KANSAS CITY DIRECT MARKETING ASSOCIATION
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KCDMA

May 2008

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KCDMA Year Off to a Great Start

What an honor it is to be serving as your 2007-2008 KCDMA President!

If you attended last month's meeting, then you know that the club is in a great place - a testament to the tremendous efforts of last year's Board. DM Days 2008 exceeded all expectations. Membership numbers are solid. Meeting attendance is incredibly high. The club is stronger than ever.

A big thanks to everyone who worked so hard over the last year to make these successes possible!

Our new Board is an all-star lineup of DM professionals - full of innovative ideas and energy. But the Board alone isn't what makes it all come together. Volunteers are essential in every area of the club - and truly make the club what it is.

Please e-mail me (or see below for immediate volunteer opportunities) to join a committee. There are dozens of positions available; one is sure to suit your skills to a tee. Getting involved in a committee is the best way to meet new people, grow professionally - and get the very most out of your KCDMA membership.

See you at the May Meeting!

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May Luncheon to show what it takes to be #1 on Google

Don't forget to reserve your seat for the upcoming May Luncheon Meeting. This month's meeting features Craig Paddock, Plaza Digital, and he will help take the mystery out of search engine optimization. Attend this program to learn the keys to effective SEO from a nationally respected expert.

More Info

May 13, 2008 | $30 Member | $45 Nonmember
11:15 a.m. - 11:45 a.m. Registration | 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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Reminder: USPS Postal Rates Change Monday, May 12th

On May 12, the Postal Service will adjust prices for its services, the most visible change being the 1-cent increase for First-Class Mail letters. Read about the new pricing and find more info on the USPS website at http://www.usps.com/prices/welcome.htm

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Don't forget to enter the 2008 ECHO!

The DMA International ECHO Award's honors the world's best direct marketing campaigns. You don't have to be a member of the DMA to enter -- the competition is open to anyone who feels they're good enough to win.

If you were lucky enough to win a 2008 AMBIT award and you decide to enter your campaign in the ECHO awards, your campaign will automatically advance to the semi-finals of the competition. Go to www.dma-echo.org to get started and submit your entry.

Call for Entries Deadlines & Fees:
Deadline/Entry fees: April 24th--$300 Entry fee
May 5th--$350 Entry fee

Affiliate Chapter Deadline & Fees:
Entry Deadline: May 24th--$300 Entry Fee

2008 DMA INTERNATIONAL ECHO AWARDS
Celebrating Excellence in Direct Marketing

If you have any questions don't hesitate to contact Susan Reiter, ECHO Awards Ambassador at reiters@whmdelivers.com.

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Get involved with KCDMA - join a committee!

Community Service Committee

Are you looking for a change of pace, a chance to work with fellow direct marketers or an opportunity to help a worthy cause? What about all three? The KCDMA Community Service Board is currently forming for a new project. Help at all levels is needed, whether through participation or in-kind donations. The KCDMA Community Service Board will be a dynamic group without the waste of lengthy, unnecessary meetings.

Contact **SallyAnn Gray** at **913-782-8544** or **sallyann@ruf.com** for more information.

AMBIT Committee

This year's AMBIT Awards were the awards event of the season and the award winners were some of Direct Marketing's finest campaigns!

If you're interested in being involved, contact **Susan Reiter** at **913-901-2173** or **reiters@whmdelivers.com**

KCDMA Annual Golf Tournament

Coming this summer: the *11th* Annual KCDMA Golf Tournament! Check upcoming newsletters for more info.

Contact **Matt Duncan** at **mattd@kcam-inc.com** for committee information

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A special announcement from The Freelance Exchange of Kansas City

A pool of creative talent awaits. If the demands of your business require 24/7 availability, you might consider adding some professional freelance help. You can find the expertise you need at The Freelance Exchange of Kansas City's Fifth Annual Portfolio Showcase.

The Freelance Exchange Portfolio Showcase
Wednesday, May 14th, 2008
Boulevard Brewery, 2501 Southwest Blvd, KCMO
5 p.m. to 8 p.m.

The FREE Showcase includes appetizers and beer and features more than 40 advertising and marketing freelance professionals (art directors, copywriters, designers, illustrators, photographers, PR professionals, web developers and more) and samples of their best work for local, regional and national clients. Find more details at http://www.kcfreelanceexchange.com/showcase/

RSVP or get more info by emailing events@kcfreelanceexchange.com. (RSVP is not required but we would like to know you are coming.)

See you there!

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Add info@kcdma.org to your address book and we'll send these newsletters and luncheon reminders directly to your inbox!

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