

nemoa

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

**MARCH 18-20, 2020
BOSTON**



DAN HETZER
LANDS' END OUTFITTERS



JACKIE ARDREY
GRANDIN ROAD



JOHN MCDONNELL
TITO'S HANDCRAFTED VODKA

**100%
GUARANTEED**



**MAKE
CONNECTIONS
THAT MATTER**

**“IT IS HARD TO FIND GREAT PRINT CONFERENCES.
NEMOA DOES A GREAT JOB OF KEEPING RELEVANT.
I HIGHLY RECOMMEND TO ANY COMPANY IN PRINT
TO ATTEND.”**

—Jennifer Dumas
Hammacher Schlemmer
2019 Fall Summit Attendee and Member





HARNESS THE POWER OF PRINT + DIGITAL MARKETING

Friends of NEMOA:

It's time to think spring, so we're gearing up for the Spring 2020 NEMOA Summit! We'll be back in Boston March 18-20, 2020, but in a stunning new venue, the historic Boston Park Plaza Hotel. This landmark property just underwent a \$100 million renovation and is ready for us to Harness the Power of Print + Digital Marketing inside its gorgeously restored walls.

We're ready, too, with a powerhouse lineup of speakers sharing insights across a broad spectrum of direct marketing businesses. The diversity of our speaker and panelist line-up ensures each attendee will encounter information truly relevant to their specific business needs. We're also happy to report that our Catalog 101 sessions are back by popular demand! Join us and learn the newest tactics for successfully setting up this essential customer touchpoint.



I would be remiss if I didn't thank our generous and supportive Sponsors for helping us create this opportunity to Share, Learn, and Connect year in and year out. When you join us in Boston, please take a moment to thank them as well. I look forward to seeing you in March!

Sincerely,
Dana Springfield, President

P.S. Don't forget to take advantage of Early Bird registration:
Save \$300 if you register by Friday, February 14, 2020!

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

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



“**VERY PLEASED AND THOUGHT IT WAS GREAT—OVERALL FROM BEGINNING TO END.**”

— David Brenner
Fry Communications
2019 Fall Summit Attendee,
Member and Sponsor

**100%
GUARANTEED**
●●●

100%
GUARANTEED
●●●

MEMBERSHIP HAS ITS BENEFITS!

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



SCHEDULE AT A GLANCE

WEDNESDAY, MARCH 18

Registration Desk & Connection Lounge Open	12:00 p.m.
Welcome Refreshments & Networking	12:00 - 2:15 p.m.
First Timer Welcome Briefing	1:00 - 2:00 p.m.
Opening Session	2:15 - 3:15 p.m.
Think Tank Discussions.....	3:30 - 4:30 p.m.
Board & Speaker Reception (invite only).....	5:30 - 6:15 p.m.
Welcome Reception (open to all attendees).....	6:15 - 7:15 p.m.

THURSDAY, MARCH 19

Registration Desk & Connection Lounge Open	7:30 a.m.
Breakfast Buffet & Networking	7:30 - 9:15 a.m.
C Level Breakfast Session (invite only)	8:00 - 9:15 a.m.
3 Concurrent Breakfast Club Conversations (repeated on Friday morning)	8:30 - 9:15 a.m.
Opening Session	9:30 - 10:15 a.m.
3 Concurrent Breakout Sessions.....	10:30 - 11:15 a.m.
3 Concurrent Breakout Sessions (new topics)	11:45 a.m. - 12:30 p.m.
Lunch Buffet & Networking	12:30 - 1:15 p.m.
Rising Star Awards	12:50 - 1:10 p.m.
General Session	1:15 - 2:00 p.m.
3 Concurrent Breakout Sessions (new topics)	2:30 - 3:15 p.m.
General Session	3:30 - 4:15 p.m.
Sponsor Hosted Roundtable Discussions	4:30 - 5:15 p.m.
Evening Reception (open to all attendees)	6:00 - 7:00 p.m.
Post-Reception Socializing (off site)	7:00 p.m.

FRIDAY, MARCH 20

Registration Desk & Connection Lounge Open	7:45 a.m.
Breakfast Buffet & Networking	7:45 - 9:00 a.m.
3 Concurrent Breakfast Club Conversations (repeat of Thursday morning topics).....	8:00 - 8:45 a.m.
Annual Member Meeting	9:00 - 9:15 a.m.
Opening Session	9:15 - 10:00 a.m.
Closing Session	10:15 - 11:00 a.m.

10:00 a.m. - 12:45 p.m.

PRE-SUMMIT ACMA UPDATE

WHAT YOU CAN DO ABOUT IMPENDING PRIVACY, POSTAL,
TAX & TRADE ISSUES IMPACTING YOUR BOTTOM LINE

Government actions in Washington and by many US states continue to threaten remote/online merchants. Whether you sell through catalogs, online only, stores or direct mail, consider all that's coming at you:

- The California Consumer Privacy Act impacting your ability to market beyond just California
- A growing number of misbehaving states abusing their sales tax collection rights granted by the 2018 Supreme Court Wayfair ruling
- Foreign and over-reaching regulations such as California's Proposition 65
- Trade wars and risk from duties and tariffs continue threatening imported goods
- Postal wars with Congress potentially making direct mail marketing unaffordable

Enjoy free refreshments and hear from ACMA President Hamilton Davison and other experts who will deliver the latest out of Washington, ACMA's defense plan, and strategies to mitigate these threats to your business's future.

This special event is NOT included with your NEMOA Summit registration but will take place at the Boston Park Plaza Hotel. There is no charge to attend but space is limited. Please contact info@catalogmailers.org for registration details.



12:00 p.m.

**Registration Desk &
Connection Lounge Open**

12:00 - 2:15 p.m.

Welcome Refreshments & Networking

1:00 - 2:00 p.m.

First-Timer Welcome Briefing

Led by Dana Springfield, Dover Saddlery



2:15 - 3:15 p.m.

OPENING SESSION

YOUR BRAND'S ROLE IN BUILDING A
MORE SUSTAINABLE ECONOMY

**Jeffrey Hollender - Founder, Seventh Generation & Co-Founder,
Board Chair & CEO, American Sustainable Business Council**

Business voices matters. Now more than ever, business leaders are stepping up to ensure their companies are advancing best practices and that they are advocating for major market shifts and public policies that build a just and sustainable economy. The drivers for this shift are mounting from enlightened CEOs, consumer demand, and employees who want to work for values-based companies.

Learn what role business has played in creating some of the major problems we are facing and discover the opportunity for business to lead a pathway to address climate change, diversity, equity and inclusion, and building a more equitable and sustainable economy. Join Jeffrey for this discussion on how we can make a difference.

Prior to co-founding the American Sustainable Business Council, Jeffrey was co-founder and CEO of Seventh Generation, which he built into a leading natural product brand known for its authenticity, transparency, and progressive business practices. He is also the co-founder of Sustain Natural and a strategic advisor and former Board Chair of Greenpeace US. He is currently an Adjunct Professor of Sustainability and Social Entrepreneurship at the Stern Business School, NYU, and is the author of seven books, including the recent *The Responsibility Revolution: How the Next Generation of Businesses Will Win*.

3:15 - 3:30 p.m. **Networking Break**

3:30 - 4:30 p.m. **THINK TANK DISCUSSIONS**

This is a unique opportunity to roll up your sleeves and discuss topics of interest with others in your industry. Have questions? Have an opinion? Ready to share what's working (or not) for your brand? Join one of nine Think Tanks and be part of the conversation!

- 1 CATALOG CRITIQUE: CAN YOUR CATALOG TAKE THE HEAT?**
Facilitator: Brent Niemuth, J.Schmid
- 2 WHAT ARE SOME NEW TECHNIQUES FOR ACQUIRING NEW CUSTOMERS?**
Facilitator: Steve August, Road Scholar
- 3 WHAT NEW STRATEGY ARE YOU TESTING IN YOUR CATALOG OR DIRECT MAIL CAMPAIGN?**
Facilitator: Eileen White, Indrio Brands
- 4 WHAT SEGMENTATION STRATEGIES ARE MOST EFFECTIVE?**
Facilitator: Wade Lee Jones, Aaron's Inc.
- 5 HOW ARE YOU USING AMAZON AND OTHER MARKETPLACES?**
Facilitator: Dana Springfield, Dover Saddlery
- 6 WHAT'S YOUR BIGGEST SOCIAL MEDIA SUCCESS?**
Facilitator: Alexia Phipps, Jebbit
- 7 EMAIL DEEP DIVE: WHAT'S WORKING?**
Facilitator: Neal Patrick, L'Occitane
- 8 RETENTION SUCCESS: WHAT WORKS BEST?**
Facilitator: Nancy Dynan, Nixon
- 9 WHAT WAS YOUR MOST SUCCESSFUL MULTI-CHANNEL CAMPAIGN?**
Facilitator: Jackie Marquis, Epsilon

5:30 - 6:15 p.m.

Board & Speaker Reception
(Invite only)

6:15 - 7:15 p.m.

Welcome Reception
Sponsored by Oracle Data Cloud
Open to all registered attendees. Join your fellow attendees for drinks, appetizers, and some social time!

**NETWORK:
MEET NEW
COLLEAGUES**



“IT'S A GREAT PLACE TO MEET NEW PEOPLE AND CATCH UP WITH OLD FRIENDS AND TO LEARN ABOUT LATEST TRENDS AND BEST PRACTICES IN OUR INDUSTRY.”

—Becky Santaniello, Mailinglists.com
2019 Fall Summit Attendee,
Member and Sponsor

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

7:30 - 9:15 a.m. Breakfast Buffet & Networking
Sponsored by Arandell

8:00 - 9:15 a.m. C-Level Breakfast Session
(Invite only) Sponsored by Lindenmeyr
Facilitator: Dana Pappas, Plow & Hearth

8:30 - 9:15 p.m.
3 CONCURRENT BREAKFAST CLUB CONVERSATIONS

These topics repeat Friday morning.

TOPIC #1:
**Postal – Discounts/
Rate Changes/Prop. 65**
Moderator: John Stano, Quad

Join your peers for a discussion about the latest postal topics. Learn how fellow attendees have taken advantage of postal discounts and creative ways you can adapt to postal rate changes. Bring your achievements and challenges to the group and prepare to both share and learn!



John is a driven, results-focused leader with more than 25 years in the industry. With a focus on delivering content in a strategic, coordinated effort across multiple channels, John helps clients realize increased engagement,

response and revenue while optimizing internal operations. Additionally, he mentors sales teams across the country and is well-versed not only in print technologies and delivery, but in cross channel integration, premedia, direct mail, creative and photography.

TOPIC #2:
Acquisition Strategies
**Moderator: Heather Dettman,
Artifact Uprising**

We all know customer acquisition is critical for our business, but what's the best way to find new customers with a budget? Join Heather as she discusses both online and offline strategies. Have you found a new strategy that works? Have questions about a new test strategy? Join the discussion and walk away with new ideas for your business.



Heather is an innovative brand marketing and strategy leader with expertise in building results-focused teams, disruptive content, and memorable brand campaigns. Her 10 years of experience includes work for

agencies, top consumer brands, fitness startups, and national restaurant brands. Heather holds a degree from the University of Wisconsin-Madison, a business certificate from Cornell, and a deep understanding of culture, content, and technology.

TOPIC #3:
Catalog Critique
Moderator: Kathy Pond, Media Horizons

Looking for some creative tips for your catalog? This is a great opportunity to have your catalog reviewed by a professional and your peers. Kathy will discuss creative tips to help boost response and customer engagement, and then the group will use their newfound expertise to critique actual catalogs. We're looking for catalogs to critique. Contact us at admin@nemoa.org if you're interested.



Kathy joined Media Horizons in 2015 with 20+ years of combined agency and client-side direct marketing creative experience, as well as skills as a designer and front-end coder. Her expertise covers

every aspect of direct marketing, including new customer acquisition, lead generation, and retention campaigns across multiple direct channels. Kathy holds a BFA in Graphic Design from the University of Connecticut.



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

**“I HAVE NEVER MET SUCH GRACIOUS
KIND PEOPLE ALL IN ONE GROUP. THE
SPEAKERS AND HIGH RANKING/ OWNERS
OF COMPANIES TREATED EVERYONE
WITH RESPECT, PROFESSIONALISM AND
GENEROSITY REGARDLESS OF TITLE. THIS
IS TRULY AMAZING, AND I CAN'T STOP
TALKING ABOUT IT. FEELING WELCOME
MADE ME EXTREMELY HAPPY AND LEFT A
LONG-STANDING GOOD IMPRESSION.”**

— Maureen Vaughn, Computech-Direct
2019 Fall Summit Attendee



9:30 - 10:15 a.m. **OPENING SESSION**

**TURNING AROUND
YOUR BRAND'S
PERFORMANCE**

**Jackie Ardrey -
President,
Grandin Road**

Join Jackie for an in-depth discussion for how to assess the performance of your brand by analyzing the 4 Points:

- Increased Profitability and Financial Health
- Customer Acquisition and Retention
- Merchandising and Product Innovation
- Organization and Culture

Your challenge when the session ends? Embrace and utilize at least one of these points to improve the health and performance of your brand!

Jackie has spent over 25 years growing omnichannel brands by developing people, products, and processes that resonate. Her turnaround experience at May Company, Hanna Andersson, Harry & David, and now Grandin Road have helped her develop an approach and formula to turn around financial performance and drive high performance teams.

10:15 - 10:30 a.m. **Networking Break**

10:30 - 11:15 a.m.

THREE CONCURRENT BREAKOUT SESSIONS

(New topics, choose one to attend)

BREAKOUT #1 **Catalog 101: Strategy & Planning**

Dana Springfield, Dover Saddlery
Neal Patrick, L'Occitane

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



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

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



In the Direct to Consumer industry for 20+ years, Neal has focused on understanding customer behavior and how to drive business performance through improved targeting and customer analysis. He is

currently supporting L'Occitane's effort to become more customer-centric in their targeting. Neal was previously responsible for online performance at Distinctive Apparel and was head of marketing for the Woman Within brand at Fullbeauty.

BREAKOUT #2 **Data + Print Media = Customer Retention**

Nadia Conti, Vera Bradley
Cindy Marshall, SHINE Strategy

Customer retention is a growing challenge as consumers become more distracted, but print media continues to perform well when strategically targeting customers with different formats based on lifecycle stage. SHINE will share current print trends, segmentation ideas, and how they work with Vera Bradley to use data. Vera Bradley will share case studies that used print media to drive

customer engagement and retention.



Nadia is responsible for Customer Analytics and Data Science, Consumer Insights and Marketing Research, Customer Engagement Strategy, and Loyalty. Prior to joining Vera Bradley in

2016, she worked in CRM for Soma Intimates, White House Black Market, and American Eagle Outfitters.



Cindy has spent 25+ years helping retail brands maximize direct-to-consumer sales by achieving best practices in ecommerce, digital marketing, retail store marketing, and customer data platforms. She currently runs SHINE

Strategy, a retail-consulting firm with an impressive client list, and she is active in the industry as a speaker and advisor. Cindy served on the NEMOA board for 12 years and was President in 2012-14.

BREAKOUT #3 **The Five Most Effective Ways to Reach Your Customers on Paid Social**

Ellen Pope, Flow Alkaline Spring Water
Riley Spicer, Tinuiti

Learn about the latest paid social developments by exploring the five most effective features, tools, and strategies that are currently driving results for brands. Deep dive into each trend and get access to real-world examples, use cases, and tips on effectively utilizing these features.

Takeaways:

- How to prioritize your paid social budget
- Which social platforms shoppers use to discover new products
- Which ad formats are most effective



Ellen combines her expert knowledge of paid and unpaid advertising channels with big-picture strategy to grow demand for the Flow brand efficiently and effectively. Previously, Ellen honed her skills as digital marketing manager at Rebecca Minkoff and as a digital marketing lead at Stanttt.



Riley works with digital natives, leading apparel brands, and enterprise clients. Her experience with retail e-commerce clients helped her develop a keen understanding of creating data-driven strategies powered by testing. Riley values delivering client

success, empowering teams, and identifying new opportunities that drive business growth.

11:15 - 11:45 a.m. Networking Break

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

THREE CONCURRENT BREAKOUT SESSIONS

(New topics, choose one to attend)

BREAKOUT #1

Catalog 102: Creative, Print Production & Mailing

Dana Springfield, Dover Saddlery
Mike O'Connell, Yankee Candle

Congratulations, you've developed a sound catalog strategy and financial plan. Now it's time to execute the mailing. This session will review the key components that comprise catalog production: photography, design, pre-press, paper, printing, and mailing.

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



Mike has 20+ years of experience at Yankee Candle, the home fragrance division of Newell Brands. Having worked in Procurement, Product Development, and Marketing, Mike is now responsible for the

planning and execution of Yankee's promotional collateral, including catalog and direct mail programs driving growth for 474 retail stores and Yankee's online business. Previously, Mike worked in Marketing Communications for Aetna Insurance.

BREAKOUT #2

Implementing Catalog Contact Optimization Testing to Measure Catalog Buyer Incrementality

James Mena, Frontgate
Eric Thorson, Epsilon

These days, many catalogers struggle to quantify the incrementality of each additional catalog contact. We'll review Frontgate's testing strategy and how they utilized data overlay and customer modeling. By calculating how incremental each catalog contact was, Frontgate optimized catalog spend and marketing contribution and consequently reallocated unproductive buyer circulation spend to other more profitable programs/channels.



James has 14+ years of experience in catalog marketing and is responsible for Circulation at Frontgate and Grandin Road. His background in marketing and finance compliments his data-driven

approach to help drive top and bottom line financial metrics. He began his career as a Bond Analyst on Wall Street before shifting to magazine/catalog marketing.



After 20 years in the wireless industry, Eric joined the Direct/Consumer Marketing Industry in 2016. He now manages the relationships and sales of Epsilon's most strategic accounts.

While at Epsilon, he

received the first Trusted Advisor Award based on his outstanding client support, building and maintaining a partnership relationship, and identifying opportunities to improve both sales performance and overall account health.

BREAKOUT #3

Disrupting a Global Wholesale Business to Drive Direct to Consumer

Josee Larocque, Burton Snowboards
Polly Wong, Belardi Wong

Together, Polly and Josee will share Burton's success story, evolving from a global, niche brand in the winter sports category into a lifestyle brand focused on sustainability and building a direct-to-consumer relationship with customers worldwide.



Josee oversees Burton's Global Direct to Consumer, Web Development, IT and Operations teams. Her career at the Burton began in Vermont in 1997 before she moved to Burton's offices in Austria and then China.

Josee is an alumnus of McGill University in Montreal, Canada, where she earned a Bachelor of Arts.



Polly is a direct-to-consumer marketing executive and strategist with more than 20 years of experience working with DTC brands. Her experience includes business strategy across retail, ecommerce, and

print channels. Today, as Managing Partner at the leading direct marketing firm in the country, Polly has insight into Belardi Wong's more than 300 DTC brand clients. Her focus is on emerging best practices and trends across channels and categories, with an emphasis on leveraging data and technology to push retail forward.

**100%
GUARANTEED**

Register Online! NEMOA.org



MARCH 19
THURSDAY

12:30 - 1:15 p.m.

Lunch Buffet & Networking

Sponsored by Cognizant Softvision Suite

12:50 - 1:10 p.m.

Rising Star Awards Ceremony

Sponsored by Nahan

Join us as we honor our newest batch of Rising Star Scholarship winners!



1:15 - 2:00 p.m.

GENERAL SESSION

MAKE A REAL CONNECTION WITH YOUR MARKET

John McDonnell - Managing Director International, Tito's Handcrafted Vodka

Drawing from his work on the spectacular expansion of Tito's Handmade Vodka to 150+ countries around the world, John McDonnell shares insights that can help any cataloger or retailer make a more effective and authentic connection with a target audience.

John has launched and marketed a number of successful global spirits brands. He began his career at Joseph E. Seagram & Sons, where he spent 18 years in domestic and global sales and marketing. He then joined Patrón as COO and led the company's expansion into over 130 countries, helping Patrón become the world's #1 tequila brand in retail value.

Now as Managing Director, International for Tito's Handmade Vodka, John has been leading the global expansion of the brand – growing in just five years from only a few international locations to 150+ countries today. John is active in charitable work and has served as Chairman of the Distilled Spirits Council of the United States (DISCUS), on the Board of Trustees at Fisher College in Boston, and as Chairman of the Board of the Massachusetts Convention Center Authority.

2:00 - 2:30 p.m.

Networking Break

**SHOW UP.
BE ENGAGED.
GET INSPIRED.**

2:30 - 3:15 p.m.

THREE CONCURRENT BREAKOUT SESSIONS

(New topics, choose one to attend)

BREAKOUT #1

Catalog 103: Circulation Planning & Analytics

Dana Springfield, Dover Saddlery
Eileen White, Indrio Brands

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

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



Eileen is responsible for marketing, eCommerce, and merchandising for Indrio Brands. She previously held multiple roles at Web Decisions as well as Staples. Eileen began her career in direct marketing at Hanesbrands, Inc., and holds a BS in Computer Science from Central Connecticut State University.

BREAKOUT #2

Are Your Marketing Initiatives in Sync with Your Merchandise Planning Strategy?

Seth Walter, The Grommet
Jeff Dillon, Cognizant Softvision Suite

Your omni-channel marketing efforts often create internal competition for on-hand inventory. With so many companies involved in multiple B2C initiatives, B2B sales staff, selling through co-ops, test markets, etc. it's imperative to hold or allocate physical (or virtual) inventory specific to these channels. Come away with strategies to decide when a dedicated "bucket" of inventory is warranted and knowing the internal collaboration and planning required to succeed.



Seth has been involved in B2C supply chain and operations for over 20 years, starting his career with Williams-Sonoma, subsequently in leadership roles at Delia's and UncommonGoods, and currently as Director of Operations at The Grommet. Midcareer, he owned a small store in Brooklyn with his wife featuring products by emerging designers and makers.



Jeff has 25+ years of management experience in the direct retail industry with roles in merchandising, inventory management, and operations. He currently leads Cognizant Softvision-Suite's sales efforts, working closely with prospective customers to assure their merchandise and inventory planning problems are solved. His 11+ years with Cognizant have also included leading the professional services area, providing oversight to all new customer software implementations, leading the consultants who manage technical integration, process consulting, and customer training.

BREAKOUT #3

Use Site Visitors and Combined Co-op Data to Fuel Your Acquisition and Retention Strategies

Stephanie Stopka, Design Toscano
Maria Youth, Path2 Response

Are you using all the data you can to improve your results? This session will focus on both acquisition and retention strategies that use web browsing data in combination with co-op data. You will:

- See actual results from mailers
- Learn about testing strategies
- Hear how these strategies work in conjunction with other acquisition and retention efforts

Afterwards, you will have a solid strategy for taking what you already own and turning it into increased revenue.



Stephanie is responsible for driving new business and managing major accounts, including all international Amazon locations across 8 countries, plus Wayfair US, UK, and Germany. She excels in identifying individual channel needs and working with internal departments to gain further knowledge on products, services, and financial processes. Stephanie graduated from Marquette University. She currently lives in Chicago and loves discussing postal reform!



Maria has more than 25 years of multi-channel retail experience. Her expertise is in sales, marketing, merchandising, and advertising for multi-channel retailers, with proven success in all aspects of the selling cycle. She has insights into solid solutions that drive increased revenue for catalogers and direct-to-consumer, financial, and insurance companies.

3:15 - 3:30 p.m. Networking Break

**MAKE
CONNECTIONS
THAT MATTER**



MARCH 19
THURSDAY



3:30 - 4:15 p.m.
GENERAL SESSION
AN ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING PRIMER

Amy Africa - CEO, Eight by Eight

Big Data. Omnichannel. Headless Commerce. Every year consultants come up with some new, shiny topic to distract marketers while the machines focus on the real task at hand: finding the fastest, most accurate way to get us solid answers BEFORE we've even finished asking our questions. In this fast-paced session, you'll learn everything you really need to know about machine learning and AI when it comes to e-commerce now....and in the immediate future.

For the past 20 years, Amy Africa has been in the forefront of successful ecommerce usability and optimization. She has helped hundreds of major U.S. and international brands improve their conversion, understand their customers' online behavior, and increase their revenues. Her depth of knowledge, backed by intensive field testing and user studies, has earned her the reputation of a voice to be heard on topics ranging from neuromarketing, traffic building, and email to device hierarchy, disruption, AI, and machine learning.

4:15 - 4:30 p.m.

Networking Break

4:30 - 5:15 p.m.

Sponsor-Hosted Roundtable Discussions

Join our sponsor-hosted roundtables to chat with peers and industry leaders about a variety of important topics. Take advantage of these dynamic, informative discussions in a no-sales, no-pressure setting! Beer, wine & snacks will be served.

**A list of roundtable topics will be available closer to the Summit.*

4:30 - 4:50 p.m. Round 1 (20 min)
4:50 - 4:55 p.m. Switch tables
4:55 - 5:15 p.m. Round 2 (20 min)

5:15 - 6:00 p.m.

Free Time / Networking

6:00 - 7:00 p.m.

Evening Reception

Sponsored by J.Schmid

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

7:00 p.m.

**Attendees on own for dinner/
evening activities**

**SHARE.
LEARN.
CONNECT.**

7:45 a.m.
Registration Desk & Connection Lounge Open

7:45 - 9:00 a.m.
Breakfast Buffet & Networking

8:00 - 8:45 a.m.
**3 CONCURRENT BREAKFAST
CLUB CONVERSATIONS**

(Repeat of Thursday topics; see page 7 for descriptions.)

TOPIC #1: POSTAL – DISCOUNTS/RATE CHANGES/PROP. 65

Moderator: John Stano, Quad

TOPIC #2: ACQUISITION STRATEGIES

Moderator: Heather Dettman, Artifact Uprising

TOPIC #3: CATALOG CRITIQUE

Moderator: Kathy Pond, Media Horizons

8:45 - 9:00 a.m. **Networking Break**

9:00 - 9:15 a.m. **Annual Member Meeting**

Join us as President Dana Springfield provides an update on NEMOA and its Board and Membership.



9:15 - 10:00 a.m.
OPENING SESSION

THINK INSIDE, CREATE OUTSIDE - NAVIGATING AND DRIVING CREATIVE IN A CORPORATE WORLD

Dan Hetzer - Creative Director, Lands' End Outfitters

In a digital world, it can be difficult to find a place for print. Understanding the true purpose of print for your customer today will help you get cross-functional decision makers and other leaders on board with how to design for printed catalogs as a visual tool moving forward. Daniel will give insights on his experience navigating creative in a corporate world that can be adverse to change. He will cover how to gain buy-in to push creative and visual change and how to use research, creative strategy, and testing to evolve design and printed collateral to drive consumers online.

Daniel brings more than 15 years of design, creative, and marketing direction experience from companies such as Parts Unlimited/Moose Racing, Trek Bicycle Corp, Footlocker, and Lands' End. He has experience in brand identity and awareness, creative strategy, product, photo/video, print, digital, social, and package/apparel design. Daniel's goals are to discover that next great idea, make beautiful visuals that identify the brand, and have a message that is relevant. He thrives on leading teams of creatives and loves coaching and mentoring future creatives and leaders.

10:00 - 10:15 a.m. **Networking Break**



10:15 - 11:00 a.m.
CLOSING SESSION

LEVERAGING THE GOLIATHS

Bill McCarthy - CEO, Southwest Indian Foundation

How do you survive and perhaps thrive in a viciously competitive market? Learn to use Cause or Humanity marketing to your advantage to bring specific attention to your offer and move the needle. Everyone has a unique story to tell, so tell your story in such a personal and compelling way that it moves the heart of the potential buyer/donor and thus impacts your bottom line.

Bill founded the Southwest Indian Foundation Catalog in 1989, providing much-needed employment to Native artists in an area with over 50% unemployment. Now, as the CEO of the Southwest Indian Foundation, he leads a non-profit organization committed to lessening the severe poverty of the Native American communities of the Southwestern US. Through charitable and educational programs, the Foundation uses "self-help" projects to lift individuals and families out of generational poverty and preserve the culture of the various Native tribes.

Register Online! [NEMOA.org](https://www.nemoa.org)

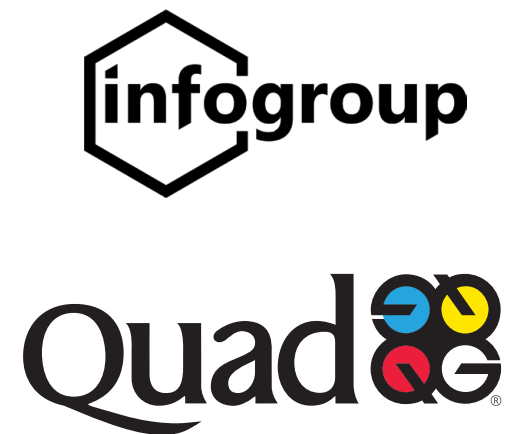
**“ I LEAN TOWARDS THE PRINT MARKETING CONTENT BECAUSE
I CAN VISIT PLENTY OF DIGITAL-ONLY CONFERENCES. I LIKE
HOW THIS FOCUSES ON THE BLEND OF THE TWO. ”**

—Andrew Moore, Cherry Republic
2019 Fall Summit Attendee and Member



SPONSORS

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



NEMOA BOARD OF DIRECTORS + STAFF

PRESIDENT: Dana Springfield, *Dover Saddlery, Inc.*

VICE PRESIDENT: John Rossiter, *Lindenmeyr*

VICE PRESIDENT, CONTENT: Lois Brayfield, *J.Schmid & Assoc.*

SECRETARY: Eileen White, *Indrio Brands, LLC*

TREASURER: Steve August, *Road Scholar*

IMMEDIATE PAST PRESIDENT: Brad Bishop, *Namaste Consulting Group*

BOARD MEMBERS: Shanie Cunningham, *Boden*; Sara Florin, *Kerrits Equestrian Apparel*; Pamela Higgins, *Oracle Data Cloud*; Jackie Marquis, *Epsilon*; Karen Mayhew, *Infogroup Media Solutions*; Dana Pappas, *Plow & Hearth*; John Stano, *Quad*; Wade Lee Jones, *Aaron's Inc.*

EVENTS & OPERATIONS DIRECTOR: Terri Patashnik

THE POWER OF 4

THE TOP FOUR BENEFITS YOU GET FROM NEMOA MEMBERSHIP

DISCOUNTED SUMMIT REGISTRATION

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

UNPARALLELED NETWORKING OPPORTUNITIES

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

EXCLUSIVE PRESENTATION ACCESS

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

COMPREHENSIVE BUSINESS SUPPORT

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

VISIT [NEMOA.ORG](https://www.nemoa.org) OR CONTACT ADMIN@NEMOA.ORG FOR MORE INFORMATION ON MEMBERSHIP.

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

100%
GUARANTEED

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

NEMOA'S MISSION

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

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

SUMMIT PRICING

THE MORE YOU SEND, THE MORE YOU SAVE!

100%
GUARANTEED



The following fees cover all summit sessions, events, and meals. Members receive discounted conference pricing because they support NEMOA with annual dues. Discounts are also available for small companies, VT/NH Marketing Group members, Rising Stars, and sponsors.

Contact admin@nemoa.org to find out if your company is a member, to become a member before the Summit, or for details on our discounted rates.

MEMBERS

Register by:	Friday, Feb. 14	Feb. 15 or later
CATALOGER/ETAILER 1-2 people	\$749	\$1,049
CATALOGER/ETAILER *3+ people	\$669	\$969
SERVICE/SUPPLIER 1-2 people	\$899	\$1,199
SERVICE/SUPPLIER *3+ people	\$779	\$1,079

NON-MEMBERS

Register by:	Friday, Feb. 14	Feb. 15 or later
CATALOGER/ETAILER 1-2 people	\$1,049	\$1,349
CATALOGER/ETAILER *3+ people	\$969	\$1,269
SERVICE/SUPPLIER 1-2 people	\$1,199	\$1,499
SERVICE/SUPPLIER *3+ people	\$1,079	\$1,379

REGISTER NOW & SAVE! [NEMOA.org](https://www.nemoa.org)

Registration fees are per person.

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

THE FUTURE OF DIRECT MARKETING
rising st★rs

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

Details and nomination form at [NEMOA.org/scholarships.php](https://www.nemoa.org/scholarships.php)

Nomination deadline is Tuesday, February 4, 2020.
Awards ceremony is Thursday, March 19 at 12:50 p.m.
Sponsored by Nahan



BOOK YOUR HOTEL ROOM TODAY

BOSTON PARK PLAZA HOTEL
50 Park Plaza at Arlington Street
Boston, MA 02116 3912

RESERVATIONS BY PHONE: 617-379-7129
Please mention Promotional Code: "NEMOA9"
to receive our special group rate of \$229/
night + tax. NEMOA's discounted rate is good
through Friday, February 21st OR until the
room block sells out, whichever comes first.

RESERVATIONS ONLINE:
www.nemoa.org/Spring2020Hotel

“MADE SOME GOOD
CONNECTIONS,
GOOD LEARNING
OPPORTUNITIES,
AND A FRIENDLY
GROUP!”

—John Maasik, LSC Communications
2019 Fall Summit Attendee,
Member and Sponsor

Register Online! [NEMOA.org](https://www.nemoa.org)

The image features a dark background with a repeating pattern of small white circles. At the top, the word "nemoa" is written in a bold, lowercase, sans-serif font. The letters "n", "e", "m", and "a" are light blue, while the "o" is bright yellow. This text is enclosed within a thick, light blue rectangular border. Below the logo, a faded photograph of several people at a networking event is visible. In the foreground, a man in a grey jacket and glasses is looking towards the right. Next to him, another man in a light-colored jacket is smiling. To the right, a man with a beard and glasses is holding a smartphone, and another man is looking at it. The overall atmosphere is professional and social.

nemoa

**REGISTER NOW
AT NEMOA.ORG**

**EARLY BIRD DEADLINE IS
FRIDAY, FEB. 14, 2020**

**“NEMOA IS A GOOD NETWORKING SUMMIT.
I DO LIKE THE AMOUNT OF TIME THEY
ALLOWED FOR THAT.”**

**—Traci Ziemann, Winston Brands
2019 Fall Summit Attendee**