift? Steve August, a veteran of both direct and digital marketing, will share his insights on how organizations have succeeded and failed along digital lines and what lessons can you take away from Road Scholar as they continue leaping forward in email marketing, website optimization, variable printing, and the use of catalogs to drive online conversion.



Steve oversees digital marketing, catalog circulation, and campaign analytics for Road Scholar. Previously, he was CMO at Universal Screen Arts, SVP of Marketing at The Sharper Image, and

OVP of Marketing at Brookstone. Steve holds a BA in Economics from St. Anselm College and an MBA in Marketing from the University of New Hampshire.

10:15 - 10:30 a.m. - NETWORKING BREAK

10:30 - 11:15 a.m.

THREE CONCURRENT BREAKOUT SESSIONS

(these do not repeat)

BREAKOUT #1 CATALOG 101: STRATEGY & PLANNING

Dana Springfield - VP of Marketing, Dover Saddlery

Steve August - VP Marketing, Road Scholar

So you want to mail a catalog... where do you start? This session will review the general strategy behind planning and creating a catalog. Who do you mail it to? How do you choose a mail date? How many pages should it have? What is the right creative approach?



Dana has over 30 years of experience in database marketing working with Garnet Hill, Chadwick's of Boston, *Yankee Magazine*, and *The New England Journal of Medicine*. Before joining Dover Saddlery,

Dana was responsible for Yankee Candle's Direct-to-Consumer business unit and the database marketing program for Yankee Candle's 600+ retail stores.

Steve August, Road Scholar

See bio and photo, left.

BREAKOUT #2 MIXING TRADITIONAL & NEW MARKETING TECHNIQUES TO DRIVE CUSTOMER GROWTH

Eileen White - VP of Marketing, Indrio Brands

Matthew Kenyon - Sr. Account Director, Enterprise Platform Sales, LiveIntent, Inc.

Learn how Indrio Brands optimizes their acquisition spend across many channels including catalog, direct mail, display, search, and retargeting. Their brands, Hale Groves and Pittman & Davis, are seasonal gift-giving businesses and have only one season to drive sales and bring in new customers. To make the most of their marketing spend, they're combining the tried and true with new marketing ideas to acquire the right customer at an optimal cost. This includes using LiveIntent, which has helped Indrio drive new acquisitions at a lower-than-average CPA.



Eileen is responsible for marketing, eCommerce, and merchandising for Indrio Brands. She previously held multiple roles at Web Decisions as well as Staples. Eileen began her career in direct marketing at Hanesbrands, Inc.,

and holds a BS in Computer Science from Central Connecticut State University.



Matthew is a direct marketing veteran who began his career at Abacus and then joined I-Behavior, where he moved up to become VP of Catalog and Retail. Once they were acquired by KBM/Wunderman/WPP,

Matthew moved to the digital side of the business. He has since worked with companies throughout WPP, at eBay Enterprise, and LiveIntent, Inc. Matthew received a B.S. in Biomedical Science from Texas A&M in 1996.

BREAKOUT #3 TRANSFORMING YOUR BRAND INTO A LIFE: WHEN CREATIVITY POWERS YOUR MARKETING STRATEGY

Alexandra Oberson - Director, Oberson

Anne-Marie Boissonnault - VP of Creative and Strategic Solutions, Solisco Printers

Get to know more on how content marketing is a catalog's powerhouse. Better understand how creativity can engage and connect brands with their audience. Make your brand the voice of its category thanks to creative content, stellar copywriting, daring design, and use the power of custom publishing to seduce and build loyalty.



Alexandra comes from a family of entrepreneurs, and a love for the fresh air of the mountains seems to be written into her DNA. It's the story of a small company that grew and was handed down to the

next generation. Today, it's with real passion that Alexandra Oberson, her business partner and their 130-some employees run two stores and an online boutique serving all of Canada.



Solisco is the third-largest printer in Canada, and **Anne-Marie** is the heart and soul (and founder!) of the creative division specialized in content and design. After 20 years in the business, she's a top figure in the industry.

11:15 - 11:45 a.m. - NETWORKING BREAK

11:45 a.m. - 12:30 p.m.

THREE CONCURRENT BREAKOUT SESSIONS

(these do not repeat)

BREAKOUT #1

CATALOG 102: CREATIVE, PRINT PRODUCTION & MAILING

Dana Springfield - VP of Marketing, Dover Saddlery

Whitney Keeley - Director of Creative Services and Corporate Communications, Dover Saddlery

Congratulations, you've developed a sound catalog strategy and financial plan. Now it's time to execute the mailing. This session will review the key components that comprise catalog production: Photography, Design, PrePress, Paper, Printing, and Mailing.

Dana Springfield, Dover Saddlery
See bio and photo, p. 8.



Whitney is the Director of Creative Services and Corporate Communications for Dover Saddlery, the leading omni-channel retailer of equestrian products in the U.S. She has 25+ years of creative services,

marketing, corporate communications, branding, and event marketing experience and has worked with equestrian retailers State Line Tack, PetSmart Direct, and PetSmart. Whitney also operated her own marketing business where she had the pleasure of working with startups and advertising agencies prior to joining Dover Saddlery in 2007.

BREAKOUT #2

ONE LENOX: A SINGLE COMPANY BRAND FOR A SINGLE CUSTOMER VIEW

Elizabeth Ragone - SVP, Direct to Consumer, Lenox

Nick Godfrey - Co-founder and EVP of Strategy, Customer Portfolios

Lenox made a strategic decision to present the company as one brand, focusing on their tabletop line. They are coordinating their CRM efforts by engaging in a database analytics project to uncover holistic insights about their customers. Customer Portfolios has combined their previously siloed customer and transactional data to give Lenox a complete customer view that will be used to drive insights and recommendations.



Elizabeth is charged with growing sales significantly and profitably, while developing a superior consumer experience across all touch points in Direct to Consumer sales channels: E-Commerce, Catalog and Direct Mail, and Lenox's own in-house Call Center.



Nick co-founded Customer Portfolios, which provides marketing database analysis and strategy for retailers like Johnston & Murphy, Vera Bradley, Burton, and Frye. They aim to foster engagement and drive incremental transactions for every customer.

BREAKOUT #3

THE TOP 5 SECRETS TO SMARTPAK'S ECOMMERCE SUCCESS

Kent Phillips - VP, eCommerce, SmartPak

SmartPak focuses on five key practices in their eCommerce and digital marketing initiatives that lay the foundation for the company's success, including how they approach marketing across all online channels (including coordination with catalog) and developing new online features and products for customers, as well as how they confidently invest more resources in digital and online efforts in a constantly disrupted space. Attendees will leave with action items to apply to their eCommerce and digital marketing initiatives to help differentiate their businesses for the long term.



Kent Phillips has over 18 years of experience successfully building industry-leading ecommerce businesses in highly competitive industries. Kent currently oversees the evolution of SmartPak's

entire direct-to-consumer presence and digital marketing program. Previously, Kent was Director of Online Business at Liberty Medical, the nation's largest direct-to-consumer provider of diabetes testing supplies.

12:30 - 1:15 p.m. - LUNCH BUFFET & NETWORKING

12:50 - 1:10 p.m. - Rising Stars Awards Ceremony
Sponsored by Nahan

Recognition of Education Xchange Students
(Boston University Metropolitan College)

SESSIONS THAT MATTER TO YOUR BUSINESS.

“THE BREAKOUT SESSIONS WERE GREAT AND INSPIRED A LOT OF IDEAS TO BRING BACK TO THE TEAM.”

—2018 Fall Summit Attendee



1:15 - 2:00 p.m.

GENERAL SESSION THE GROMMET'S WHY

Jules Pieri - Co-founder & CEO, The Grommet

Learn what inspired the formation of The Grommet, the product discovery platform that has launched more than 3,000 innovative consumer products from small businesses, including names like FitBit, Otterbox, and SodaStream. Learn how they built early adoption communities, discover emerging products, inform their customers, and manage both successes and failures. Bring questions!



Jules started her career as an industrial designer for technology companies and was a senior executive at Keds, Stride Rite, and Playskool. The Grommet is her third startup, following roles as VP at Design Continuum

and President of Ziggs.com. The company has launched more than 3,000 consumer products since 2008, and its Citizen Commerce™ movement is reshaping how products are discovered, shared, and bought.

Jules was named one of Fortune's Most Powerful Women Entrepreneurs in 2013 and one of Goldman Sachs' 100 Most Interesting Entrepreneurs in 2014. She has presented at HBS, SCAD, MIT, and at conferences, including SXSW, Internet Retailer, and the Conference on World Affairs. She is currently an Entrepreneur in Residence at Harvard University and serves on the board of the University of Michigan Alumni Association. Her first book, *How We Make Stuff Now*, will be published by McGraw-Hill in April 2019.

2:00 - 2:30 p.m. - NETWORKING BREAK

2:30 - 3:15 p.m.

THREE CONCURRENT BREAKOUT SESSIONS

(these do not repeat)

BREAKOUT #1

CATALOG 103: CIRCULATION PLANNING & ANALYTICS

Dana Springfield - VP of Marketing, Dover Saddlery

Richard Senzel - Manager of Marketing Analytics, Yankee Candle

Your catalog is now ready to go to press. Now it's time to finalize your circulation plan and lay the foundation for actionable catalog analytics. This session will review house file segmentation, prospecting, merge-purge, circulation analytics & merchandise analytics.

Dana Springfield, Dover Saddlery

See bio and photo, p. 8.



Richard Senzel is Manager of Marketing Analytics at Yankee Candle, a wholly owned subsidiary of Newell Brands. During his 14 years with the company, he has overseen the construction

and implementation of a multichannel customer database used to drive direct marketing, consumer insights, and other business intelligence initiatives. He recently guided his team's transition to a new campaign management system that harnesses transaction and location information in order to enable efficient selections of catalog, coupon mailer, and email recipients. Richard previously worked at *TV Guide*, where he built subscriptions marketing response models and supported further retention and acquisition efforts.

BREAKOUT #2

BUSTING THE CATALOG MINDSET

Margot Murphy Moore - President, 1-800-Homeopathy

Debbie Roth - VP Sales & Marketing, Japs-Olson Company

It's a competitive world in the modern catalog environment. Are you standing out in the mail? Are you as efficient as you can be? Brands should consider testing alternative print formats to supplement their message and drive incremental sales to the web. Learn how formats like postcards, flyers, and mini catalogs are a terrific way to drive differentiated messages and powerful calls-to-action.



Margot is Chief Strategy Officer and Treasurer of Standard Homeopathic Company, which manufactures and markets FDA-regulated homeopathic

medicines under multiple brand names, including the Hyland's brand. Margot created and leads the direct-to-consumer channel. She received her BS from Colorado College.



Debbie Roth has become a master in direct response production by utilizing traditional and new technological platforms. She has contributed to the advancement of the direct marketing

industry through her years of involvement with the national DMA and 30+ regional and local marketing associations. Debbie serves on the International ECHO Board of Governors, sits on the ECHO Judge and Ambassador Committees and the DMA Curator Committee, and is the Chair of the ANA/DMA's Council for Print in the Digital Age.

BREAKOUT #3

KEY STEPS TO SELLING SUCCESSFULLY ON AMAZON AS A THIRD PARTY SELLER

Liz Lavallee - Director, Online Marketplaces, The Vermont Teddy Bear Company

This session is the 'next step' for those who heard Jason Baer talk about Amazon in the Keynote Session. Liz will share specific Amazon channel-management and sales-maximizing strategies that present the biggest opportunities for brands looking to break through on Amazon. She will discuss the most common mistakes brands make when selling on Amazon, and will break out key tactics such as optimizing Product Listings for traffic and conversion; understanding Seller Central dashboard reports; pricing and promotional tools within Seller Central; and best practices for responding to product reviews & feedback.



Liz has been on the marketing team at Vermont Teddy Bear for 12 years. She started as a marketing coordinator and over her tenure has moved through roles that have included managing all aspects of digital

advertising, email marketing, and marketplace sales for VTBC's family of brands. In her current role, Liz is responsible for project managing the growth of the Amazon sales channel, which has grown to almost 50% of the business.

3:15 - 3:30 p.m. - NETWORKING BREAK

3:30 - 3:45 p.m.
TOWN HALL - ANNUAL MEETING

SHARE:



Join us as President, **Dana Springfield**, provides an update on NEMOA and its board & membership.

3:45 - 4:15 p.m.
TOWN HALL - CASE STUDIES

**LEARN:
THIS WORKED, THAT DIDN'T**

Join 5 brands as they open their books and share a quick 5-minute case study. Learn from what others are doing as they share tests across acquisition, creative, social, and research.

PRESENTED BY:



**Kristy Burton
Elliott, Batesville**



**Whitney Keeley,
Dover Saddlery**



**Jennifer
Kwiatkowski,
Plow & Hearth**



**Doug Ranly,
Sporty's**



**Tim Burns,
Tectran
Manufacturing**

4:15 - 4:55 p.m.
TOWN HALL - SPONSOR-HOSTED
ROUNDTABLES

**CONNECT:
PARTNER CASE STUDIES**

Connect with suppliers in our industry as they share what's working in their specific expertise. Learn from suppliers who are testing their theories every day. You'll be sure to take home a couple of new ideas to test!

4:20 - 4:35 p.m. Round 1 (15 min)

4:35 - 4:40 p.m. Switch tables

4:40 - 4:55 p.m. Round 2 (15 min)

6:15 - 7:15 p.m.

SUMMIT HAPPY HOUR

Sponsored by J.Schmid

Cheers to you! Enjoy appetizers, an open bar, and networking right at the Westin (compliments of NEMOA) before you head out on the town for the evening.

7:15 p.m.

POST-HAPPY HOUR SOCIALIZING

Up for more fun and socializing after Happy Hour? Join your fellow attendees at various local restaurants, pubs, and entertainment venues (did someone say karaoke?!).

NEMOA will provide bus transportation (Sponsored by J.Schmid). Attendees pay for their own food & beverage.

A list of locations and a bus schedule will be provided at the Registration Desk.



7:30 a.m. - Registration Desk & Connection Lounge Open



7:30 - 8:30 a.m. - Yoga Class

Start your day (or finish your night) with a gentle yoga class led by Jennifra Norton. This 60-minute session is for all levels, especially beginners. Dress casually. Mats provided or bring your own.

7:30 - 9:30 a.m. - Breakfast Buffet & Networking

Sponsored by Dataline

8:00 - 9:30 a.m. - C-Level Breakfast Session *(invite only)*

Sponsored by Lindenmeyr Central

Facilitator: Dana Pappas, Plow & Hearth

9:45 - 10:30 a.m.

OPENING SESSION

THE JOURNEY TO 1 BILLION MAGICAL MOMENTS

Wombi Rose - Co-Founder and CEO, Lovepop

Learn about Lovepop's experience with print marketing and how startups can use traditional, direct-mail marketing methods to grow their business.



On a Harvard Business School Trip to Vietnam, **Wombi** and future business partner John Wise discovered incredible hand-crafted paper cards and were inspired. They combined that ancient art form with the sliceform structure used in ship design to develop Slicekami™, and Lovepop was born. The company earned an investment from Kevin O'Leary on ABC's "Shark Tank" in 2015, and won *Inc.*

Magazine's Design Awards for Category Reinvention in 2017. Most recently, Rose and Wise won Ernst & Young's Entrepreneur of the Year 2018 New England Award in the "Emerging" category, and Lovepop was named to the CNBC Upstart list of startups to watch.

10:30 - 10:45 a.m. - NETWORKING BREAK

10:45 - 11:30 a.m.

CLOSING SESSION

THE FUTURE OF PRINT IN THE DIGITAL WORLD

MODERATOR: Wade Lee Jones

Join a panel of thought leaders from across the industry, multi-channel veterans, and experts at the forefront of technology for a fun and casual exchange of ideas and suggestions on how direct mail drives and supports digital advertising. This session provides a recap of some of the highlights and learnings from the conference as well as a chance for the experts to ask each other what keeps them up at night...and working all day.



**“ I LIKED THE
FORMAT. FIRST
CONFERENCE
THAT I’VE BEEN
TO THAT PEOPLE
HAVE MADE AN
EFFORT TO TALK
TO ME.”**

— Barbara Moser,
ChurchSource
2018 Fall Summit Attendee



**SHARE.
LEARN.
CONNECT.**



**“THE BREAKOUT
SESSIONS WERE
EXCELLENT AND
OVERALL THE
CONFERENCE
PROVIDED A LOT
OF OPPORTUNITY
TO MEET AND
NETWORK.”**

—Neal Kent
2018 Spring Summit Attendee

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BOARD MEMBERS: Dave Cummings, *Sporty's Catalogs/Sportsman's Market*; Shanie Cunningham, *Boden*; Sara Florin, *Sara Florin Design*; Pamela Higgins, *Oracle Data Cloud*; Jackie Marquis, *Epsilon*; Karen Mayhew, *Infogroup Media Solutions*; Dana Pappas, *Plow & Hearth*; John Stano, *Quad/Graphics*

EVENTS & OPERATIONS DIRECTOR: Terri Patashnik

MARKETING & PROGRAMS MANAGER: Jo Turcotte

THE POWER OF 4

THE TOP FOUR BENEFITS YOU GET FROM NEMOA MEMBERSHIP

DISCOUNTED SUMMIT REGISTRATION

- Our Spring and Fall summits are THE best place for e-tailers and catalogers to prepare themselves for the future of the industry – and the discounted rate members receive pays for itself in only TWO summits.

UNPARALLELED NETWORKING OPPORTUNITIES

- Whether you're attending a NEMOA summit or reaching out to a peer in our exclusive Membership Directory, you'll connect with the best and brightest in our industry – without the typical high-pressure networking environment.

EXCLUSIVE PRESENTATION ACCESS

- The presentations from every session at our Spring and Fall summits are available exclusively to our members 24/7/365. Actionable, forward-looking information is just a click away.

COMPREHENSIVE BUSINESS SUPPORT

- We support all your business efforts! We'll boost your SEO with links to your website from our online directory, grant you access to our sponsored industry research, and provide free job posting privileges on the NEMOA site.

VISIT NEMOA.ORG OR CONTACT ADMIN@NEMOA.ORG FOR MORE INFORMATION ON MEMBERSHIP.

FIRST YEAR DUES: \$499 — RENEWALS: \$399

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.

NEMOA'S MISSION

Our mission is to educate, connect, and inspire multi-channel direct marketers so they can evolve their marketing strategies, overcome challenges, and grow their businesses. We achieve this through two educational summits each year and through memberships which provide access to content, an industry job board, and discounted summit registrations.

NEMOA offers multi-channel direct marketers of all sizes and the vendors that service them an affordable network to SHARE knowledge, LEARN about industry trends and issues, and CONNECT with peers and experts to build relationships in a non-selling environment.

SUMMIT PRICING

THE MORE YOU SEND, THE MORE YOU SAVE!

100%
GUARANTEED



The following fees cover all summit sessions, events and meals. Discounts available for small companies, VT/NH Marketing Group Members, Rising Stars, and sponsors. Contact the NEMOA office at admin@nemoa.org for details. Members receive discounted conference pricing because they support NEMOA with annual dues. Contact admin@nemoa.org to find out if your company is a member or to become one before the Summit.

MEMBERS

Register by:	Friday, Feb 15	Feb 16 or later
CATALOGER/ETAILER 1-2 people	\$749	\$999
CATALOGER/ETAILER *3+ people	\$669	\$919
SERVICE/SUPPLIER 1-2 people	\$899	\$1,149
SERVICE/SUPPLIER *3+ people	\$779	\$1,029

NON-MEMBERS

Register by:	Friday, Feb 15	Feb 16 or later
CATALOGER/ETAILER 1-2 people	\$1,049	\$1,299
CATALOGER/ETAILER *3+ people	\$969	\$1,219
SERVICE/SUPPLIER 1-2 people	\$1,199	\$1,449
SERVICE/SUPPLIER *3+ people	\$1,079	\$1,329

REGISTER NOW & SAVE! NEMOA.org

Registration fees are per person.

*The 3+ people price is good for the 3rd, 4th, etc attendee from the same company. The first two attendees MUST pay full price in order for the 3rd and subsequent attendees to be eligible for the discount.

THE FUTURE OF DIRECT MARKETING
rising st★rs

Nominate a Rising Star in our industry to receive a free summit registration!

Details and nomination form at NEMOA.org/scholarships.php

Nomination deadline is Friday, February 8, 2019.
Awards ceremony is Thursday, March 21 at 12:50pm
Sponsored by Nahan



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RESERVATIONS BY PHONE: 800-228-3000
Please mention NEMOA Summit to receive our special group rate of \$218/night + tax (limited quantity of rooms available)

RESERVATIONS ONLINE:
https://nemoa.org/travel_details_spr_2019.php

“ I LIKED THE
DIVERSE
SPEAKERS AND
A WIDE RANGE
OF TOPICS FOR
MINI-SESSIONS,”

—2018 Fall Summit Attendee



nemoa

“THOUGHT-PROVOKING SESSIONS, SESSIONS
(LIKE THE PANEL) WHERE PARTICIPANTS SHARE
REAL-WORLD IDEAS, NETWORKING.”

– 2018 Fall Summit Attendee

REGISTER NOW!
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EARLY BIRD DEADLINE IS
FRIDAY, FEBRUARY 15, 2019