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directXchange by NEMOA
Spring Conference
March 12-14, 2014
Renaissance Boston Waterfront Hotel
Boston, Massachusetts

Save \$200

Early Bird Deadline is February 14
Members save even more!
See page 12 for details



directXchange[®] by nemoa

where direct marketers meet to share. learn. connect.

MAKING SENSE OF THE OMNICHANNEL

CIRCUS

COME ONE,
COME ALL
TO THE
Greatest
Show on
Earth:

directXchange
by NEMOA!



HERE YOU WILL:

• See how Brookstone CEO Jim Speltz tames the three rings of merchandising, marketing and creative across all channels.



• Discover how to influence any outcome—and who Bill Gates calls “super high bandwidth”! (Hint: It’s neuroscience star Christine Comaford.)



• Wonder at the way science whiz Steve Spangler turns ordinary business transactions into transformational customer experiences!



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directXchange[®]

nemoa
SHARE. LEARN. CONNECT.

MAKING SENSE OF THE OMNICHANNEL

CIRCUS



THE NATIONAL CONFERENCE FOR DIRECT MARKETERS

MARCH 12-14 | BOSTON, MA | 100% GUARANTEED!

Dear Friends,



Ladies and Gentlemen, boys and girls, welcome to the greatest multichannel direct marketing show on earth.

Do you feel like you're walking a high wire lately? Orchestrating a three-ring circus? Come on into our Big Top, grab a bag of popcorn and get ready to learn from the experts how to juggle all the plates you have in the air.

In center ring you'll see two-time Emmy Award winner and trained magician Steve Spangler, who knows a thing or two about how to amaze and delight an audience—your customers. You'll get a backstage tour from Google™ and explore the future for catalogers andetailers, the CEO of Brookstone will talk innovation, and neuroscience whiz Christine Comaford will uncover the secrets of how to influence any outcome.

Our other rings are packed with action—and actionable ideas—too: catalog, web, and mobile critiques, info-packed breakout sessions, and the flying trapeze act we call Xpress Talks. Wear your spangly best to our circus-inspired evening event, where you can network with other industry roustabouts.

After the final act, you'll go home with bold, relevant and thought-provoking information you can use to make sense of the omnichannel circus—guaranteed.

See you in Boston!

Cindy Marshall, NEMOA President

Current NEMOA Board of Directors

- President** Cindy Marshall, SHINE Strategy
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what is directXchange?

The leading forum for direct marketers from across the country.

share.

A conference dedicated exclusively to the catalog and ecommerce sector of the direct marketing industry. We focus on delivering industry leading knowledge and best practices from people you want to know.

learn.

Not a trade show and not about selling, *directXchange* is the most important place to be for learning and networking, to improve your direct marketing results through presentations, professional relationships and personal connections.

connect.

We are national. Join members, attendees and presenters from across the country who consider this conference to be their most important professional event! *directXchange* is the outgrowth of NEMOA's 67 years of presenting quality content and enabling connections.

UPCOMING NEMOA EVENTS

- * March 12-14 Spring Conference in Boston, MA
- * July 14 Fourteenth Annual Charity Golf Outing, NH
- * September 17-18 Fall Conference in Groton, CT



THE NATIONAL CONFERENCE FOR DIRECT MARKETERS

SCHEDULE OF EVENTS

SPRING 2014

WEDNESDAY, March 12

- 12:30-6:00** Registration Desk Open
Xchange Café Open
- 1:00-1:30** Welcome Briefing and Refreshments
- 1:45-2:45** Opening: Lessons from an Ex-Clown
- 2:45-3:00** Short Break
- 3:00-4:00** 5-Track Breakouts, Round 1
- 4:00-4:30** Xchange Break
- 4:30-5:30** Keynote: Christine Comaford Shifts Your Reality
- 5:30-6:00** Free Time
- 6:00-7:30** *directXchange* Opening Reception at the Renaissance

MEMBERSHIP HAS ITS BENEFITS!

See page 14 to learn about becoming a member.

THURSDAY, March 13

- 7:30-6:00** Registration Desk Open
Xchange Café Open
- 7:30-9:00** Breakfast Buffet
- 8:00-8:30** ACMA update from D.C.
- 9:00-9:15** Opening Welcome
- 9:15-10:15** Opening Keynote: Brookstone Juggles Channels
- 10:15-10:45** Xchange Break
- 10:45-12:00** Rapid-Fire Xpress Talks
- 12:00-12:45** Lunch Buffet Open
- 12:45-1:00** Presentation of Scholarship Awards
- 1:00-2:00** Keynote: Steve Spangler's Flying Circus
- 2:00-2:30** Xchange Break
- 2:30-3:30** 5-Track Breakouts, Round 2
- 3:30-3:45** Short Break
- 3:45-5:00** What Google™ Sees
- 5:15-5:45** Annual Members Meeting
- 5:45-6:15** Free Time
- 6:30-9:30** Dinner & Networking Event

FRIDAY, March 14

- 7:30-2:00** Registration Desk Open
Xchange Café Open
- 7:30-9:15** Breakfast Buffet Open
- 8:15-9:30** CEO Breakfast
- 8:15-9:30** Critique Sessions with the Experts
- 9:30-9:45** Short Break
- 9:45-10:45** Opening Keynote: Images Take Center Ring
- 10:45-11:15** Xchange Break & Checkout
- 11:15-12:15** 5-Track Breakouts, Round 3
- 12:15** Lunch Buffet Opens
- 12:45-1:45** Closing Lunch: The Final Act with CustomInk

MAKING SENSE OF THE OMNICHANNEL



Under the Big Top: Google™ Speaks!

Discover what the folks at Google see as the real changes heading our way, and learn how to tame the menagerie of products Google offers your business today.

SEE PAGE 8

Something for Everyone! Our 3-Ring Circus Has 5 Tracks!

Learn the tricks and tips most vital to your success during our three breakout sessions, each featuring 5 different tracks:

- * Brand
- * Data and Operations
- * Customer Lifecycle
- * Merchandising Strategies
- * Creative Strategies



DON'T MISS AN EVENING OF NETWORKING FOR CHILDREN OF ALL AGES

Unleash your inner child at our dazzling Thursday-night dinner event at the Boston Children's Museum. Enjoy great entertainment, fabulous dining, and an evening of play and discovery with old and new NEMOA friends.

WEDNESDAY

Five Concurrent Breakout Sessions

12:30-6:00 Registration Desk Open
Xchange Café Open

1:00-1:30 Welcome Briefing for
First Timers

1:45-2:45 Opening Keynote **LESSONS FROM THE CIRCUS**

Susan Doctoroff Landay,
Trainers Warehouse, Office Oxygen

Send in the clowns—and the contortionists, the lion tamers, and elephants! As a former circus performer with Ringling Bros. and Barnum and Bailey, Susan Landay will share her insider’s perspective on what catalog and multichannel marketing can learn from this three-ring extravaganza founded in 1919. She’ll look at the lessons we can draw from PT Barnum, high-flying trapeze artists, the timely and dazzling Ringmaster, the clowns, concessioners, and more!



Susan Doctoroff Landay, the President of Office Images, Inc., oversees both the Trainers Warehouse and Office Oxygen brands. In her current life, she develops and sells products that make learning and work more fun and effective. In her former life, she worked as a Ringling Bros. and Barnum and Bailey (RBBB) Circus clown. She’s a graduate of Yale, RBBB Clown College, and Kellogg Graduate School of Management.

2:45-3:00 Short Break

Choose one session to attend. **3:00-4:00**

1 BRAND:
Creating a Show-Stopping Brand Experience

Andrea Syverson, IER Partners

Making magic under your big brand tent (and all its omnichannel forms) in today’s “always on” arena takes creativity and tenacity—and a ringleader who will create a credible, consistent and contagious brand performance. Learn practical ways your brand can build a differentiated experience, adapt that experience across channels, and keep brand fans cheering.



A brand provocateur with 20+ years of experience, Andrea Syverson is the founder and president of IER Partners. Her expertise has been valued by Spanx, Ben & Jerry’s, Celestial Seasonings, SmartPak and World Vision, among others. Andrea holds an MBA and is the author of two books.

2 DATA & OPS:
Keeping All Your Ops Plates in the Air—and Orders Out the Door

Fred Lizza, DydaComp

Your ecommerce site and online marketplace listings are great for showcasing products and generating orders. But what good are they if you can’t get your products to your customers when and where they want them? Here you’ll learn how to effectively juggle operations in the multichannel circus!



Fred Lizza, CEO for DydaComp, is experienced in bringing new technologies to market. Previously CEO of Optiant and President and CEO of Avotus, Fred received a BS in Accounting at Boston College and an MBA in Marketing at Harvard Business School.

3 CUSTOMER LIFECYCLE:
How to Get Online Customers to Run Away and Join Your Circus

Udayan Bose, NetElixir
Richard Chavez, PM Digital

With so many shows in the virtual town, what ballyhoo is effective in luring customers to yours? Search experts Richard and Udayan will argue their slightly different viewpoints. Discover the value of integrating SEO and SEM, and strategies to move them in concert throughout the customer’s journey. Hear about a holistic approach towards search marketing that tracks keyword results for SEO and SEM side by side. And learn how to measure SEO success sans keywords, in the wake of Term Not Provided at 100%. Richard and Udayan will share case studies, tactics and expertise—and 3 key takeaways you can implement immediately.



Udayan Bose founded NetElixir to provide online marketers with a paid search campaign optimization solution capable of delivering magical performance. Prior to NetElixir, Udayan was Director of Business Development for PartyGaming, the world’s largest online gaming company. He regularly lectures MBA classes both in the U.S. and India, and has been featured in *The New York Times*, *Forbes* and *Time* magazines. He holds a degree in Chemical Engineering and an M.B.A.



Richard Chavez, the Vice President of SEO at PM Digital, is focused on SEO, mobile search, strategic planning, ecommerce marketing and cross-channel integration for brands such as The North Face, Steve Madden, Burt’s Bees, Kirkland’s, and Eileen Fisher. Prior to PM Digital, he managed strategic search accounts for iCrossing. Richard earned a Bachelor’s in International Business, speaks four languages and is a frequent conference speaker.

4 MERCHANDISING STRATEGIES:
The 3 Rings—and 3 “L’s” —of More Effective Merchandising

Frank Oliver, Gardener’s Supply Co.

How well does your Merchandising Team perform in these rings? Ring One: Landing new and unique product into your market. Ring Two: Leveraging new “proven” winners. Ring Three: Line Extensions. Learn how to find new products, make them your own and sell them with authority. Discover ways to leverage existing products on the page, online and with your supplier. And find out how to create unique combinations and offer refined line extensions at great value pricing. If your merch team is not the greatest show on earth... Amazon just strikes your tent.



Frank Oliver is Product Design & Development Manager at Gardener’s Supply Co., where he’s been for 20 years. Previous stints include Product Manager for Brookstone Hard-to-Find Tools Catalog, and Project Engineer for Combustion Engineering. The University of New Hampshire grad enjoys working and living in Vermont.

★ Xchange Breaks
Use your networking breaks to connect with colleagues, catch up with catalogers or suppliers and grab a tasty bite!

Wednesday: 4:00-4:30
Thursday: 10:15-10:45
2:00-2:30
Friday: 10:45-11:15

5 CREATIVE STRATEGIES:
Spotlight on Content: How to Master the Omnichannel Retail Challenge

Craig Waller, Pace Communications
Robert Simon, Four Seasons

As consumers adopt more and more devices, retailers must develop content marketing programs to engage them wherever they are or face a steep decline in relevancy. Learn from the head of the leading U.S. content marketing agency how to create a content team, own a content channel, create content “products,” sell along the lifecycle and across omnichannel retail—and measure and optimize the results. You’ll discover how Four Seasons Hotels and Resorts used content to convert the perpetually connected consumer.



Craig Waller is the President of Pace, the leading content marketing agency in the U.S. Pace develops content marketing programs for leading Fortune 500 businesses, including Four Seasons, Southwest, Verizon, Walmart and Wells Fargo. A British native brought up in Africa, the current NC resident brings a global perspective to the role.



Robert Simon has more than 12 years of expertise in strategy, ecommerce and Content Marketing. He recently served as the Director of Interactive Marketing at the Four Seasons Hotels and Resorts, where he led the Global ecommerce team, overseeing all Digital marketing programs—Global Interactive, ecommerce, Mobile and Social Media marketing—worldwide. Prior to Four Seasons, Robert led key ecommerce lines of business for Organic, Carlson Marketing, Pareto and Home Depot.

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

4:30-5:30 Closing Keynote

INFLUENCE ANY OUTCOME: USING NEUROSCIENCE TO SELL, LEAD AND MARKET BETTER

Christine Comaford,
Christine Comaford Associates

Discover what real influence is from Christine Comaford, whose potent neuroscience techniques have enabled leaders to close sales up to 50% faster and increase demand generation by up to 237%. You’ll learn and practice applying:

- The techniques Bill Gates and Bill Clinton used to great success
- How to powerfully influence, connect, and build rapid trust
- The 3 things all human beings crave—and how to provide them
- Specific applications of these techniques in sales, marketing and recruiting scenarios.

Join Christine for a session that will profoundly and positively shift your reality of what influence truly is.



For over 30 years, bestselling author and Leadership and Culture Coach Christine Comaford has helped leaders navigate growth and change using potent neuroscience techniques. An avid entrepreneur Bill Gates calls “super high bandwidth,” Christine has consulted to the White House (Clinton and Bush), 700 of the Fortune 1000, and over 300 small businesses. She is a columnist for *www.Forbes.com* and is the author of two *New York Times* bestselling business books.

5:30-6:00 Free Time
6:00-7:30 Opening Reception
Great networking opportunity!

Register Online! www.nemoa.org

THURSDAY

7:30-6:00 Registration Desk Open | Xchange Café Open

7:30-9:00 Breakfast Buffet Open

7:30-8:45 Breakfast Networking

8:00-8:30 **Industry News**

Special Delivery: The Latest from the Troupe in Washington



Hamilton Davison, American Catalog Mailers Association

Get an update on key external matters that could make or break any catalog-based business, including the latest on postal reform, the internet sales tax collection bills, and how you can influence Washington decision makers from the president and executive director of the ACMA.

9:00-9:15 **Welcome and Opening Remarks**
from Cindy Marshall, NEMOA President

9:15-10:15 **Opening Keynote**

STAGING INNOVATION: ROBOTIC PETS, VIRTUAL KEYBOARDS AND DRONES

Jim Speltz, Brookstone

Inventing cool products is second nature to multichannel brand Brookstone. From robotic pets and an app-controlled bartending station to the best sleep, massage, and audio products on the market, Brookstone is genius at bringing a wide assortment of innovations to consumers. Just how are these cool new products brought to life within their stores, online and within the pages of their catalog? Learn from CEO Jim Speltz as he shares examples of the ways this iconic brand tames the three-ring circus of merchandising, marketing and creative across all channels.



Jim M. Speltz became President and CEO of Brookstone in spring of 2013. He's been with the company since 1998, serving as VP, COO, VP of Business Development and Supply Chain, Operational Vice President of Inventory Management and various roles in the IT department. Prior to joining Brookstone, Jim was a consultant for Daly & Wolcott, a distribution software company.

10:15-10:45 Xchange Break
Great networking opportunity!

10:45-12:00

Xpress Talks

Rapid-fire, Provocative Talks Guaranteed to Make Your Mind Fly

Moderated by Lois Brayfield, J.Schmid & Assoc.

Omnipresence and omniscience in the omnichannel world is quite a feat—and here's your chance to hear how some top performers in the industry are tackling the challenge. Let 6 famed and fun funambulists (that's high-wire walkers to you) dazzle you with their mental dexterity about issues close to your heart: winning strategies, top campaigns, breaking the rules, reading trends.

This series of rapid-fire talks promises to be thought-provoking, entertaining and even controversial. Don't miss this act of intellect and daring!

Xperts:

Andrea Syverson | Dana Springfield

Glenda Shasho Jones | Russ Gaitskill

Brian Rainey | Margot Murphy Moore

12:00-12:45 Lunch Buffet

12:45-1:00 Presentation of Rising Stars and Education Xchange Awards

1:00-2:00

Keynote Lunch

THE FLYING CIRCUS OF MARKETING: HOW THE SCIENCE OF CUSTOMER ENGAGEMENT IS CHANGING THE SALES EXPERIENCE

Steve Spangler, SteveSpanglerScience.com

Steve Spangler is best known for teaching millions how to turn an ordinary bottle of diet soda and a roll of Mentos into an erupting geyser—a clever trick that turned into a three-ring circus of products, license agreements and viral marketing videos. This now-famous science experiment is just one example of Steve's ability to create marketing opportunities that result in creative products, enthusiastic customers and high profits. Whether you're motivating employees, amazing customers or sparking creativity, the name of the game is engagement. Steve understands the science behind turning ordinary business transactions into transformational customer experiences that will catapult your business into a new orbit—just watch out for the flying potatoes!



Steve Spangler's Denver-based educational toy company, SteveSpanglerScience.com, has been featured recently in the *Wall Street Journal, Inc. Magazine* and *TIME Magazine*, where readers voted Steve Spangler #18 in the Top 100 Most Influential People of the Year.

With more than 130 million views, his catalog of over 1,600 videos is one of YouTube's Top 100 Original Content Channels. His regular appearances on the *Ellen DeGeneres Show* have taught viewers how to blow up their food and perform other fun science tricks. Don't be surprised to see Steve Spangler on the television in your local McDonalds®.

2:00-2:30 Xchange Break
Great networking opportunity!

Five Concurrent Breakout Sessions

Choose one session to attend. Each session runs from **2:30-3:30**

1 BRAND: **How Brand Messages Evolve—And Fall to the Nets When They Don't**

Jim Hauptman, Blaze
Jenna Klein Jonsson, L.L.Bean

In the age of consumer empowerment, brand messages—once thought to be sacrosanct—are evolving at a circus pace. But how do you manage your brand's messages when the consumer is helping drive the conversation? Jim and Jenna will share specific examples of brands that have evolved their messages, and provide practical advice in helping navigate these unfamiliar waters in preserving relevance and credibility, exploring new customer segments, and driving sales.



The majority of Jim Hauptman's career has been spent at the intersection of advertising, product development and marketing. A former creative director and director of product design for L.L. Bean, and the principal of an advertising agency before that, Jim founded his own firm, Blaze, which guides product and message development for brands such as L.L.Bean, Woolrich, Charles Tyrwhitt, and Sam Adams.



Jenna Klein Jonsson is the Director of Copy and Communications Strategy at L.L.Bean. A 15-year veteran, Jenna has creative directed MCM-award-winning catalogs and large-scale multichannel campaigns including the launch of Free Shipping and the 100th anniversary celebration. Before joining L.L.Bean, she was a reporter for *Skilling Magazine* in Boulder, Colorado.

2 DATA & OPS: **Understanding Your Audience: How Often to Email?**

Matt Redlon, Clario Analytics
Amori Langstaff, National Geographic

To reduce email opt-outs and increase revenue, you need to understand just how often each customer needs to be emailed. This session will detail the steps B2B and B2C marketers can take to begin realizing the benefits of controlling email cadence—from opt-out cost quantification to modeling to disciplined P&L-based selections, and ultimately, contact optimization. Client National Geographic will share the fantastic results they are seeing from the process.



Matt Redlon is President & CEO of Clario Analytics, a creator of web-based applications designed to quickly solve key marketing challenges. Matt's "non-traditional" career path includes stints in the US Air Force, as a Respiratory Therapist, a health insurance product strategist, and a CTO/wannabe programmer. Matt shares his latest insights on clarioanalytics.com.



Amori Langstaff is the Director of CRM and Email Marketing for National Geographic, with 17 years' experience developing and rolling out highly successful online and offline programs focused on customer acquisition and retention. Previously, she was a partner at Trident Engineering, Inc., Executive Director of Product Management at Catalina Marketing, VP of Client Services and Operations at Invenda Corp., and held management positions at Regent/Seven Circle Resorts and Mandarin Oriental Hotel Group.

Register Online! www.nemoa.org

THURSDAY

Five Concurrent Breakout Sessions (cont'd.)
Each session runs from 2:30-3:30

FRIDAY

3 CUSTOMER LIFECYCLE:
The Next Great "Feat": Keeping Your Customers Coming Back

Kavita Baball, Shoebuy.com
Find out what feats the Shoebuy.com ecommerce gurus perform to engage customers and keep their feet happy—and ensure they can easily shop across the company's range of sites and digital platforms. You'll learn how they use social media, drive loyalty, measure all these results, and more!



Kavita Baball is the Senior VP of Customer Experience and Retention at Shoebuy.com, a leading global online retailer of shoes and clothing for shoppers seeking the best variety and brands. Kavita's insight is informed by her experiences at Staples, Bain & Company, Wharton School of Business and MIT.

4 MERCHANDISING STRATEGIES:
Abracadabra—Merchandising that Converts

Lauren Freedman, the e-tailing group
What are the magic winning mobile merchandising strategies that make consumers' hearts beat faster and wallets open up? Highlights from the e-tailing group's proprietary mystery shopping and previews from its 2014 Annual Merchant Survey provide the retailer point of view. You'll take home "don't miss" cross-channel merchandising tips to drive conversion.



Lauren Freedman is a seasoned 16-year ecommerce veteran, a recognized speaker in the online retail industry, and author of the book *It's Just Shopping*. She has a passion for merchandising that she has parlayed as founder (1993) and president of the e-tailing group, evangelists for merchandising and customer service best practices.

5 CREATIVE STRATEGIES:
Introducing...the Latest and Greatest—Catalog 3.0!

Lois Brayfield, J.Schmid & Assoc.
Does the traditional catalog still belong as a headline act in your multichannel strategy? The answer is NO ... at least not as it was during its glory days. Catalog's role has dramatically changed, and it should no longer be measured as a transactional tool but instead as a powerful medium that entices, excites and engages customers into your brand story while creating product desire. This fast-paced session is packed with examples and case studies, guaranteed to provide examples and ideas on how to improve both your prospecting and customer loyalty efforts through the power of a catalog.



NEMOA board member Lois Brayfield is President of J.Schmid & Assoc., a boutique direct marketing and catalog agency. An award-winning direct marketing strategist, Lois has worked worldwide for 30 years with such notable brands as Hallmark, HoneyBaked Ham, BBC, IKEA, American Express, Legal Sea Foods, Jockey, Journeys and Orvis. She's published over 100 articles and has spoken worldwide.

- 3:30-3:45** Short Break
- 3:45-5:00** Panel Session (see right)
- 5:15-5:45** Annual Members Meeting
- 5:45-6:15** Free Time
- 6:15-6:30** Travel to Boston Children's Museum
See page 3 for details.
- 6:30-9:30** Dinner & Networking Event
See page 3 for details.

3:45-5:00
Panel— Trends

UNDER THE BIG TOP: GOOGLE™ & MULTIDEVICE MARKETING

Margaret Lawrence, Google
Chris Morgan, Google
Michael Briggs, @Website Publicity

People have been predicting the landslide of change—a radical shift in customers' behavior—that would come from a move to mobile devices for a decade. But it turned out to be a house of mirrors instead, with nothing solid taking form. Let Ringmaster Mike Briggs put the spotlight on folks from Google as they help us understand the real changes heading our way. Chris Morgan and Margaret Lawrence will guide us through the incremental changes Google has brought to online advertising and how to begin to take advantage of these opportunities. This trio will help you navigate the menagerie of products Google offers and learn how each fits your real-world business needs today.



Margaret Lawrence is Chief of Staff of Google's Small and Medium Sales organization for the Americas. Prior to Google, she was a Partner at Pilot House Ventures and in finance at Lehman Brothers. Margaret earned her BA from Williams College and MBA from Harvard Business School.



Chris Morgan has been part of Google Inc. for over 10 years. As Head of Channel Managed Agencies, Chris is responsible for educating agency partners on Google's full suite of products, helping them develop new revenue streams, drive client acquisition, and increase advertiser satisfaction.



Michael Briggs leads the teams of search, social and mobile marketing strategists at @Website Publicity, keeping clients such as HoneyBaked Ham, A.M. Leonard and American Meadows ahead of the curve. He writes and speaks frequently about Everything Google.

- 7:30-2:00** Registration Desk Open
Xchange Café Open
- 7:30-9:15** Breakfast Networking

- 8:15-9:30** CEO Breakfast
- 8:15-9:30** Meet the Experts
- 9:30-9:45** Short Break

- 9:45-10:45** General Session
- 10:45-11:15** Xchange Break & Hotel Checkout
- 12:15** Lunch Buffet Opens

8:15-9:30 MEET THE EXPERTS

When the spotlight is on your catalog, website, email or mobile, is there a standing ovation or is it send-in-the-clowns time? Choose one of 5 breakout groups to learn from an expert as he or she critiques specific examples. Then YOU become the expert, working together to critique other brands. *If you'd like to put your creative under the microscope—and get great advice from a pro—please contact the NEMOA office (kris@nemoa.org). First come, first served!*

Digital Experts

1



WEBSITE:
Lauren Freedman, the e-tailing group
Lauren Freedman is a seasoned 16-year ecommerce veteran, a recognized speaker in the online retail industry, and author of the book *It's Just Shopping*. She has a passion for merchandising that she has parlayed as founder (1993) and president of the e-tailing group, evangelists for merchandising and customer service best practices.

2



MOBILE:
Nancy Terzolani, nGage Labs
With over 20 years of marketing, CRM, data management and analytics experience, Nancy Terzolani is the SVP of Client Experience at nGage Labs. She's held management positions at JC Whitney, Spiegel, Crate & Barrel, and Barrie Pace and client leadership responsibilities at Merkle and Experian. Nancy received her undergrad and MBA from Saint Xavier University in Chicago.

3



EMAIL:
Kristina Huffman, ExactTarget
Kristina Huffman leads Creative Services at the ExactTarget Marketing Cloud. She and her team execute on cross-channel campaigns for leading digital marketers, and have a deep specialty in data-driven email design and mobile optimization. Kristina is a Midwesterner living in Cambridge, MA.

Catalog Experts

4



Sarah Fletcher, Catalog Design Studios
Sarah Fletcher is the President and Creative Director of Catalog Design Studios and co-founder of Catalog University. Sarah's mother was an art director, so she literally grew up in the art department of an advertising agency. After a brief rebellion she began her career at age six, stripping boards and organizing type. To date she has worked in almost every capacity in the business from production assistant to copywriter to photographer to creative director. Her main focus for the past 20 years has been catalog design and development, and her client list is long and illustrious. Published in industry magazines and a frequent conference speaker, Sarah is a judge for both the MCM Awards and the International Echo Awards.

5



Brent Niemuth, J.Schmid & Assoc.
Brent Niemuth is President and Creative Director at J.Schmid & Assoc. Inc., a leading direct marketing agency specializing in catalog design and building bold brands. Brent has gained a national reputation for challenging industry norms and is known for his fresh thinking and strategic acumen. He is an award-winning designer and highly sought-after speaker on the topics of creativity and branding. Brent has been helping build brands such as Microsoft, House of Blues, Hershey's Gifts, Sheraton & Westin Hotels, IKEA and Disney Resorts for over 25 years. He is a graduate of the University of Kansas with a BFA in Graphic Design/Visual Communication. He still claims to be the fifth Beatle.



FRIDAY

Five Concurrent Breakout Sessions

9:45-10:45 Opening Keynote

SEE IT TO BELIEVE IT—MARKETING IN A 2.5-BILLION-IMAGES-A-WEEK WORLD

Apu Gupta, Curalate
Tori Tait, The Grommet

Consumers are generating 2.5 billion images every week with Facebook and Instagram alone. Combine those numbers with Pinterest (the web's third-largest traffic referral source), Tumblr, The Fancy, Polyvore and Wanelo, and it's clear that consumers love to communicate with imagery. How can a digital marketer "hear" and adapt to these new visual conversations? Join us as we discuss this profound shift in consumer behavior, highlighting its impact on brands, retailers and agencies using real-life examples.



Apu Gupta is the CEO & Co-founder of Curalate, a leading marketing platform for the visual web that enables brands to measure, monitor, and grow their presence on visual social media sites including Pinterest and Instagram. Curalate is currently in use by over 300 brands including Neiman Marcus, Time Inc, Michael Kors, Gap, and Martha Stewart. Prior to Curalate, Apu worked in retail and technology, serving

as the COO & CMO of MedPlus Health Services, the second largest drugstore chain in India, and with Peracon and WebEx Communications. Apu has a degree from the University of Texas at Austin and an MBA from the Wharton School of Business.



Tori Tait is the Senior Community Manager at The Grommet, a product launch platform and ecommerce retailer that levels the playing field for undiscovered products. Each day The Grommet launches a new product with video, email, photography, editorial and social media content. Tori is responsible for social media and content creation.

10:45-11:15 Xchange Break and Hotel Checkout

Great networking opportunity!

Choose one session to attend.

Each session runs from **11:15-12:15**

1 BRAND: A Balancing Act: Using Digital to Expand Brand Awareness and Revenue Kevin Lee, Didit

Digital media expert Kevin Lee shows you how you can grow both brand awareness and revenue by balancing direct response and branding Key Performance Indicators, discovering and unleashing the power of microconversions, and using big data to sculpt your audience and improve conversions. He'll discuss brand and direct response in the purchase cycle, and give you actionable tips that will take your digital marketing to the next level.



Kevin Lee, Didit CEO, has been a Digital Media and Marketing industry pioneer since 1995. His expertise encompasses SEM/SEO, social and display media, built on a foundation of traditional media learned on Madison Avenue. A regular speaker at conferences, he is the author of four books and hundreds of columns. Kevin is a member of the Board of Advisors of the eMarketing Association and was a founding board member of SEMPO.org. He earned his Yale MBA in 1992.

2 DATA & OPS: Make Your Database Perform Like a Star Travis Seaton, Merkle Jim Fotis, Lydia's Uniforms

Teach your database and merge to perform new advanced tricks to maximize catalog prospecting and retention. You'll learn how to identify the best and worst prospects (including reactivation) for your catalog program, and take home house-file segmentation guidelines to maximize ROI specifically related to catalog marketing.



Travis Seaton has 17 years in the direct industry, with the last 13 with LENSER and Merkle managing direct marketing and circulation processes for clients with annual sales ranging from \$3 million to \$1 billion. Prior to LENSER, he was the circulation manager for Smith & Hawken, overseeing both the B2C and B2B divisions.



Jim Fotis, who has spent 32 years with Lydia's Uniforms, is the Vice President of Operations, directly responsible for most aspects of catalog circulation, ecommerce marketing, and fulfillment and operations.

3 CUSTOMER LIFECYCLE: Dazzle Old and New Customers to Keep Your Audience Packed Stacey Hawes, Epsilon Data Solutions Russell Davis, Integrated Marketing Solutions

It's not a "One-Horse Show" any more when it comes to connecting with customers. We'll share tactics to gain and retain market share, including contact strategy testing, and identify new touch points, including video, text, Facebook, and their place in your marketing mix. You'll leave knowing which attribution strategy will keep you in center ring.



NEMOA board member Stacey Hawes is the Senior Vice President of Epsilon, recognized by *Ad Age* as #1 World CRM/Direct Marketing Network. During her 13-year tenure, Stacey has headed the company's Multichannel Merchant, B2B and Retail units; she currently manages the sales process, account management and new business development teams.



Russell Davis is the President of Integrated Marketing Solutions, which runs many catalog titles, including Swiss Colony, Montgomery Ward, Wisconsin Cheeseman, and Ashro.

4 MERCHANDISING STRATEGIES: Keep your Product Mix in Perfect Balance Using Right- and Left-Brain Strategies Amy Leighton, Garnet Hill

To create a competitive edge through product, you must have a vision—and that vision depends on both right- and left-brain thinking. Finding innovative product to lure new customers without losing current customers can be a bit of a tightrope act. Learn how to be both perceptive and receptive, to look at the world around you and follow the possibilities so that you can develop proprietary and exclusive product that defends you against commodity merchants and price-only options while building your brand.



Amy Leighton is the Vice President of Home and Kids Merchandising at Garnet Hill, with a proven track record of creating top-selling product. Before joining Garnet Hill in 2007, her 25 years' experience included Victoria Secret, Boston Traders, Carroll Reed, Eastern Mountain Sports and L.L.Bean.

5 CREATIVE STRATEGIES: Taming Your Creative Process: How to Turn a Snarling Lion into a Cuddly Kitten Rick Binger, Gump's

Has your creative process gone wild? What constitutes a realistic creative and production schedule, anyway? Rick has top tips to optimize your creative process. Learn how to structure a creative team, and who should be involved in the creative process—and when. Discover where to allocate budget resources, both internally and externally. And if "creative types" are an entirely different animal than you, Rick will help you to understand and interact with them.



Rick Binger is the Director of Creative Services at Gump's, a San Francisco-based company specializing in luxury gifts and home decor. With over 20 years of experience in Direct-to-Consumer commerce—including stints as president and founder of Binger Catalog Marketing, co-founder of the #1 ranked iPad and iPhone catalog shopping app "Catalog Spree," and president of "Digital Factors", a global ecommerce-focused digital creative agency—Rick is a true multichannel expert.

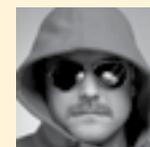
12:15 Lunch Buffet Opens

12:45-1:45 Closing Luncheon Presentation

THE FINAL ACT—THE AMAZING CUSTOMINK! A ROADMAP TO RISK

Ben Carter, CustomInk

From one printed t-shirt to over \$100 million in sales ... in just 10 years! Learn from Employee #4 as he takes you through the amazing adventures of CustomInk, a robust online tool allowing customers to customize t-shirts in a thousand different ways. In the omnichannel circus, any new act involves risk. Discover how this brand avoids catastrophe while embracing risk—and creates a culture where people love to work.



Ben Carter is Creative Director at CustomInk, the leader in custom t-shirts for groups and special occasions. In his 15 years there, Ben has worn many "tees" as an Inker. Today, he works with an in-house creative team (his posse of Inkers) and outside partners to continually build the CustomInk brand. Ben earned a visual design degree from George Mason University in 2000 and lives in Ashburn, Virginia, with his wife, two kids, and loyal Weimaraner.

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

3 EASY WAYS TO REGISTER

- ONLINE:** visit http://nemoa.org/spring_2014_pricing.php
- FAX:** your completed form (credit cards only) to 207-885-0097
- MAIL:** your completed form with check or credit card info to: NEMOA, PO BOX 658, Scarborough, ME 04070

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

REGISTRATION DISCOUNTS

Register by February 14th and save \$200!



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

CONFERENCE REGISTRATION FORM

This form is for conference registration only. Hotel reservations are separate. The conference fee covers 3 days of sessions, events and meals. Please print clearly. Please complete one form for each attendee.

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

MEMBER RATES	Cataloger/Etailer	Service/Supplier
	1-2ppl (3+pp)*	1-2ppl (3+pp)*
Register by Feb 14 (save \$200)	\$449 (\$369)*	\$569 (\$449)*
Register Feb 15- March 7	\$549 (\$469)*	\$669 (\$549)*
Register March 8 or after	\$649 (\$569)*	\$769 (\$649)*

NON-MEMBER RATES	Cataloger/Etailer	Service/Supplier
	1-2ppl (3+pp)*	1-2ppl (3+pp)*
Register by Feb 14 (save \$200)	\$649 (\$569)*	\$769 (\$649)*
Register Feb 15- March 7	\$749 (\$669)*	\$869 (\$749)*
Register March 8 or after	\$849 (\$769)*	\$969 (\$849)*

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

Total Due: \$ _____ \$ _____

- Check enclosed (payable to NEMOA). Checks are due by 03/03/14.
- Amex VISA MasterCard

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

Billing Address (if different than above): _____

Signature: _____
(required for credit cards) (required for electronic receipt)

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

- This is my first NEMOA Conference
- Wednesday Welcome Briefing for First Timers 1:00pm - 1:30pm
- Wednesday Opening Keynote 1:45pm - 2:45pm
- Wednesday 5 Concurrent Breakout Sessions 3:00pm - 4:00pm
 Choose one to attend (see pages 4-5)
 #1 Brand ___ #2 Data & Ops ___ #3 Customer Lifecycle ___
 #4 Merchandising Strategies ___ #5 Creative Strategies ___
- Wednesday Closing Keynote 4:30pm - 5:30pm
- Wednesday Opening Reception 6:00pm - 7:30pm
- Thursday Breakfast 7:30am - 9:00am
- Thursday Industry News Update 8:00am - 8:30am
- Thursday Opening Keynote 9:15am - 10:15am
- Thursday Xpress Talks 10:45am - 12:00pm
- Thursday Lunch 12:00pm - 12:45pm
- Thursday Keynote Lunch Session 1:00pm - 2:00pm
- Thursday 5 Concurrent Breakout Sessions 2:30pm - 3:30pm
 Choose one to attend (see pages 7-8)
 #1 Brand ___ #2 Data & Ops ___ #3 Customer Lifecycle ___
 #4 Merchandising Strategies ___ #5 Creative Strategies ___
- Thursday Panel - Trends 3:45pm - 5:00pm
- Thursday Annual Members Meeting 5:15pm - 5:45pm
- Thursday Dinner at Children's Museum 6:30pm - 9:30pm
- Friday Breakfast 7:30am - 9:15am
- Friday Meet the Experts 8:15am - 9:30am
 Choose one to attend (see page 9)
 #1 Website (Lauren) ___ #2 Mobile (Nancy) ___ #3 Email (Kristina) ___
 #4 Catalog (Sarah) ___ #5 Catalog (Brent) ___
- Friday Opening Keynote 9:45am - 10:45am
- Friday 5 Concurrent Breakout Sessions 11:15am - 12:15pm
 Choose one to attend (see pages 10-11)
 #1 Brand ___ #2 Data & Ops ___ #3 Customer Lifecycle ___
 #4 Merchandising Strategies ___ #5 Creative Strategies ___
- Friday Lunch 12:15pm
- Friday Closing Luncheon Presentation 12:45pm - 1:45pm



The National Conference for Direct Marketers March 12-14, 2014

The NEMOA 100% Guarantee



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

Free Registration for Rising Stars

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

Education Xchange

To support the next generation of catalogers and etailers and help keep our profession strong, NEMOA has established an education fund for students and professors of direct marketing that includes free registration at a *directXchange* conference. Learn more at www.nemoa.org and share the opportunity. Deadline for applications is Friday, January 31, 2014.

share. learn. connect.



Register Online! www.nemoa.org



Book your hotel room today!

We have a limited number of hotel rooms available for registered conference attendees for \$199/night plus tax. This discounted rate is available until Friday, February 21st 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 \$199/night (plus tax).

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

You can access the link above by visiting http://nemoa.org/spring_2014_hotel.php

Reserve now! The room block will sell out!
\$199/night rate is available until February 21st or until the block is full.

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

For information on nearby offsite parking please visit www.nemoa.org or call the hotel directly 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 for driving directions and transportation options.



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.



Visit the Xchange Café

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

Save the Date! September 17-18, 2014 Fall Conference

Mystic Marriott Hotel
Groton, Connecticut
Visit www.nemoa.org for details

NEMOA MEMBERSHIP HAS XTREME BENEFITS

SHARE.

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

LEARN.

- **Need help on your bottom line?**
You will have direct access to up-to-date, relevant content at our successful *directXchange* conferences.
- **Need affordable training?**
We believe in the future of our industry and will provide scholarship opportunities for "Future Leaders" 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.
- **Friends & Family.**
Share your promo events with the NEMOA family and take advantage of special offers by other NEMOA Member Companies.

Visit www.nemoa.org or contact kris@nemoa.org for more information on membership.

Please thank our generous sponsors for 2014!

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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.