

KCDMA e-news - November 2009

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November KCDMA Luncheon

Managing for Success through Hard Times

Strategies to Win New Customers and Increase Sales in a Rough Economy

Sponsored by King Marketing



Come learn from a panel of direct experts who have seen it all and know how to fight back!

Tuesday, November 10, 2009

\$30 Member \$45 Nonmember

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

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

Figlio Tower, The Plaza Room, Country Club Plaza (across from the J.C. Nichols Fountain)

209 West 46th Terr., Kansas City, MO 64112 [map it](#)

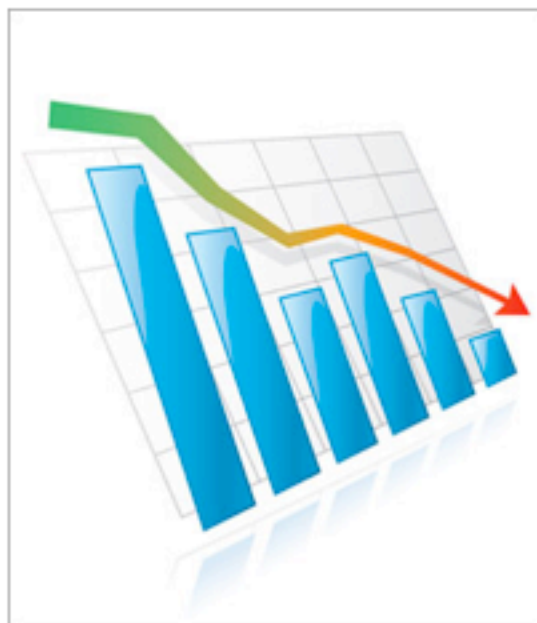
Some economists say we're in the worst recession since The Great Depression ... but the news isn't all bad. A cadre of Kansas City direct response experts is weathering the storm using their experience and marketing smarts. Come find out how they're doing it and go back to the office with tips, tricks and techniques you can use the very next day on the job.

Our Panel of Experts Can Help You Beat Today's Business Challenges:

- Dean Doria, VP of Marketing, Argosy Casino Hotel & Spa
- Margaret Horan, Sr. Direct Marketing Strategist, Kuhn & Wittenborn Advertising.
- Peter Long, CEO, MCH Inc.
- Gina Danner, Panel Moderator and CEO, Mail Print

Register today! Visit www.kcdma.org or call 816.561.5323.

Hurry, registration closes Friday, November 6 at 5:00 p.m.



Register Now!

Networking at Top Speed



Thanks to all of those who participated in KCDMA's first-ever Speed Networking event prior to the October Luncheon. Thanks also to Elizabeth Usovicz of WhiteSpace consulting for envisioning and facilitating this opportunity for KCDMA'ers.

For Members Only - Roster Listing 2010

As a KCDMA Member for 2009-10, you are entitled to a free listing in both the printable PDF Member Roster and the searchable online Member Directory. If you have any changes to your listing, please email them to us at roster@kcdma.org.

Did you know...

that for only \$100, you can enhance your listings with a full color logo and a 50-word description? Do the other members of KCDMA really know what your company does? Make sure they know to call you when they need your help!

Contact Brad Cope at roster@kcdma.org to place your enhanced listing and to send artwork.

The deadline for listing updates and upgrades is Tuesday, November 10th at the monthly luncheon, so please respond as soon as possible!



Message from the President following The DMA 2009

Dear KCDMA members,



At the National DMA conference in San Diego last month, representing KCDMA, I heard DMA President and CEO John Greco say, "If you are interested in getting ahead and staying ahead in this very challenging environment, you are in the right place at the right time."

I wholeheartedly agree. These are challenging times for all. In today's highly competitive, fast-paced "digital age," consistency of brand performance, top-of-mind placement and relevant marketing messaging are essential for any client or brand.

The economic recession has sped up the need to do more with less. Companies have less bandwidth and smaller budgets, and advocate, "do the same or more with fewer advertising dollars." This mantra forces marketers to be ever more efficient and accountable.

Big Wins

In the areas of advocacy and public policy, the DMA has made progress on the issue of consumer notice and choice in online behavioral marketing. In addition, the DMA helped USPS get relief from Congress that has reduced the need for any postal increases in calendar year 2010. The DMA will continue to lobby on both the state and federal level on behalf of direct marketing.

A Look to the Future

Media channels and technology will allow direct marketers to deliver location-based messages to niche audiences at the right place and the right time. That means the principles of direct marketing will be more important than ever.

In whatever channel we engage, the most important element we need to consider is reaction and interaction with the consumer. The lines of traditional media and direct marketing are blurring. As John Greco said, "The world is coming our way – everyone else needs what direct marketing's got, which is marketing with data and analytics, sampling and testing. That's what direct marketing is all about... that's what's in the DNA of DMA."

Sincerely,

Angela Ridpath
Kansas City Direct Marketing Association President

Save the Dates: January 26th, February 23rd, March 23rd

January 26th: "Direct Essentials"

Reveal the basic principles of direct marketing and tricks to incorporate them into the interactive world.
8 a.m. - 4 p.m.

February 23rd: DM Days Session 1, 8 a.m. - noon

March 23rd: DM Days Session 2, 8 a.m. - noon, **Ambit Awards**, 7 p.m. - 9 p.m.



Sponsored Article



Merrigan & Co. | Writing | Marketing

Merrigan & Co. – When You Need More Than Just "Storytelling"

It seems like every company out there has hopped on the storytelling bandwagon. But just telling a story goes only so far.

- What about inspiring a donor to take action?
- How about successfully ushering a customer into the buying process?
- What makes someone download that whitepaper from your website?

Storytelling for storytelling's sake doesn't cut it. Every member of the M&C team is an accomplished writer. But more than that – we're direct marketers interested in results.

We invite you to take a [look at some of our work](#) and find out [what our clients have to say](#) about us.

Don't just spin a yarn ... seal the deal.

We offer turnkey services and we work with other agencies that need copywriting services. Talk to [Bob](#), [Merritt](#) or [Monica](#) today to find out more.

Visit us at www.merriganco.com
Follow us on Twitter [@merriganco](#).

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