

October 2009

In this Issue:

[October Luncheon Event: Target Marketing](#)

[Honoring Rising Stars](#)

[Speed Networking](#)

[Managing Customer Attrition](#)

[USPS and UPS Delivering Something Extra](#)

[Save the Date: DM Days Direct Essentials](#)

[Member Benefits, New Faces](#)

[Merrigan and Co. Revealed!](#)

OCTOBER EVENT: Speed Networking, Rising Stars, and Looking to the Future

October Luncheon Sponsored by Japs-Olson.



JAPS-OLSON
COMPANY

A Look into the Future of Direct Marketing

With Hallie Mummert, Editor in Chief,

Target Marketing magazine

Here's just some of what you'll learn:

- Direct marketing's evolving role as a significant driver of the marketing and advertising approach of modern businesses
- How direct marketing will be integrated with other disciplines for successful prospecting and retention
- What impact social media really has on the direct marketing process
- What skill sets marketers need to thrive in this new environment

The program winds up with industry veterans cruising the room with tips and advice on how to navigate today's terrain. Have your questions ready!

**Luncheon Logistics for
Tuesday, October 13, 2009**

Target Marketing / Rising Star Luncheon

\$30 Member | \$45 Nonmember |

\$20 Special Rising Star Rate

11:15-11:45 a.m. Registration |

11:45 a.m. - 1:00 p.m. Lunch and Program

[Register now for lunch](#)

Speed Networking*

10:45-11:00 a.m. Check-in

11:00-11:30 a.m. Speed Networking

[Register now for speed networking](#)

*Free with lunch, members only, separate registration required - [See "rules of engagement" on this page.](#)

Figlio Tower, The Plaza Room,

Country Club Plaza

209 West 46th Terr.,

Kansas City, MO 64112 [map it](#)

Hallie Mummert is editor in chief of *Target Marketing* monthly magazine and editorial director of Inside Direct Mail monthly newsletter and Web site. A journalism graduate of Temple University, she has covered the direct marketing industry for more than a decade

[Register now for the luncheon!](#)

Hurry, registration closes Friday, October 9 at 5:00 p.m.

Register Now!

Meet the Rising Stars of Kansas City direct, and bring your own!

This month we're honoring young professionals who are the future of our industry. There's sure to be one or more in your company, so bring them along to learn and be recognized.

Speed Networking Event!

Come early to the October Luncheon and rev up your contacts with KCDMA's first Speed Networking Event, facilitated by Elizabeth Usovicz, Principal, WhiteSpace Consulting, experienced business facilitator and trainer.

[Register now for speed networking prior to the lunch!](#)

[back to top](#)

Save the Date: DM DAYS kicks off with "Direct Essentials"

Tuesday, January 26th, 8:00 AM - 4:00 PM

Mark your calendar now for this year's essentials program – the first of three DM Days events. Don't miss out on this enhanced program featuring the basic principles of direct marketing. Plus new, added content on the application of direct principles in the interactive disciplines.

[back to top](#)

Education. Networking. Discounts. KCDMA membership is all that and more.

[Join KCDMA today](#) and get immediate access to what matters in today's economy:

- Discounted rates to educational events including monthly meetings presented by experts on a variety of topics and the annual DM Days seminar
- A valuable network of direct marketing professionals
- Opportunity to show off your remarkable work and celebrate the best of the best in direct marketing at the AMBIT Awards

Membership also includes the privilege of using the KCDMA logo on your website, social media pages and printed materials, inclusion in the KCDMA roster and more.

[Join today](#) and gain access to KCDMA's [member-only, first-ever Speed Networking event](#) preceding the October 13 luncheon.

Fresh New Faces!

Please help us welcome these new members to KCDMA:

- Dave Winslow, Buzz New Media
- Megan Lubis, Meers Advertising
- Caroline Owen, The University of Kansas

Be on the lookout for these new members at our upcoming events!

[back to top](#)

Merrigan & Co. Revealed!

You know Merrigan & Co., but do you *really* know [Merrigan & Co](#)?

It's true we offer turnkey marketing services. But we mainly hang our hats on our work as writers and messaging strategists. We work with other agencies that need effective, engaging copy. In short, we are your go-to word people. Your copywriting compadres.

We're flexible. And we play nice. And we would be thrilled to help your team complete your next project.

Find us online at merriganco.com or give us a ring: 816-444-7500, x104.

Follow us on Twitter [@merriganco](#).

[back to top](#)



Merrigan & Co. | Writing | Marketing

Four Tips to Manage Customer Attrition

Most companies understand the value of retaining a customer relationship versus the cost associated with replacing it. But many still struggle with attrition issues. Why? Because organizations cannot prevent customer attrition if they are unable to define, detect or, even better, predict it.

Here are [four practical considerations](#) that will help you develop and execute a successful retention strategy.

USPS and UPS "Delivering Something Extra" According to the New York Times

Beginning on Monday, U.P.S. will experiment in five major markets with a service it calls Direct to Door, giving advertisers and retailers a chance to provide offers and product samples to U.P.S. customers. The marketing materials will come inside small boxes labeled Direct to Door Paks, and will be delivered to customers along with merchandise they actually ordered.

The test, to run through Oct. 2, is intended to gauge whether there is interest in having U.P.S. serve as an alternative to marketing mail delivered by the United States Postal Service or by companies like Valpak. [Read more](#)



[back to top](#)

Thank you to the KCDMA sponsors that make our events possible.

Crown Sponsor



**JAPS-OLSON
COMPANY**
*Commercial Printing
and Direct Mail Specialists*

— Platinum Sponsors —



— Gold Sponsors —



Silver Sponsors:

[Jim Bowie Killer Photography](#), [The ALC Group](#), [Kansas City Digital Press](#), [Tension Envelope](#), [Kansas City Automated Mail](#), [Soli Printing](#), [J2 Printing](#)

[back to top](#)

[About KCDMA](#) | [Forward to a Friend](#)

638 W. 39th Street | P.O. Box 419264 | Kansas City, MO 64141 | www.kcdma.org

2009 © Kansas City Direct Marketing Association. All rights reserved.

This email sent courtesy of emfluence

To edit your email preferences [click here](#).

