From: KCDMA
To: Jessica Best;
Subject: January 09 E-News: DM Days, AMBITS & DMer of the Year
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January 2008

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Clarity in a World of Confusion: Fostering Growth In Turbulent Times

with Larry Kimmel, Chairman/CEO, G2 Direct & Digital http://www.g2dd.com/
Thought Leader & Presenter at DMA 2008 Conference

HENRY WURST INCORPORATED

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January 13, 2009 | $30 Member | $45 Nonmember
11:15 - 11:30 A.M. Registration & Networking | 11:45 A.M. - 1:00 P.M. Lunch & Program

Assurant Health, Pawnee/Mandan Room, 2nd Floor
2323 Grand Blvd., Kansas City, MO 64108 map it

> ***PARKING:*** *The entrance to the parking garage is just to the south (right) of Assurant's main entrance located at 2323 Grand. Once you enter the garage, turn left under Assurant.*

Marketing has never been more complicated. The economy is weak. Virtually every media channel is losing effectiveness. New marketing techniques are introduced almost daily. Consumers are rejecting advertising in ever-increasing numbers. Marketing budgets are under siege at countless companies.

So how can marketers win today? Find out how one of the sharpest minds in strategic marketing can guide you through today's confusing marketing landscape and provide you with new clarity - all in an entertaining, inspiring presentation.

Register Now! Or call 816.561.5323 to reserve your seat.
Registration closes this Friday, January 9th at 5 P.M.

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Deadline for DMer of the Year Nominees January 15th:

2009 Bob Stone Direct and Young Direct Marketer of the Year

If you know of a seasoned professional or an upcoming direct marketer deserving of top KCDMA honors, please consider nominating them for either the Bob Stone Direct Marketer of the Year or Young Direct Marketer of the Year. This is an opportunity to recognize those in our industry that stand out as Kansas City greats.

Review the criteria for these two awards and submit your nominations in writing by January 15, 2009! View the nomination criteria on KCDMA.org. All nominations can be submitted to:

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(913) 638-8693
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Fax: 913-548-0594

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DM Days 2009 Speaker Line-up Available on KCDMA.org

From A to Z - or rather, B to W - we've got the speakers for 2009's spectacular DM Days all lined up. The Science of Success is presented by locally and nationally recognized pros: Segmentation, Integration, Digital and... Star Wars? We're looking forward to hearing it all! It all starts with the Basics of Direct on January 27th.

Register for Basics Now! | Read Speaker Bios | Read more about DM Days 2009
Register early and save - Early Bird Prices are in effect for Basics *and* Advanced Sessions!

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AMBIT Awards 'How To' Webinar

It's AMBITs time again as we delve into the Science of Success (this year's DM Days and AMBITs theme). Download an entry form at KCDMA.org and mark your calendar for the Weird Science Awards night, Tuesday, March 24, 2009 at 6:30 P.M. Learn more about AMBITS.

NEW!A webinar is now available on KCDMA.org on Things You Should Know When Prepping Your AMBIT Entries. Visit the AMBITS page to view the webinar now.

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KCDMA 2009 Printable Membership Roster is Now Online for Members

In addition to our searchable member directory on www.KCDMA.org, we have added a PDF Membership Roster for members to download and print if they desire. Members, use the password sent to you in last Friday's email to download the document for free. If you need a password reminder, please contact Jane Male at jmale@swassn.com.

This is a Members Only perk! To become a member, contact Louie.Smith@bcbsks.com.

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Members Save 25% on DM Days & AMBITs

KCDMA Members save 25% on registration for any or all of DM Days 2009 and on AMBITs entry fees! Join now and get member pricing on these annual highlight events. Just one of the many benefits of membership.

To become a member, email Louie Smith at Louie.Smith@bcbsks.com.

We respect your privacy. KCDMA does not sell or rent the email address of members, non-members or meeting attendees. Read our privacy policy at KCDMA.org.

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NEW! A 2009 Membership Logo will be available to all renewing KCDMA members!

KCDMA Members can now use a logo to identify themselves! We will make the logo available in high resolution so that members can identify themselves in print and online.

If you're interested in using a 2008 Membership logo in the meantime, we'll have a temporary 2008 Member Logo for members to use through April. Please contact Merritt Engel merritte@merriganco.com or Jessica Best jbest@emfluence.com for a copy of the 2008 logo and rules of use.

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Sponsor Feature

PURLs Boost Direct Mail and Email Campaign Effectiveness

The concept of "PURLs" (personalized web pages) is a leading technology that expands the ability to reach customers on an individual level with personalized, targeted messages that get results. It allows marketers to gather relevant information from customers and prospects through response forms while capturing the attention of the audience by sparking their curiosity.

This platform can identify consumer behavior, substantially increase response rates, improve ROI, accurately track web responses, and start a dialogue with customers while boosting the overall effectiveness of direct mail and email campaigns.

Since 1975, Soli Printing has been serving the growing print demands of some of the most recognizable companies in the region. We've done it with exceptional service and a commitment to cutting edge technologies. Soli Printing has the most advanced solutions in marketing and print communications utilizing the HP Indigo 5000 Digital Press and PURLs technology. We're not just about printing; we're about communicating with results.

If you are interested in sponsoring a feature article, contact Jessica Best at jbest@emfluence.com

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