

**The 10th Annual MeritDirect
Business Mailer's Co-op and Interactive Marketing Conference
Agenda**



July 8-10, 2009

Renaissance Westchester Hotel & Conference Center, White Plains, New York

Wednesday, July 8, 2009

6:30 pm - 9:30 pm **Welcoming Reception**
The Mansion Lawn

Thursday, July 9, 2009

7:30 am - 8:30 am **Continental Breakfast**
The Grand Ballroom Commons

8:30 am - 8:45 am **Opening Remarks** Ralph Drybrough, MeritDirect
Cooper - Greeley

8:45 am - 9:45 am **Keynote Address** Donald Libey, Libey Incorporated
Twelve Essentials if You are to Grow and Profit During the Coming Recovery
Cooper - Greeley

9:45 am - 10:00 am **Refreshment Break**

10:00 am - 10:50 am **Panel Discussion - "Managing Through Hard Times"** Moderator: Terry Jukes, Ability Commerce, Inc.
Cooper - Greeley Panelist: Mike Faith, Headsets.com; Dick Nelson, MARCO Promotional Products; Bob Runke, Barco Products; Neil Sexton, Northern Safety

11:00 am - 11:50 am **General Sub-Sessions:**

1. **Prospecting into a Recession: Do You Have What it Takes?** Jason Riccardi, MeritDirect
Cooper - Greeley

2. **What's Working in Solo Direct Mail** Denise Elliott, The Kiplinger Washington Editors, Inc.
Irving A

3. **How to Get Tons of Free Advice for Your B2B Efforts** Lois Geller, Lois Geller Marketing Group
Masefield

4. **Recession Resistant Marketing** Kirk Chritton, MCH
Hutchinson - Zenger

12:00 pm - 1:30 pm **Luncheon and Luncheon Presentation** Mark Amtower, Amtower & Company
Red Oak Mansion Dining Room
Luncheon Presentation: As the Direct Marketing World Turns

2:00 pm - 2:50 pm **General Session** Hamilton Davison, American Catalog Mailers Association
A Watershed Time for Catalogers: Avoid Threats and Exploit the Opportunities
Cooper - Greeley

3:00 pm - 3:50 pm **General Sub-Sessions:**

1. **Magic Keys to Increasing the Number of Active Buyers at Your Existing Customer Sites** Dan Harding, MeritDirect
Cooper - Greeley

2. **Acquiring New Customers Just Became Easier** David Lieberman, Demandbase, Inc.
Irving A

3. **Understanding The Relationship Between Micro-Channels and Catalog Productivity** Kevin Hillstrom, MineThatData
Masefield

4. **Impact Your Bottom Line – The Latest Email Marketing Techniques** Reggie Brady, Reggie Brady Marketing Solutions; Lea Kimball
Hutchinson - Zenger MeritDirect

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4:00 pm - 4:50 pm	General Sub-Sessions:	
	1. Marketing Effectiveness; What to Measure and Why <i>Cooper - Greeley</i>	Tom Slavin, Staples; Roy Wollen, Hansa Database Insight
	2. On-Line Sources of B2B Data: A Comparative Analysis <i>Irving A</i>	Bernice Grossman, DMRS Group Inc.
	3. B2B Website Benchmarks - How Are You Performing? <i>Masefield</i>	Terry Jukes, Ability Commerce, Inc.
	4. Online Communities Go Professional - Toolbox.com: A Case Study <i>Hutchinson - Zenger</i>	Erik Holt, Toolbox.com; Mark Trombetta MeritDirect
5:00 pm - 6:30 pm	Open Time	
6:30 pm - 7:30 pm	Cocktails <i>Red Oaks Mansion Lawn</i>	
7:30 pm - 9:00 pm	Client Appreciation Dinner <i>Red Oak Mansion Dining Room</i>	
9:30 pm - Midnight	Karaoke Kaos <i>The Hudson Room</i>	

Friday, July 10, 2009

8:00 am - 9:00 am	Continental Breakfast	
9:00 am - 9:50 am	Friday Keynote Address Through Their Eyes Only: Getting Strategic with Your Catalog Design <i>Cooper - Greeley</i>	Lois Brayfield, J. Schmid & Associates, Inc.
10:00 am - 10:50 am	General Sub-Sessions:	
	1. Data Driven Creative: The Missing Link in B2B Database Marketing <i>Irving A</i>	John Coe, The Sales and Marketing Institute
	2. The 5 Keys for a Successful Outbound Telesales Operation <i>Masefield</i>	Paul D'Andrea, Watch Hill Partnership
11:00 am	The Co-op Adjourns	

For more information call your MeritDirect representative or contact JoAnne Carrier at (914) 368-1039, jcarrier@meritdirect.com

Photography Notice: MeritDirect has always memorialized the Co-op with professional photography. We reserve the right to use these photos in our newsletters & promotional efforts.