

**May 2009**

**In This Issue:**

[Letter from the new President, Angela Ridpath](#)  
[May Luncheon Last Chance to Register](#)  
[Save the Date: The 12th Annual KCDMA Golf Tournament](#)  
[Membership Renewal Deadline Approaches](#)  
[Two Testing Approaches That Can Redefine Campaigns](#)

**Letter from the new President, Angela Ridpath**

Dear KCDMA members,

It is with great pleasure, that I have been elected to serve as your board president this year. We've had many accomplishments over the past several years, and I hope to continue to grow and foster our organization.

As most of us are aware, we're facing tough economic times. As the economic pressures continue to affect us, we need to ensure that we provide our membership with outstanding service, programming, content and events that will make us stronger and smarter.

My goal for the KCDMA is to maintain and grow its strength and reputation as one of the most successful local associations. I'm confident that the KCDMA will continue to provide outstanding value, and I look forward to another successful year.



Sincerely,  
Angela Ridpath  
KCDMA Board President 2009-2010

## **Killer Case Studies: 2009 Top AMBITS Awards and How They Did It**

with Sprint, BKV & Mail Print

**May 12, 2009** | \$30 Member | \$45 Nonmember

11:15 - 11:45 A.M. Registration & Networking | 11:45 A.M. - 1:00 P.M. Lunch & Program

**Hyatt Regency Crown Center**, Empire Room

2345 McGee Street, Kansas City, MO 64108 [map it](#)

You Can't Afford to Miss This Information-Packed Panel Discussion!

Come and learn from this year's best as we delve into secrets of their strategic and creative approaches. You'll find out how to use innovation like a genius ... how to maximize your marketing investment ... and how to turn out a project that succeeds with brilliance!

[More info...](#)

*Space is limited, reserve your space now!*

**[Register Now!](#)** Or call 816.561.5323 to reserve your seat.

*Hurry, registration closes this Friday, May 8 at 5 P.M.*

[Back to top](#)

---

## **Mark your Calendars for the 12th Annual KCDMA Golf Tournament, August 4th**

Tee Off for KCDMA August 4, 2009 at 9:30 a.m. at Deer Creek Golf Club. After a wild success last year, we're sure to have a great time at the KCDMA Benefit this August. 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](mailto:mattd@kcam-inc.com).

[Back to top](#)

---

## **Membership Renewal Deadline Approaches**

The 2009-2010 Membership deadline is fast approaching! Be sure to renew today to save on the May Luncheon and future KCDMA events. Members save 33% or more on events!

To renew your membership now, go to [www.kcdma.org](http://www.kcdma.org) and click "Renew." To become a member, email [steph.ayers@gmail.com](mailto:steph.ayers@gmail.com) or go to the website and click "Join."

[Back to Top](#)

---

## **Two Testing Approaches That Can Redefine Campaigns**

*by Ethan Boldt, Target Marketing Magazine*

"It's noon, do you know how your marketing campaign is doing?" asked Erik Charles, executive vice president of business development and analytics for MindFireInc, at a recent luncheon meeting held by the Philadelphia Direct Marketing Association. He pressed that timing was everything, saying that it's no longer good enough to respond to leads in a day or even hours-response time is now measured in minutes. He asked if marketers could track a marketing effort in real time, and if they could improve on the campaign based on real-time information.

[Read on...](#)

[Back to top](#)

Thank you to the sponsors of KCDMA that make our events possible.

Crown Sponsor



**JAPS-OLSON  
COMPANY**

*Commercial Printing  
and Direct Mail Specialists*

— Platinum Sponsors —



— Gold Sponsors —



Silver Sponsors:

[Jim Bowie Killer Photography](#), [the ALC Group](#), [Kansas City Digital Press](#), [Tension Envelope](#),  
[Kansas City Automated Mail](#), [Soli Printing](#), [J2 Printing](#), [Hillcroft Design](#)

**[About KCDMA](#) | [Forward to a Friend](#)**

638 W. 39th Street | P.O. Box 419264 | Kansas City, MO 64141 | [www.kcdma.org](http://www.kcdma.org)