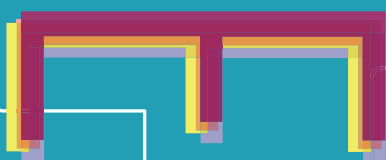
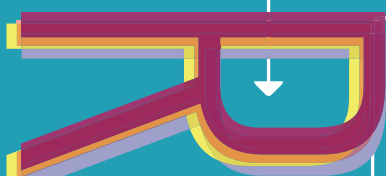


directXchange
by nemoa

CONFERENCE NOTEBOOK



SPONSORED BY



LSC
COMMUNICATIONS

share. learn. connect.

SEPTEMBER 12-14, 2017 ITASCA, IL

CONFERENCE SCHEDULE

TUESDAY, SEPTEMBER 12

3:00-6:00 p.m. Registration Desk Open
4:30-5:30 p.m. Four Concurrent Breakout Sessions
6:30-7:30 p.m. Opening Welcome Reception

WEDNESDAY, SEPTEMBER 13

7:30 a.m.-6:00 p.m. Registration Desk Open
7:30-9:30 a.m. Breakfast & Networking
7:45-9:15 a.m. C-Level Breakfast Session
8:15-9:15 a.m. First Timer Welcome Briefing
9:45-10:45 a.m. Opening Session
11:15 a.m.-12:15 p.m. Four Concurrent Breakout Sessions
12:15 p.m. Lunch & Networking
12:45 p.m. Rising Star Awards
1:15-2:15 p.m. General Session
2:45-3:45 p.m. Repeat of Morning Breakout Sessions
4:00-4:30 p.m. General Session
4:30-6:00 p.m. Sponsor-Facilitated Roundtables
6:30-9:30 p.m. 70th Anniversary Luau

THURSDAY, SEPTEMBER 14

7:00 a.m.-12:30 p.m. Registration Desk Open
7:00-9:00 a.m. Breakfast & Networking
7:15-8:15 a.m. Breakfast Club Conversations
8:30-9:30 a.m. Opening Session
9:45-10:45 a.m. Four Concurrent Breakout Sessions
11:00 a.m.-12:00 p.m. Closing Panel Session

SHARE. LEARN. CONNECT.

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Name:

Cell Number:

FRIENDS OF NEMOA:

Welcome to Illinois for our Fall 2017 directXchange conference! This time we're all about the DRIVE for results. Our fantastic lineup of speakers is ready to highlight information you need to know, from attracting customers and allocating marketing dollars to where the latest trends in the industry are leading us. As you join your fellow NEMOA members, you'll share important ideas, learn from experts and case studies, and connect with others who are also driving their way forward.

As always, I'd like to sincerely thank our sponsors, whose continued support year after year helps us keep directXchange affordable. As the only conference that serves direct marketing with a focus on catalogs, directXchange plays a vital role in our industry, and your ongoing patronage is very much appreciated.

Once again, welcome to directXchange! I hope you enjoy your time in Itasca with your fellow NEMOA members.

—Brad Bishop, *NEMOA President*



NEMOA BOARD OF DIRECTORS AND STAFF

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TUESDAY // 09.12

3:00-6:00 p.m. Registration Desk Open
Grand Ballroom Foyer - Level 1

4:30-5:30 p.m.

FOUR CONCURRENT BREAKOUT SESSIONS

BREAKOUT #1

Windsor - Level 2

ALTER THE LIFE OF YOUR CATALOG

Huge postage increases largely remained in check since the industry mobilized ten years ago yet some important challenges remain. More, there are still opportunities to take advantage of discounts you didn't know existed, make profitable prospecting a reality, and mail more catalogs on the cheap. Explore what the future holds, what officials are saying, and what you can do about it!



Hamilton Davison, ACMA

Davison co-founded the American Catalog Mailers Association (ACMA) in 2007 and works closely with the USPS and Postal Regulatory Commission to educate officials on various catalog issues. He has a long history of involvement with industry trade associations and postal affairs and currently sits on the board of directors for the Association for Postal Commerce (PostCom).



Paula Stoskopf, LSC Communications

As head of Postal Affairs for LSC Communications and Fairrington, Paula ensures client and organizational readiness for regulatory changes impacting the industry. With 18+ years of expertise in product management and direct marketing, her solutions have focused on helping organizations successfully communicate with their targeted audience, ranging from domestic and international address quality to list enhancement and postal savings tools. She serves as the secretary of the board for the Association of Postal Commerce.

BREAKOUT #2

Trafalgar - Level 2

KNOWLEDGE VS DATA: THE WHY AND HOW OF TESTING

Yes, we all test, but are we truly thinking about the process and how it gives meaning and context to the data? In this session, you'll learn more about the process and value of a testing "philosophy" through evaluation of case studies and testing that completely changed the direction of Woodworker's Supply.



John Miglautsch, Miglautsch Marketing, Inc.

Miglautsch has spent 30+ years helping companies increase growth and profit through predictive modeling based on fundamental direct marketing strategies and tactics. He helped successfully launch five catalog companies and was President & Marketer of the Year for the Wisconsin DMA. A regular speaker on the international circuit, Miglautsch is the Founder of the International Society for Strategic Marketing.



Jim Coogan, Catalog Marketing Economics

Jim Coogan is President of Catalog Marketing Economics, a consulting firm that works in all aspects of catalog circulation planning. Clients range across categories, including tools, gardening, apparel, home décor, and food.

BREAKOUT #3

Stanford - Level 2

PRINTING AT THE SPEED OF DATA

In today's dynamic market, responding to a customer's needs quickly is not only essential it is a matter of survival. Print more than ever plays a significant role in engaging your customers and prospects to buy from you. The key is to reach them quickly with a meaningful message. We will demonstrate how to use print in conjunction with other channels to convert more sales, increase brand loyalty and meet your customer expectations. Case studies will highlight the various touch points where print still drives your business.



Gary Sierzchulski, Arandell

 Gary has almost three decades of experience providing retailers and direct marketers with revenue-building solutions and strategies. He established the Marketing Solutions Division for Arandell in 1989 after envisioning the need for marketers to more effectively reach their audience and maintain those relationships through personalized and relevant content. This strategic group combined with Arandell's catalog expertise provides their clients with a full suite of industry-leading solutions to grow their brands. Gary has been an active member of the DMA, Postal Customer Council, and ACMA.

BREAKOUT #4

Barrington - Level 2

DRIVING SUCCESS IN A MICRO-MOMENTS WORLD

To succeed in a mobile-first world, brands need to be there and be useful in the holiday shopping season and beyond. More than ever, digital marketers must go that extra mile and deliver on people's expectations. This session talks about how your brand can do just that, capturing and using contextual information from Google insights to understand potential customers.



**Matt Weber, Speaker for Google's
Get Your Business Online program**

Matt Weber is a longtime speaker for Google's Get Your Business Online program.



Matt is a Certified Google AdWords individual and a sought-after international trainer in Google AdWords and Google Analytics. In the past two years, Matt has taught thousands of individuals, agencies and business owners in more than two dozen cities across North America. People also benefit from Matt's expertise by listening to the popular podcast, "Search Talk Live" which Matt co-hosts.

Matt is also the inventor of Smylelytics (www.Smylelytics.com), a new platform that translates website performance data into enjoyable and easy-to-read photographs.

TUESDAY // 09.12

6:30-7:30 p.m.

OPENING WELCOME
RECEPTION

Lobby/Atrium
Sponsored by Quad/Graphics

WEDNESDAY // 09.13

- 7:30-6:00 p.m. Registration Desk and Xchange Café Open
Grand Ballroom Foyer - Level 1
- 7:30-9:30 a.m. Breakfast and Networking
Sponsored by KBM Group
Grand Ballroom - Level 1
- 7:45-9:15 a.m. C Level Breakfast Session
Windsor - Level 2
- 8:15-9:15 a.m. First Timer Welcome Briefing
Sponsored by Arandell
Stanford - Level 2
- 9:15-9:30 a.m. Free Time/Networking
- 9:30-9:45 a.m. Opening Remarks - NEMOA President
Grand Ballroom - Level 1



SHARE. LEARN. CONNECT.

9:45-10:45 a.m.

OPENING SESSION

Grand Ballroom - Level 1

WINNING IN TODAY'S DISRUPTIVE
ENVIRONMENT

Making the transformation from a traditional cataloger to a true multi-channel marketer in the disruptive Amazon retail economy is a daunting task. It involves changing the "catalog first" culture, adopting a new economic model, changing out staff, and looking at the business and key metrics differently. Learn about the changes a company must make, how to identify and avoid pitfalls, and how to make Amazon your friend instead of your enemy. Harris will share his transformation results at Swanson Health Products and Universal Screen Arts and discuss becoming a robust survivor instead of a victim while creating significant enterprise value in the process.



Kenneth Harris, KLH Associates

Kenneth Harris has spent his career in the restaurant and direct response businesses in various CEO and CFO roles for WR Grace Restaurant Group, House of Blues, TAM Restaurant Group, Mrs. Beasley's, Swanson Health Products, and Universal Screen Arts. He currently heads KLH Associates, which provides advisory services to clients in the direct response and restaurant industries. He has both an MBA and BS in Engineering from Columbia University.

10:45-11:15 a.m. Free Time and Networking

11:15 a.m.-12:15 p.m.

FOUR CONCURRENT
BREAKOUT SESSIONS

BREAKOUT #1

Windsor - Level 2

PROFITABLE CUSTOMER ACQUISITION AT
DYLAN'S CANDY BAR: A CASE STUDY

With retail struggling today, Dylan's Candy Bar is transforming their business by leveraging transaction & CRM data to acquire new, highly profitable customers. They are succeeding where others are not by combining the power of cloud computing, machine learning, and innovative marketing programs. Mike Ferranti of Endai & Kevin Cohen of Dylan's Candy Bar will share how Dylan's automated customer intelligence platform is acquiring new customers and optimizing multi-channel advertising initiatives.



Michael Ferranti - CEO, Endai

Ferranti is CEO at Endai, an analytics and database marketing firm in NYC that serves retail and multichannel brands. He is also a columnist for Target Marketing Magazine. Ferranti earned a MBA from the University of Albany and an Entrepreneurial Masters from MIT.



Kevin Cohen, Dylan's Candy Bar

Kevin spent the last 11 years in director-level roles in e-commerce, e-mail marketing, and customer acquisition. He is currently with Dylan's Candy Bar, LLC, a world-renowned candy and confectionary brand based out of NYC. Kevin holds a Marketing Degree from Iona College.

BREAKOUT #2

Trafalgar - Level 2

DRIVING SALES FROM
CLICKS TO BRICKS ... TO CLICKS!

As retail stores continue to struggle, some specialty brands are generating incremental revenue by adding stores. Join these two brands as they share how the retail environment can be used as an acquisition tool and how they've identified distinct customer behavior, which allows for improved customer intel.



Anne Kelly, JunoActive.com

Since 1995, the company Kelly started has provided plus-size active women with swim, workout, and intimate clothing, first under the catalog brand Junonia, and now as an e-commerce and private label brand JunoActive.com Kelly earned her Masters in Business from the London Business School.



Jason Gray, Charles Tyrwhitt

Jason is responsible for all US & Canadian marketing activity for Charles Tyrwhitt, where he oversees all mailing activity and digital campaigns as well as retail marketing.

BREAKOUT #3

Stanford - Level 2

YOU'RE NOT TOO BUSY
TO MAKE GREAT CONTENT

Consumers' expectations are changing and relationships with brands are evolving, but spinning up a content generation team is a daunting task. Or is it?! Get the "what," "why," and "how" from two busy e-tailers in vastly different industries who've seen content go from a distraction to an irreplaceable part of their brand strategy.



Sarah Mann, SmartPak

For almost a decade, Sarah has been the voice—and face—of SmartPak Equine (seriously—she's been seen over 5 million times on youtube!). As the VP of Brand & Customer Experience, she's the driving force behind content that educates customers, builds brand love, and supports SmartPak's mission of changing the world, four hooves at a time.



John Zimmerman, Sporty's Pilot Shop

John's career in aviation began with his work at a Sporty's affiliated FBO. Eighteen years later, John oversees the Sporty's Pilot

Shop new product development and marketing programs. He has been flying for 20+ years, is a commercial pilot with 3000+ hours, and is a regular contributor to aviation magazines, including *Air Facts*, where he is Editor-in-Chief.

BREAKOUT #4

Barrington - Level 2

DRIVE INSIGHTS ON YOUR BUSINESS: LETTING
DATA LEAD YOUR BUSINESS INTELLIGENCE

Discover how rapidly growing home décor retailer Z Gallerie is putting the pedal to the metal in the highly competitive retail market by leveraging insights from powerful and actionable business intelligence. You'll fuel up with real-world, practical takeaways on how to drive critical success metrics by using data-rich analytics to build an action roadmap, see around the next curve, and get in the fast lane.



Dave Brown, Wiland

Dave Brown oversees product marketing and development for Wiland, a leading marketing audience and consumer intelligence company. He has over 20 years of marketing experience, including eight years with multichannel retail companies. Before joining Wiland in 2007, Dave headed up marketing and analysis for multiple catalog/retail brands at Astral Direct and Concepts Direct.



Kerem Ozkay, Z Gallerie

Drawing on his background in digital marketing and acquisition, Ozkay is currently the strategic marketing lead overseeing customer acquisition at Z Gallerie, an omni-channel home furnishings retailer. During his 13 years with Z Gallerie, Ozkay has helped instill an analytics focus across enterprise teams, and he is charged with developing a multichannel direct mail program that drives file growth and profitability.

WEDNESDAY // 09.13

12:15 p.m. **Lunch Buffet Opens**
Grand Ballroom Foyer - Level 1

12:15-1:00 p.m. Lunch & Networking
Grand Ballroom - Level 1
Sponsored by Infogroup Media Solutions

12:45-1:00 p.m.

rising st★rs

Rising Star Awards
Grand Ballroom - Level 1
Sponsored by J.S. Eliezer Associates, Inc.

Congratulate the best of our profession and honor this year's group of rising stars!

Fall 2017 Rising Stars:

- Arielle Mulkey, *Belardi Ostroy*
- Jeffrey Keegan, *Lindenmeyr Central*
- Susannah Spink, *Epsilon*
- Lena Molinari, *Gardener's Supply Company*

Winners receive a free registration to the directXchange Conference, are presented with a special award at a luncheon ceremony, and are assigned a Mentor from the NEMOA Board of Directors who helps with introductions at the conference.

Trophies donated by Dinn Bros. Trophies

1:15-2:15 p.m.

LUNCHEON PRESENTATION

Grand Ballroom - Level 1

NEMOA JEOPARDY TAKES CENTER STAGE!

Be a contestant (or cheer from the audience) as three teams face off to show what they know and play for real prizes!

2:15-2:45 p.m. Free Time and Networking

2:45-3:45 p.m. Four Concurrent Breakout Sessions
Repeat of a.m. Sessions/
Same Locations

3:45-4:00 p.m. Free Time and Networking

4:00-4:30 p.m.

GENERAL SESSION

Grand Ballroom - Level 1

ARE YOUR PLANS ALIGNED WITH THE FUTURE OF MARKETING?

This session will highlight self-inflicted marketing hurdles that are also reliant on technological improvements. If we don't evolve along with our customers, we'll look back and wonder where our business disappeared to – so we'll focus on actionable next steps we can take back to our companies.



Joseph Dressler
SVP National Sales, LiveIntent

During his 19 years in the digital advertising industry, Joseph has worked with Fortune 500 brands to develop solution-based ideas that drive new customer acquisition and retention of current clients. Since November 2013, Joseph has been running sales at [REDACTED] utilizing the brand while building a scalable and [REDACTED] business.

WEDNESDAY // 09.13

4:30-6:00 p.m.

SPONSOR-HOSTED ROUNDTABLES

Grand Ballroom - Level 1

SHARE, LEARN AND CONNECT IN SMALL DISCUSSION GROUPS.

(beer, wine and snacks will be served)

Round 1: 4:30-5:10 p.m.

Break/Switch 5:10-5:20 p.m.

Round 2: 5:20-6:00 p.m.

*Please consult printed handout at registration desk for list of discussion topics.

6:00-6:30 p.m. Free Time and Networking



6:30-9:30 p.m.

70TH ANNIVERSARY LUAU!

Join us under the tent at the Westin

FOOD, FRIENDS AND FUN!

Sponsored by Oracle Data Cloud

Why a luau? Because in 1947, all things tropical were all the rage! Don (Ho) your best island apparel—flowery sundresses, Hawaiian shirts, even your favorite grass skirt if you're so inclined—and join us as we celebrate 70 years of NEMOA's own spin on the aloha spirit!

THURSDAY // 09.14

7:00 a.m.-12:30 p.m. Registration Desk and
Xchange Café Open
Grand Ballroom Foyer - Level 1

7:00-9:00 a.m. **Breakfast and Networking**
Grand Ballroom - Level 1
Sponsored by Dataline

7:15-8:15 a.m. Three Concurrent Breakfast Club Conversations

Breakfast Club #1: What's Your Social Strategy?

Trafalgar - Level 2

Facilitator: Sue Landay, Trainers Warehouse & Office Oxygen

Breakfast Club #2: What's Your Data Strategy?

Stanford - Level 2

Facilitator: Pam Higgins, Oracle Data Cloud

Breakfast Club #3: What's Your Amazon Strategy?

Barrington - Level 2

Facilitator: Brent Eskew, Management Consultant

[illegible]

8:15-8:30 a.m. Free Time and Networking

THURSDAY // 09.14

8:30-9:30 a.m.

GENERAL SESSION

Grand Ballroom - Level 1

SOMETIMES, EVEN WELL-ESTABLISHED COMPANIES LOSE THEIR WAY

Approaching its 30th anniversary in 2015, and 2 years after its IPO, The Tile Shop saw sales and profits slump and fall short of shareholder expectations. Among other challenges, its marketing strategies failed to connect with its key customers, so modernizing its marketing approach became a top strategic priority. Learn how their marketing team approached the challenge; what capabilities they added; and how they elevated their content, personalized their customer experience, and developed new advertising models based on consumer insights.



Mary Hennen, The Tile Shop

Hennen leads Consumer and Pro marketing, digital commerce and oversees all media, PR, events, and showroom experiences for The Tile Shop (NASDAQ:TTS), the leading specialty retailer of manufactured and natural stone tiles. She leveraged consumer insights to

overhaul the creative and brand positioning, refocused the media and customer acquisition strategies, and led the digital experience transformation of a 30-year-old brick and mortar retailer. Hennen's career includes senior retail management

**FREE \$2,500 TILE SHOP GIFT CARD
GIVEAWAY + DESIGN SESSION!**

MUST BE PRESENT TO WIN

[illegible]

9:30-9:45 a.m. Free Time and Networking

9:45-10:45 a.m.

FOUR CONCURRENT BREAKOUT SESSIONS

BREAKOUT #1


Windsor - Level 2

DIGITAL DATA: IT'S NOT JUST FOR DIGITAL MARKETING

According to Google's ZMOT study, a consumer engages with 18.2 pieces of information on average before making a final purchase decision. Connecting with the consumer using a succinct message across their path to purchase – using connected touch points – is critical. Hear how other retailers are using this information to improve return on marketing spend for print campaigns.



David Cesaro, Valassis



Dave has 20+ years of experience in advertising and direct marketing. Prior to joining Valassis, he was Vice President, Sales and Marketing, at Structural Graphics. Under his guidance, the company increased revenue by 30% and became the leader in multi-sensory marketing. Dave is an active member of The Direct Marketing Association, Marketing Management Association, and Print Production Professionals.

[illegible]

BREAKOUT #2

Trafalgar - Level 2

EMBRACING DISRUPTION: THE OPPORTUNITY OF SELLING ON AMAZON

What does the Amazon buyer look like and how are they different from traditional customers? Large online merchants need to understand the key tactics so they can keep up, and small sellers need to create and execute an effective strategy for selling their wares on these fast-growing channels.



Timothy Burns,
formerly of Scientifics Direct Inc.

For the last 11 years, Tim has held the positions of Catalog Manager, Director of Marketing, and Vice President/COO for Scientifics Direct Inc., an 80-year old direct marketer of educational toys and gifts for science enthusiasts.



Liz Buderus, Epsilon

Liz started at Abacus in 1995 as a Production Manager and has worked in roles within product management, client services, and strategy and analytics over her 20+ year tenure at Epsilon. She currently

leads multiple product teams and advises brands on data insights to inform their omnichannel marketing strategies.

BREAKOUT #3

Stanford - Level 2

OPTIMIZING EMAIL ROI IN TODAY'S ME-COMMERCE WORLD

Being creepy is on the way out. Your customer expects you to know who they are but also requires you to sell them something of interest to them. Learn how to improve the ROI of your email program and drive significant revenue gains by understanding identification, personalization, and marketing to your customer when they're in the right frame of mind.




Jack Sturn, 4Cite Marketing

Jack is a veteran of the marketing services industry and has led account management and sales teams for nearly 30 years. Prior to joining 4Cite in 2012, he was a partner and member of the senior management team at I-Centrix after holding management, senior management, and executive roles in retail banking for nearly 15 years.



James Power, Boden



For the last year James has been overseeing and innovating Boden's lifecycle and transactional email as their Email Automation Manager. Through his time at Boden and previous experiences at start-ups, he has relished roles that require creativity, content creation, ownership of targets, data analysis, project management, and strategy.

BREAKOUT #4

Barrington - Level 2

MOBILE OPTIMIZATION TIPS AND TRICKS

Find out how to establish a strong operational foundation on which to build revenue, grow visits to your site, turn visitors into shoppers (and buyers), and increase engagement. You'll learn what to analyze to ensure optimal engagement and how to optimize both the shopping experience on your mobile site and mobile content to increase conversion.



Blake Ellis, CommerceV3

Blake Ellis is an entrepreneur and start-up addict. Over the last decade he has been involved with a number of SaaS-based software ventures, primarily in the ecommerce space. He has won numerous technology awards, including the CBETA Innovation Award.



Kerri Phillips, Lou Malnati's

Kerri began her career with Lou Malnati's as a waitress and now leads the team that oversees all digital strategy, including SEO, SEM, email marketing, reputation management, brand awareness, and social media.



Beth Gerage, Lou Malnati's

Beth started her career with Lou Malnati's five years ago as a Customer Service Representative and is now a member of the marketing team, specializing in content development, SEO, and email marketing.

10:45-11:00 a.m. 15-Minute Xchange Break and Hotel Checkout

11:00 a.m.-12:00 p.m.

CLOSING SESSION

Grand Ballroom - Level 1

CATALOG LEADERS LOOK INTO THE FUTURE

Moderator - Brad Bishop, NEMOA President

This lively panel discussion will focus on the challenges keeping leading Direct Marketers awake at night as they look out over the next 12-18 months. Our panelists 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



Panelist #1:

Russ Davis,
SVP Marketing,
Colony Brands



Panelist #2:

Nancy Dynan,
VP Marketing,
prAna



Panelist #3:

Sarah Mann, VP
Brand & Customer
Experience,
SmartPak. See p. 12
for Sarah's bio.



Panelist #4:

Jason Gray, Head
of Marketing, North
America, Charles
Tyrwhitt. See p. 11
for Jason's bio.

See Russ Davis' and Nancy Dynan's bio on p. 24.

THURSDAY // 09.14

Russ Davis, Colony Brands

Russ started his 23-year career with multi-title catalog retailer Colony Brands as an intern. He worked in several different areas of the company, including Fulfillment, Bakery Operations, Human Resources, Purchasing, Catalog Circulation, and Digital Marketing. Russ is currently the Senior Vice President of Marketing; he leads the Merchandising and Creative teams and manages the Montgomery Ward brand.

Nancy Dynan, prAna

Nancy Dynan is the Vice President of Marketing for prAna, an active clothing brand committed to social and environmental responsibility. Nancy oversees brand marketing, creative, ecommerce, and retail stores for prAna. Prior to prAna, Nancy worked at Boden, L.L.Bean, and Neiman Marcus. She is a graduate of Brown University and a former member of the NEMOA Board.

12:00 p.m.

Closing Remarks and Farewell

Grand Ballroom - Level 1

NOTES

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[illegible]

[illegible][illegible]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

[illegible]This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible][illegible]

This image shows a single page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook paper. There is no handwriting or other markings on the page.

MERCHANT/CATALOG/E-TAIL MEMBERS

Academic Catalog
Baseball Catalog
Basketball Catalog
Bowling Catalog
Cheerleading Catalog
Corporate Recognition
Catalog (For Businesses)

Park Seed
Park Seed Wholesale
Wayside Gardens
Jackson & Perkins

MERCHANT/CATALOG/E-TAIL MEMBERS continued

JD Williams & Co LTD

Ambrose Wilson
CLASSIC DETAIL
Crafting Direct
Crazy Clearance
Discount World
Fashion World
Fifty Plus
GRAY & OSBOURN
Heather Valley
HIGH AND MIGHTY
home essentials
HOME SHOPPING DIRECT
House of Bath
jacamo
JD Williams
Julipa
Marisota
natrually close
newnow.co.uk
Oxendales.co.uk
OXENDALES.ie
PetFoodnStuff
Premier MAN
Shapley FIGURES
SimplyBe
implyYours.co.uk
that's my style
The SHOE TAILER
thebrilliantgiftshop.co.uk
VivaLaDiva.com
Williams & Brown

Johnny's Selected Seeds

Journeys

Journey's Kidz
Shi by Journey

Junonia, Ltd

King Arthur Flour

L.L.Bean, Inc.

Back to School
Direct to School
Home
Men's
Women's

Legendary Whitetails

Lehman's

Lenox Corporation

Bridal
Jewelry
Hospitality

Littleton Coin Company

Hard to Find Coins
Showcase

Mason Companies, Inc.

Auditions
B.A. Mason
Birchland Market
Figi's Gifts in Good Taste
Figi's Gallery Home and Gifts
K. Jordan
Maryland Square
Mason Easy - Pay
Masseys
Shoemall.com
Stoneberry

MMP Living

Nancy's Notions

National Geographic Partners

National Wholesale Co., Inc.

New Braunfels Smokehouse

Nordstrom

Nova Natural Toys & Crafts

Nueske's Applewood Smoked Meats

PC/Nametag

Performance Inc

PHE, Inc.

Adam & Eve

Plow & Hearth

HearthSong
Magic Cabin
ProblemSolvers
Wind & Weather

Potpourri Group, Inc.

Back in the Saddle
Catalog Favorites
Country Store
Cuddledown
Expressions
In The Company of Dogs
Nature's Jewelry
NorthStyle
Potpourri
Serengeti
The Pyramid Collection
The Stitchery
Whatever Works
Young Explorers
Magellan's

Road Scholar

Adventures Afloat Cruises
International
North America

Ruma's Fruit and Gift Basket World

Silver Star Brands

SmartPak Equine, LLC.

Equine English
Equine Western

Smithfield Specialty Foods Group

Smithfield Marketplace
The Peanut Shop of
Williamsburg

Southern Fulfillment Services

Hale Groves
Pittman & Davis

Specialty Commerce Corp.

ADI The American Dental
Institute
Alternative Look
CE Express Home Study
Especially Yours
GSC Home Study Courses
hothair
Jacqueline Collections
Natrua Image
Paula Young
Respiratory Care
Educational Consulting
Services
Versa Hair
Western Schools
Wig.com

Sporty's Catalogs/ Sportsman's Market, Inc.

AIR Facts
Sporty's Fight Center
Sporty's Pilot Shop
Sporty's Preferred Living
Sporty's Tool Shop
Sporty's Wright Bros.

Staples

Cleaning and Breakroom
Catalog
Office Essentials
Staples Industrial Catalog

Stark Brothers Nurseries & Orchards Co

Talbots

TD Associates, LLC dba eCommerce Outdoors

Island Beach Gear
PennFishingStore.com
Sporting Pursuit
TackleDirect.com
TigerGPS.com
TurtleMarine.com

Thos. Moser

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Estee Marketing Group, Inc.

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**IBM, Watson Customer
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Infinite-Media/Mailinglists.com

Infogroup Media Solutions

Bulk Update
Credit.net
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Express Update
Infogroup Target Marketing
InfoUSA
Marketzone
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Salesgenie
Sapphire
Yes Lifecycle Marketing
Yesmail Interactive

Infutur Data Solutions

International Color Services

J.S. Eliezer Associates

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LSC COMMUNICATIONS

Drawing on 152 years of experience, LSC Communications is a global leader in print and related services that serves the needs of publishers, catalogers, retailers and merchandisers. The Company's service offering includes e-services, warehousing, fulfillment and supply chain management. LSC utilizes a broad portfolio of technology capabilities coupled with consultative attention to clients' needs to increase speed to market, reduce costs, provide postal savings and improve efficiencies.

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Epsilon, an Alliance Data company, is the global leader in creating connections between people and brands. An all-encompassing global marketing company, we harness the power of rich data, groundbreaking technologies, engaging creative and transformative ideas to get the results our clients require.



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Oracle delivers a rich understanding of consumers across both digital and traditional channels based on what they do, what they say, and what they buy enabling leading brands to personalize and measure every customer interaction and maximize the value of their digital marketing.



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Arandell is the nation's premier catalog printing and omni-channel solutions provider. We offer integrated marketing strategies to enhance customer engagement. It's that extra effort that sets us apart. Going beyond printing. Beyond mailing. Beyond a simple handshake. Beyond a mere vendor. Beyond expectations. We do more, because that's what our customers expect from us. To learn more, visit www.arandell.com.



DATALINE is a provider of consumer marketing information through its Publishing, Catalog, and Non-Profit data cooperatives. DATALINE also offers over 500 digital and mobile audiences, custom modeling services, email data, and consumer data append services. For more information, please contact your DATALINE sales representative at 609-452-6014.

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J.Schmid is a full-service cross-channel marketing agency made up of industry experts who like this stuff maybe a little too much. We live at the intersection of catalogs, e-Commerce and retail. Your brand must deliver a consistent experience at every touch point, every time. That's where we come in. We specialize in creating seamless brand experiences across channels.



Lindenmeyr Central, along with its sister company J.S. Eliezer, provide a suite of procurement and consulting services for companies that utilize print as part of a multi-channel marketing strategy. Our clients include leading brands in the catalog/retail, direct mail and publishing markets. Both companies are divisions of Central National Gottesman, a leading global forest products company.



KBM Group's iBehavior data cooperative is a rich database of more than 190 million individuals and has been helping marketers improve the performance of their direct marketing programs since 1999. Our expertise spans a variety of verticals including: B2B, catalog, consumer magazine, finance, insurance, non-profit, retail, and solo/continuity. <http://www.kbmg.com/products/ibehavior/>



Wiland is a leading marketing intelligence company, serving thousands of the nation's top companies in a wide variety of markets and industries. Leveraging our vast transactional database and proprietary Response Prediction Technology™, Wiland delivers responsive marketing audiences, customer optimization and business intelligence that enable clients to increase sales and profit.

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ALC is the leader in the field of data-driven marketing with an innovative and unique data monetization platform that includes traditional data and insert management, ultra-data hygiene and modeling, digital data sales and marketing, database sourcing and participation, multichannel retargeting and brand extension.



Anchor is a Marketing Services Provider, delivering Machine Intelligence Predictive Analytics, Postal/Phone/Email & Digital Data and Data Management Services to our Omni-channel Clientele for 45+ years. We are committed to providing mid-market Catalogers and Retailers cost effective, high value, integrated solutions.



Belardi/Ostroy is a full-service direct marketing and creative agency which provides multi-channel solutions for catalog, ecommerce, retail, business and non-profit clients including Williams-Sonoma, Pottery Barn, J. Crew, One Stop Plus, American Girl, Restoration Hardware, Home Depot/Home Decorator's Collection, Crate and Barrel, Hanna Andersson, Coldwater Creek, J. Jill, Harriet Carter, Harry & David, Vermont Country Store, Sundance and more.



When you take your business north, Canada Post makes a great partner, smoothing your way into a profitable new customer base. Choose from a full suite of direct marketing, shipping and logistics services designed especially for e-commerce merchants. We are Canada's national postal service and deliver to every Canadian address. We make it easy for you to target your best prospects with gold-standard data bases linked to Canadians demographic info, income and buying habits.

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Catamount Color is a turn-key solution to your print production and distribution needs. We offer state-of-the-art printing solutions such as: wide format printing, digital on-demand printing, web, sheet fed printing and mailing services.



CohereOne is a full service agency focusing on the integration of print and digital media to maximize our clients' growth and profits. We understand the need for a cohesive marketing approach, and combine forward-thinking, integrated strategies for print and digital media to increase our clients' sales, profits, and customer base. Our expert team delivers brand development, psychology-based marketing, merchandise assortment and inventory planning, creative, best practice reviews, circulation management, digital optimization, and email marketing strategy.



Media Horizons is an analytics-driven, response marketing agency for the media agnostic age. We provide marketing expertise to cost effectively deliver new customers and maximize Lifetime Customer Value through both digital and offline channels. Services include in-house strategic planning, media buying, creative, analytics and reporting in digital media, SEO/SEM and offline media.



PMX Agency creates integrated marketing solutions through an insight-driven, consumer centric approach. With a history steeped in direct response marketing, PMX Agency combines an intuitive knowledge of the customer experience with customized, scalable strategies that address clients' most pressing business challenges. Visit us at www.pmxagency.com.



RedPoint Global delivers world-class customer engagement and data management solutions that empower organizations to unlock the value of their data to drive customer engagement and sustained growth. Our products seamlessly integrate data, insight and action to enable personalized customer engagement.



The Salesforce Commerce Cloud empowers retailers to unify customer experiences across all points of commerce, including web, social, mobile, and in-store. From shopping to fulfillment to customer service, the Commerce Cloud delivers 1-to-1 shopping experiences that consistently delight customers, driving increased engagement, loyalty, and conversion. With embedded predictive intelligence and a robust partner ecosystem, the Commerce Cloud delivers customer satisfaction and growth from planning to launch and beyond.



Dingley has been printing catalogs for 87 years! It is our quality, capabilities, culture, and flexibility that keep customers coming back. Printing, Binding, Co-mailing, and Distribution, we have everything all under ONE roof. Our focus on the catalog industry has made us a trusted choice for hundreds of catalogers nationwide.



When you partner with The MAIL Group, you gain responsive, efficient and creative mail management. Our experienced Account Managers collaborate with you to ensure catalogs, special projects, or unique mail tests meet your needs with service that exceeds expectations.



Virid is a leading provider of eCommerce solutions for growing retail brands. Since 1999, Virid has provided retailers with a trusted, stable eCommerce package including software, cloud-based hosting, integration support, and ongoing technology consulting. Virid prides itself on knowing retailers and their businesses and gives them the tools they need to competitively sell in the ever-changing digital space. <https://www.virid.com/>

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4Cite is the first & only full-service, Real-Time Interaction Management (RTIM) services provider that combines traditional and digital marketing practices to enable retailers to acquire, retain & reactivate customers, increasing brand loyalty & ROI using proprietary technology and catalog mailing expertise.



Adlucent is a digital marketing and analytics agency that helps retailers acquire more customers profitably both on and offline through a variety of services including paid search, product ads, display, and paid social advertising.



AgilOne is a customer data platform for enterprise B2C brands. AgilOne maximizes customer lifetime value with multi-channel engagement, powered by a single view of customers across all channels, predictive models, and real-time APIs to orchestrate personalized experiences across all touchpoints.



BCC Software is an industry-leading postal software and data marketing services company with over 35 years of postal industry expertise. BCC Software's premium products and services are supported by USPS® Mail Piece Design Certified Professionals. Learn more at www.bccsoftware.com.



Boston University's Metropolitan College (MET) brings academic excellence and research university resources to busy adults and professionals via innovative online and on-campus programs. MET offers cutting-edge graduate study in key subjects such as Applied Business Analytics, Data Analytics, Global Marketing Management, Project Management, Software Development, and Supply Chain Management. Visit bu.edu/met.



An award winning e-commerce platform offering design, development and marketing services, CommerceV3 (CV3) was built from the ground up for multi-channel retailers. CV3 has helped thousands of online storefronts achieve success with powerful tools and a dedication to customer service.



Deloitte Digital is known for designing and standing up customer experiences and delivering audiences in ecommerce, social, mobile and call center channels. We also provide best in class Marketing Services including Omni-Channel Data Management, Insights and Message Orchestration across channels.



Jebbit's platform empowers marketers to create personalized mobile experiences that engage, profile, and convert their audiences. Jebbit helps brands increase mobile conversions while capturing user-provided data that boosts lifetime value. To see how Jebbit clients boost ROI, visit jebbit.com.



Kantar Futures helps its clients profit from change. As a global strategic futures consultancy, we manage the longest running consumer study and deliver human and cultural insights on changes and trends in the marketplace. Our future-facing custom research, data tools and consulting enable us to help our clients ***understand change*** (providing greater clarity of what's happening and why), ***anticipate change*** (instilling greater certainty about the future for better decision-making), and ***shape change*** (enabling greater confidence to create and define the future).



LiftEngine is an audience development company that helps clients understand and connect with their most responsive prospects, customers, or donors. Online and offline, over 400 companies choose LiftEngine to power their marketing.

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LS Direct Marketing offers a number of personalized customer journey, reactivation, and New Mover solutions. Our newest addition—Boomerang Direct—offers postal retargeting to web browse and cart abandon customers and prospects. Results are tracked with our SmartDash marketing effectiveness dashboard reporting tool.



At NaviStone®, we match your previously anonymous website visitors to accurate Postal names and addresses. Using breakthrough website visitor tracking technology, NaviStone builds 90%+ unique audiences, reachable via your standard direct mail offer, or with our turnkey Personalized Postcard program.



Path2Response Combines New Data, New Technology and New Techniques to Create Superior Products that Achieve Better Return on Marketing Investment for Our Client Partners.



QuickPivot delivers fast, powerful, easy-to-use software for smart and nimble marketers with big ideas. The QuickPivot platform combines big data analytics, discrete customer insights, intuitive visual segmentation, and simple customer journey mapping in one unified SaaS offering.



Sappi North America, a subsidiary of global pulp and paper group, Sappi Limited, is a market leader of high quality coated printing papers. Sappi brands, including McCoy, Opus, Somerset, and Flo, are used for catalogs, magazines, and print advertising.

SPECIALISTS

MARKETING SERVICES

Specialists is a data-driven, multi-channel marketing company that provides customer acquisition and revenue generation services to leading brands, agencies, and Fortune 500 companies. We specialize in postal, digital, and insert media, with expertise in the catalog/retail and automotive industries. www.sms-inc.com.



Speedeon Data enables leading brands to succeed through data-driven marketing insights, targeted customer engagement strategies, and impactful, omni-channel deployment. Utilizing the highest quality lifestyle, life stage and customer identity data, Speedeon Data delivers innovative solutions that are on time and within budget. For more information, visit speedeondata.com

TotalRetail

Total Retail is the retail executive's source for content and community. Total Retail offers the latest news and analysis of the retail industry in a variety of channels, including a print magazine, daily e-newsletter, robust website, virtual and in-person events, podcast channel, in-depth research reports, and more.



UPS is a global leader in logistics, offering a broad range of solutions including transporting packages and freight; facilitating international trade, and deploying advanced technology to more efficiently manage the world of business. Headquartered in Atlanta, UPS serves more than 220 countries and territories worldwide.



Valid's Data Solutions help our clients attain a holistic view of their customers, which allows them to deliver exceptional brand experiences with them. We provide client-tailored Data Solutions that include Data Processing, Database Design, Development & Management, Omni-Channel Campaign Management & Execution, and Modeling & Analytics."

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With a robust portfolio of digital technology, automation offerings and business development support, Xerox is driving transformation in the catalog market. The Xerox Personalized Catalog Solution fully automates the catalog production process and creates customized, tailored web, print and mobile content for customers and suppliers.

Why should you become a NEMOA Sponsor?

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