Kansas City Direct Marketing Association
inside DIRECT
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KCDMA

June 2008

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Real Risks in the Digital and Virtual World

with Scott Swift, Media/Professional Insurance

The regulatory climate today's direct marketers operate in is complex and confusing -- especially in the digital arena. Back by popular demand, Scott will help navigate this legal landscape to prevent worry of legal consequences.

More Info

June 10, 2008 | $30 Members | $45 Non-Members
Registration ends June 6, 5:00 p.m.
11:15 a.m. - 11:45 a.m. Check-in | 11:45 a.m. - 1:00 p.m. Box Lunch & Program

Downtown Kansas City Public Library | 14 W 10th St, Kansas City, MO 64105
Parking: Bring $6. The library parking lot is located directly west of the library, on the NW corner of 10th & Baltimore.

Register Now!

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Direct Marketing Needs a Green Wake Up Call

from *Target Marketing Magazine*, May 2008

If you find yourself saying, "We'd love to focus on the environment, but it's too expensive," take another look...

In his recent study, Dave Frankland with Forrester Research found that only 28% of his respondents took environmental aspects into consideration "often" or "always" when making business choices. However, "for the

small number that heavily focused on it, it doesn't have a major negative financial impact."

So, you can have your soy latte and drink it too: keep your "green" focus on the financially sound side, by reducing the bulk of mailings (less postage and less paper waste), using new formats (postcards instead of full brochures) and going electronic (eBlasts costs as low as $.01/delivery).

For a less-expensive, hybrid "green" mailing, check out partially recycled paper stock, rather than 100% recycled. For those who are ready, there are 100% synthetic fibers for printing and even soy-based inks and biodegradable envelopes!

Read more...

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Community Service Committee Seeks a New Beneficiary

At this time, the Community Service Board of the KCDMA is beginning the search for a local non-profit organization to benefit from our direct marketing wisdom and services. If you are familiar with any non-profit organizations that may be a good fit for direct marketing assistance, email SallyAnn Gray at sallyann@ruf.com.

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Mark your Calendars for the 11th Annual KCDMA Golf Tournament, August 27th

Tee Off for KCDMA August 27th at 9:30 a.m. at the newly renovated Ironhorse Golf Club. After being closed for 16 months to update the course, IronHorse is happy to be hosting the KCDMA Benefit this fall. Check your email inbox soon for details on how to register.

There's still time to get involved with planning/executing the Golf Tournament. If you're interested, contact Matt Duncan at mattd@kcam-inc.com.

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Coming Soon... A new way to connect to KCDMA

Watch your email inbox for the launch of the new KCDMA *Online* Directory!

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Do you know of someone that would be interested in becoming a member of KCDMA?
If so, please forward his/her name and contact information to Louie Smith
at louie.smith@bcbsks.com or call 785-291-8220.

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