

## Rebuild Your Marketing: Five (free) Things You Can Do Now

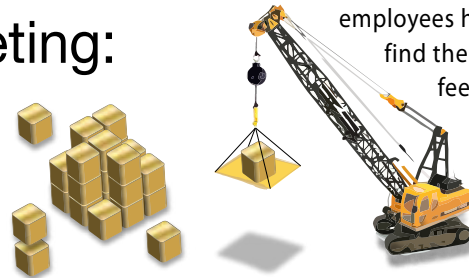
BY MICHELLE COLLINS

**M**any small and mid-sized businesses think of marketing purely in terms of advertising in traditional or emerging media. Even for the many businesses that already employ the strategies in the following list (and do them very well), it's worth looking at what, and how much, you're doing in each of the areas to see if any of them needs another look.

### How do you say "Hello"?

*How do you and your employees greet your customers when they walk into your business? Do you approach them right away, offering help? Do you offer a passing greeting while letting them find their way around your store? Do team members only say something once customers make eye contact?*

How you greet your customers is often the first touch you have with them (that day, anyway). Make sure your message engages them the way you would want to be engaged. Do your



employees have the proper training to help customers find the products or services they need? If customers feel you don't understand what they need, they will go somewhere else to find someone who does.

Make sure all employees know what is expected of their customer interactions, and make sure you have ongoing training to keep their skills as polished as possible.

If your customers have confidence in your employees, they're more likely to have confidence in your business.

### Do you know what you could be doing better?

*What you're doing might have worked for years, but what happens when your customers' expectations change? Do you really know what your customers think about how you stack up to your competition, or even with other non-related businesses?*

You can engage your customers informally during check-out or by picking up the phone and calling after they visit. If you want more formal answers, send customers an email invitation to take an online survey (if you have their permission), or email questions directly to them. If your point-of-sale system allows it, include a couple of questions at the bottom of

continued on page 16

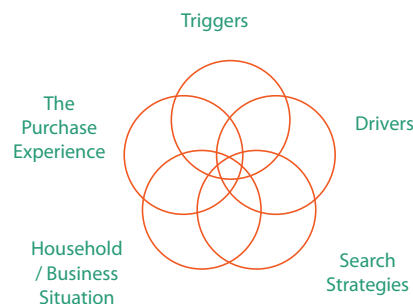
## Building Better Web Communities and Social Media Programs using Persona Segmentation

BY RANDY HLAVAC

**I**n integrated marketing, we use past purchases and descriptive data to target prospects to move them to act. On the web, prospects already know what they want and are actively seeking solutions for their needs. They're willing to interact with us if we provide them with faster, more exact solutions. As marketers creating web communities and social media programs, we can use this willingness to interact to better understand what is driving visitors and to create

communities and social media sites that provide them with the information, tools, and products they need.

Given that we're talking about social media, it may seem unnecessary to say this, but I really should: The best way to find out what people want or what motivates them is to ask. Survey them. Here are some tips on what to ask, how to build, and how to use persona segments to



### What's New?

▲ Denny Hatch says spam, scams, and phishing ultimately will save direct mail. "Direct Mail lives. A large percentage of the population—18 to 34 and 62-plus—prefers it to email. As spam proliferates, the future gets brighter and brighter."

### HOT Topics - Bridge Edition

2010 Bridge Conference	
Top 10 Reasons to Attend .....	8
7 Easy ROI Metrics .....	8
The New Data Landscape .....	10
Marketing via Invoices.....	2
Leadership Perspective .....	3
Viewpoint .....	4
Production .....	5
The Lacey Act .....	6
Print Buyers Can Save the Earth....	7
News Notes .....	13
My Generation .....	14
Postal Developments .....	15
DMAWEF .....	17
Memoriam: Mike O'Hara.....	19

continued on page 11

# Marketing Via Invoices and Billing Statements

BY SURESH NAIR



**W**hile the billing statement may not be a document that marketers typically get their hands on, transaction documents—statements, invoices, and notifications—are proving to be effective at generating sales, reducing churn, and building customer loyalty. By effectively combining transactional information with targeted, one-to-one messaging in a single document, companies are beginning to use statements and invoices as a marketing vehicle. In short, statement-based marketing enables companies to create ongoing, sustainable customer dialogues.

statements, invoices, and notifications—are proving to be effective at generating sales, reducing churn, and building customer loyalty. By effectively combining transactional information with targeted, one-to-one messaging in a single document, companies are beginning to use statements and invoices as a marketing vehicle. In short, statement-based marketing enables companies to create ongoing, sustainable customer dialogues.

## Marketers Own the Bill

Marketers need to work with IT and operations to ensure their billing system enables targeted, relevant, and action-oriented promotions. To do this, focus on the following:

- **Content:** White space on the statement or invoice can be used to deliver customized messaging, depending on income, gender, geography, extent of relationship, participation in a loyalty program and more. For example, in auto leasing, you can create distinct messages for those who are new to, at the mid-term or near the end of their leases. For a home equity loan, a person's available credit line may tell you whether you need to encourage activation and usage or add an additional credit line.
- **Format:** Although most people probably don't enjoy receiving a bill, the format of the bill can influence the customer's overall experience. Today marketers can customize the look and feel of the bill to better meet the needs of the recipient. For example, the print size on a bill sent to a 24-year-old man can be smaller than that on a bill sent to an 84-year-old man.
- **Flexibility:** Effective statement-based marketing requires that modifications and changes be made to content. The billing

system must give marketers the flexibility to make these changes in a timely manner.

- **Customization:** Know thy customer. By leveraging the power of customer segmentation and demographics, marketers can be sure they are conveying the right message to the right customer at the right time.
- **Delivery methods:** Today, customers expect to receive bills in their format of choice—be this online, mail or even SMS.

## Statement-Based Marketing Works

Customers may be inundated with as many as 3,000 advertising messages a day. However, the average consumer will receive fewer than 12 transaction mailings in a month, making each one even more valuable to those interested in building stronger customer relationships. The reasons statement-based marketing works are:

- **Unrivaled Openability.** More than 95 percent of transaction documents, which contain important financial information and usually require action, are opened and read each month—far more than any other type of direct response effort.
- **High Involvement.** Bills and statements receive more attention than any other form of communication, including television advertisements. The average customer invests between one to three minutes for statement review.
- **Trusted Media.** While e-security and telephone fraud make headlines, nearly everyone trusts the U.S. Postal Service to send and deliver mail—including highly important documents.
- **Functionality.** Not only do statements command more attention when they are initially opened, they are often viewed more than once. Consumers value the paper-based nature of transaction mail as they pay bills, submit expense reports, prepare taxes, and file documents.

The rewards of statement-based marketing couldn't be greater—increased satisfaction and customer retention, improved loyalty and cross-sell, and greater profits from customers. It all starts with a simple statement – the one communication that customers look for each and every month.

Suresh Nair is director of strategy, Pitney Bowes Business Insight (PBBI), which provides a unique combination of location and communication intelligence software, data, and services that enable organizations to make more informed decisions about customers, competition, and market expansion. Visit [www.pbbusinessinsight.com](http://www.pbbusinessinsight.com) and [www.pb.com](http://www.pb.com) for more information.

# DMAW CALENDAR

Deadline for registration: 48 hours before the event, space permitting. Registrations received after that will be charged the onsite rate and are subject to space availability. Cancellations must be received 48 hours in advance. No-shows will be billed. Register online at [www.DMAW.org](http://www.DMAW.org) and click on Events, or mail with payment to DMAW.



Monday, July 26 -  
Wednesday, July 28, 2010  
**5th Annual Bridge to Integrated Marketing & Fundraising Conference**

Gaylord National Hotel and Conference Center on the Potomac in National Harbor, MD

Third Thursday of Every Month  
**Monthly Networking Luncheon**

July 15:  
**The Role of Telemarketing in a Multi Channel World**  
Karin Kirchoff, Membership Director,  
Defenders of Wildlife

August 19:  
**Who's Stealing Your Clients?**  
Roger Craver, Founder  
DonorTrends

First Tuesday of Each Month  
**Annapolis Direct Marketers' Social**  
Eva Bowie at [ebowie@scadirect.com](mailto:ebowie@scadirect.com)

Last Wednesday of Each Month  
**Young Professionals Networking**  
Jenna Silverstein at  
[jenna@turnkeysolutionsdm.com](mailto:jenna@turnkeysolutionsdm.com)

Thursday, October 7, 2010  
**9th DMAW Annual Association Day**  
Capital Hilton Hotel, Washington, DC

Thursday, December 2, 2010  
**Best of Direct**  
National Geographic Society

## DMAW Executive Committee & Board of Directors 2010

### Executive Committee

**President**—George Lizama, Production Solutions, Inc., 703-734-5700 glizama@psmail.com

**Vice President and President Elect**—Kristin McCurry, MINDset direct, 703-538-6463 kmccurry@mindsetdirect.com

**Secretary-Treasurer**—Kathy Calta, Vertis Communications, 410-949-2267 kcalta@vertisinc.com

**Immediate Past President**—Graham T. Ruffels, Victory Production Management, 215-272-5600 graham@victorydm.com

### Board of Directors

**Co-Chair, Programs**—Vickie Norman, Robertson Mailing List Company, 703-209-6320 vnorman@rmlc.net

**Co-Chair, Programs**—Robbin Wilson, Convergence Direct Marketing, 301-656-5516 rwilson@convergencedm.com

**Co-Chair, Marketing**—Barbara Armentrout, Marketing General, Inc., 703-706-0337 barmentrout@marketinggeneral.com

**Co-Chair, Marketing**—Suzanne Cole Nowers, Nexus Direct, 757-961-3220 suzanne@nexusdirect.com

**Co-Chair, Membership**—Michael DeFlavia, Lautman, Maska, Neill & Company, 202-296-9660 ext. 14 mdeflavia@lautmandc.com

**Co-Chair, Membership**—Jean Simmons, Catholic Relief Services, 410-951-7458 jsimmons@crs.org

**Chair, Social Media Marketing**—Hilary Baar, The Lukens Company, 703-845-8484 hilary@thelukenscompany.com

**MAXI Awards Liaison**—Jamie Natelson, Avalon Consulting Group, 202-429-6080 ext. 106 jamien@avalonconsulting.net

**Chair, Volunteers**—Alan Rich, Nova Label Co., 301-386-4433 alan@novalabel.com

**DMAWEF Liaison**—Jinny Fleischman, Company's Coming, 202-966-3361 veflei@aol.com

### DMAW Educational Foundation

Karen Depew, Executive Director, 301-652-7074 karen@northwoodconsulting.com  
Syma Mendelsohn, President, smendelsohn@rcmd.com

### DMAW Executive Director

Donna Tschiffely, donna@dmaw.org  
703-689-DMAW, fax 703-481-DMAW

Postmaster: Send address changes to DMAW Marketing AdVents, 11709 Bowman Green Drive, Reston, VA 20190-3501; email info@dmaw.org • website www.dmaw.org

DMAW Marketing AdVents: (ISSN 0896-4742) is published monthly by the Direct Marketing Association of Washington, Inc., 11709 Bowman Green Drive, Reston, VA 20190-3501. Periodicals postage paid at Herndon VA and at additional mailing offices.

# PRESIDENT'S PERSPECTIVE

BY GEORGE LIZAMA

**F**riends kid me about my love of summer and how, as soon as July arrives, I get melancholy thinking that fall is only a box or two away on the calendar. I've read that one of the greatest psychic benefits of a vacation is the anticipation that fills the weeks preceding it. That might also be true of a favorite season. In the spring, I can focus on the approaching summer months and never give a thought to the season's inevitable end.



But summer doesn't start to fade in July. In fact, balmy days in this region last way into ... forgive me for saying ... fall. July is just the beginning. The beginning of an annual embrace of the outdoors, the beginning of the second half of the business year and, for those in direct response, the ramp-up of the Q3/Q4 marathon. Even though we've been busy all year, for those of us in the DMAW, July means: "Ladies and gentlemen, rev up your engines." Melancholy in July? That's kind of crazy, isn't it?

And what could better signal July than the annual DMAW-AFP/DC Bridge Conference? It's just a few days away and we are expecting robust attendance. We already know that we have a very strong program and that sponsorships and support have exceeded expectations. All of us on the DMAW board thank you for this wonderful response. We have an enthusiastic and engaged membership and your support has confirmed this.

But back to July. It's not a coincidence that this issue of *AdVents* is called the "hot topics" issue. The topics aren't thermometer "hot" -- they're lively and relevant "hot," providing stimulation and thought leadership. It's no coincidence that some of the articles were written by

speakers presenting at the Bridge Conference on interesting aspects of direct response strategy and metrics. Others touch on how to get respondents back to direct mail, the sustainability movement, and how print buyers should be seen as allies.

In addition, we have two knowledgeable attorneys from Venable LLP, the large national law firm, writing about these troubled times for the U.S. Postal Service.

While the primary goal of your DMAW is to keep this organization an aggregator of our region's direct response industry, we want to provide information and communication that is worthy of the stature of our members. That includes making *AdVents* a must-read. With Editor Nancy Scott leading the way, we try very hard to provide a balance of tactical and strategic articles. We vet these articles so that they address topics from a hands-on perspective and provide wise observations from "those who know."

We're supporting your professional mission here in *AdVents* and we're doing it again at the Bridge Conference. So bring on July. Bring on the heat. Bring on the second half of the year. And thanks for continuing to support your DMAW.

The Employee Factor reported on the nine strategies that Starbucks CEO Howard Schultz relied on when coffee sales went south in 2008. All strategies were designed to communicate with and engage employees.

- Take responsibility.
- Be accountable.
- Be positive.



- Share the vision with the entire workforce.
  - Clearly lay out the plan.
  - Tell employees what they can expect.
  - Tell employees how they can help.
  - Engage the employee.
    - Foster two-way communication.
    - Ignite passion and enthusiasm.

Source: *The Employee Factor*

## VIEWPOINT

# Neither Rain, Nor Sleet, Nor Gloom of Night Justify Irrational Solutions for Fixing the USPS

BY IAN VOLNER AND DAVID LEVY  
VENABLE LLP

**T**he U. S. Postal Service has recently made very public – with extraordinary media coverage – what policy makers and business mailers have long known: The USPS faces severe, unprecedented threats to its continued operation.

The causes are clear. The Postal Service suffered a \$3.8 billion net operating loss in the fiscal year ending September 2009, expects to lose \$6 billion in the current fiscal year, and projects losses exceeding \$25 billion over the next 10 years. This desperate state is due to the recession and, more importantly, the loss of business to other channels of communications that are sexier, cheaper, and much, much faster: the movement from “snail mail” to “email.”

The Postmaster General of the United States, John Potter, recently announced that major reforms are necessary to restore the Postal Service’s financial health and, in his words, enable it to continue to operate for “centuries to come.” Most of these proposals are likely to be controversial. Some should not be.

For example, the Postal Service – the largest civilian employer in the United States after Walmart – has 36,000 post offices, i.e., retail outlets. That is more stores than Walmart, Starbucks, and McDonalds combined! With volume and revenue sinking, closing some of these post offices is an obvious necessity. That is what the Postal Service wants to do. But voters and politicians raise a hue and a cry every time the Postal Service tries. Each post office has its local defenders. All claim that their local post office is a “community center,” not just a retail outlet. Rubbish: While the postal statutes still describe the Postal Service’s mission as “binding the nation together,” this cannot mean a stand-alone post office in every city block, subdivision, or hamlet. Birth announcements, wedding

invitations and postcards sent from the bottom of the Grand Canyon represent a tiny fraction of mail. And we certainly do not need 36,000 offices to mail or pick up this kind of correspondence—any more than we need a UPS or FedEx office, let alone a telegraph office or pay phone, on every corner.

The first step toward dispelling the gloom that now surrounds the Postal Service is to let go of the romantic myths that have enveloped it for too long. That the Postal Service dates its founding to the founding of the Republic does not justify ignoring economic reality by preserving an oversupply of undersized offices that the American public admires in the abstract but is no longer willing to pay for. The Postal Service is an economic enterprise that imposes real costs on our citizens. It should have a relatively free hand—without undue and irrational intrusion by Congress or regulators—to decide when and where to place its stores.

The alternative to cutting costs—raising prices—would just make matters worse. The Postmaster General and others have floated the idea that the Postal Service should raise rates in order to offset or at least reduce the deficits it has incurred for projects over the next decade. The theory is that since most of the 150 billion pieces of mail delivered by the Postal Service in 2009 came from businesses, they are in some sense responsible for the deficits and should pay more.

Price increases, while a seductive option, would only accelerate the death spiral that threatens the Postal Service. Still more mail would flee the system for alternative, principally electronic, channels of communication. Still further rate increases would be necessary in response. The process would repeat itself until the system collapsed.

The Postal Service itself recognizes the risk associated with a rate increase: the Postmaster General has said that such a rate increase

must be “judicious.” But there is no rational way to know how large a rate increase is “judicious.” The Postal Service lost 4.5 percent of its total volume in 2008, and another 12.7 percent in 2009. Some of this lost volume may have resulted from the recession, and might come back—despite a “judicious” rate increase—when the economy recovers. But there is no way to know how much of the lost volume was captured by the Internet, and how much of the remaining volume is on the verge of following. If the Postal Service guesses wrong, and pushes more of its remaining volume into the Internet, that volume is likely to be gone forever. In short, the idea that the Postal Service can dig itself out of its predicament by soaking its commercial customers is as judicious as betting one’s retirement savings in a casino.

A famous inscription on the main post office in Manhattan, built 98 years ago, proclaims that the gloom of night and other nasty weather will not stay the Postal Service from the swift completion of its appointed rounds. The Postal Service’s current outlook is certainly dark and gloomy. But the Postal Service may yet continue to complete its appointed rounds if we unshackle it from our myths about its role, and avoid quick fixes that fix nothing.

Postal Regulatory attorneys David Levy and Ian Volner are partners at Venable LLP in Washington. Mr. Levy has served as first-chair counsel on behalf of major marketers in every major postal-rate case before the Postal Regulatory Commission since 1983. Mr. Volner has litigated before federal and state courts, the FCC, the FTC and the Postal Regulatory Commission on the full range of direct marketing and communications issues.



The first step toward dispelling the gloom that now surrounds the Postal Service is to let go of the romantic myths that have enveloped it for too long.

# Shifting from The Many to The Only



**L**ate last year, NIH's National Center for Biotechnology Information featured an article to help marketers deal with the multiple wants, needs, and interests of

today's sophisticated—and picky—health care consumers. The researchers talked about the value in customizing health messages, as well as two ways to do that:

1. *Message targeting* aimed at population subgroups who **share characteristics**.
2. *Message tailoring* aimed at **individuals** with very personal characteristics.

The report reflects the growing confidence among experienced direct marketers that today's personalized messages get a better response than traditional shotgun marketing. As to the *relative benefits* of customizing a message to shared or individual characteristics – well, that still “depends.”

Marketers eager to find out what message tailoring can accomplish should consider the following three fresh options for evolving messages from segment appeals to highly individualized appeals:

• **Variable Imaging.** This contemporary way to get somebody's attention reaches far beyond using photos with which the person can identify. With variable imaging, the person's name -- or address or any data touch point -- is IN the image. Because the variables are applied in Photoshop at the time each piece is printed, a particular personalized image is associated only with the precise piece earmarked for a particular individual. Note: Sky Mail Catalog sells this exact concept (framed personalized images) to individuals for up to \$129 per print. It's in demand! Variable images are powerful and they DO boost response rates.

• **Trigger-based Marketing.** Nothing is more individual than a marketing message that appreciates what an individual has just done. For example, today's sophisticated trigger-based marketing systems will

*automatically* deliver a message, depending on how somebody responds to a marketing appeal. Your answer can incorporate a variety of variables. “Dear John. Thanks for your email of July 1. We're shipping your shoes today.” Even if a response never arrived, the auto trigger can act. “Dear John. We missed hearing from you in reply to our postcard sent on July 1. This email has the path to your very own personalized website. Click here.” Trigger-based marketing also works in tandem with events in the marketplace, such as a change in mortgage rates; or goes into action when the customer returns an item or inquires about a product upgrade or service; or suggests a related product when the customer buys, etc.

• **Data Modeling.** A retail client selling products online and through catalogs asked for EU's help in planning and executing a sophisticated variable campaign. The strategy was to showcase related products to customers in a tailored cross-sell promotional effort. To compile data, the client worked with an agency that specializes in developing complex business-logic rules

modeled on one customer's buying habits measured against another customer's buying habits. The result was a tailored postcard that featured both a past purchase and a suggestion for future purchases with a coupon *based on similar customers' buying behavior*. By mailing two to three times per month to between 900 and 1,500 people, over time this tailored upsell has earned a 300 percent ROI.

As the authors of the article aimed at health-care marketers noted, “The choice to use targeting or tailoring depends on a number of factors, including the available resources of a campaign, the size of the target audience, and whether the behavior is simple, such as a small one-time purchase, or more complex, involving a lifestyle change.” It's also true that tailoring messages to the characteristics of an individual is usually associated with an increase in costs, but hopefully an increase in responses as well. Fortunately, testing is every direct marketer's winning strategy for dealing with that uncertainty.

Crystal Uppercue is the marketing manager for EU Services, a 330-employee direct marketing production facility based in Rockville, MD. Download EU's free white paper, “A Marketing Manager's Guide to VDP Project Management,” at [www.euservices.com](http://www.euservices.com).



**ReadSmart®** is a text formatting technology which enhances both print and digital media.

It was created by applying advances in linguistics, psychology, neuroscience and computer science. This unique, patented technology embeds these subtle formatting techniques into the text itself.

**ReadSmart®** increases reading speed by up to 23%, reading comprehension by up to 24% and reading enjoyment and persuasiveness by up to 39%.

**Using ReadSmart® for direct mail resulted in:**

- Greater Net Revenue**
- Larger Average Contributions**
- More First-Time Responders**



[www.rhamarketing.com](http://www.rhamarketing.com)

# A Q&A with Environmental Expert Gary Jones

BY MARGIE DANA

**A**t our 4th Annual Print Buyers Conference, **Gary Jones** delivered a keynote on what constitutes a sustainable printing company. Gary is an industry-acknowledged expert in sustainable printing. He is the director of environmental, health and safety (EHS) affairs at the Printing Industries of America near Pittsburgh, PA. His primary responsibility is to monitor and analyze EHS regulatory activities at all government levels and to provide representation on behalf of the printing industry.

Toward the end of his keynote, Gary introduced the crowd to the little-known Lacey Act. It really caught my attention as something that print buyers and print designers need to know about. So I asked Gary 10 questions about this key piece of federal legislation.

## Gary, in a nutshell, what is the Lacey Act - and why does it matter to print customers?

The Lacey Act was enacted in 1900 and is the primary law that prohibited trade in illegally captured animals and wildlife products such as hunting to supply commercial markets, interstate shipment of unlawfully killed game, and introduction of harmful exotic species and killing of birds for feather trade. In May 2008, the Act was amended to extend this protection to prohibit all trade in plant and plant products (e.g., furniture, paper, or lumber) that are illegally sourced from any U.S. state or any foreign country.

The Act requires importers to declare country of origin for harvest and species of all plants contained in product. The deadline for paper was scheduled to begin starting on April 1, 2010 to September 1, 2010, but it has been delayed to give paper companies more time to put in programs to comply. A new deadline has not been established.

Once the deadline is established any imported paper will have to have a declaration form filed. The declaration requires the following information: scientific name of plant (including genus & species); value of importation; Quantity of the plant; name of the country in which the plant was harvested.

Paper and paperboard products with recycled content require the average percent recycled content without regard for species/country of harvest

The Lacey Act is significant in that the authority granted to the U.S. government means that it can now seek jail time, levy fines, and seize goods for those who violate the law. The potential for enforcement is not limited strictly to those companies that make products or sell illegally harvested goods - but extends to those who actually receive them.

## As it relates to printers and their customers, how is it enforced?

The primary agency with enforcement responsibility is the U.S. Fish and Wildlife Service. Enforcement occurs at the border when covered products are imported and when an investigation would occur. Any importer of a covered plant or product derived from a covered plant must have declaration forms filed as part of the importation process.

## What exactly is "illegal" under the Lacey Act, with regard to paper?

There are two areas where violations can occur. The first is the act of illegally harvesting a protected animal or plant and the second area is the actual trading of the illegally sourced animal or plant. The second is more pertinent to those who purchase paper as the law states one must "import, export, transport, sell, receive, acquire, or purchase." The word receive is highlighted because fines can be levied for knowingly and unknowingly receiving paper made from illegally sourced fiber such as trees and/or other plants.

The potential areas for concern are first and foremost the paper that is being used to produce a product, but the scope of the act does not just address unprinted paper. The law requires that paper that is made outside of the U.S. must have a declaration filed. However, a declaration would also be required if finished printed goods were printed outside of the U.S. and then imported.

In fact, there are several other scenarios where the printer or print customer may have to file a declaration. For example, if a portion of a product is printed outside of the U.S. and imported and added to or assembled in the U.S., then a declaration for the imported piece is required. If the pulp is from the U.S. and the paper is made in the U.S., but the printing occurs outside of the U.S., then a declaration would be required. Likewise, if the pulp is from the

U.S., but the paper is made outside of the U.S., even though the printing may be done in the U.S., then a declaration would be required. Lastly, if the pulp is imported and the paper and printing is done in the U.S., a declaration is required.

## Are there specific steps that you recommend print customers take to ensure that their printers are in compliance with the Lacey Act?

Yes, the best approach to take is to "exercise due care," which is specifically mentioned in the Act. Printers and print customers who can demonstrate that they have "exercised due care" will be able to mitigate any potential penalties that could be levied against them. However, even those companies that can show they are innocent can still have the products made with the illegal plant or plant product seized by the government.

Due care is situational and means that degree of care which a reasonably prudent person would exercise under the same or similar circumstances. Due care is applied differently to different categories of persons with varying degrees of knowledge and responsibility. For example, a zoo director is expected to know and understand which species are protected by various countries where the average person going into a pet store to obtain a pet would not be expected to know which species are protected.

Due care can be shown by taking positive actions to show that efforts were made to determine the source and origin of paper being used for products. Developing a policy on the steps that will be taken for paper purchasing will provide a basis for actions and will serve as baseline for all employees involved in paper purchasing. Providing training on the purchasing policy and documenting the training also will show a positive response. Most importantly, ask questions, visit suppliers and document everything that can be documented. For example, if the paper that is being purchased is imported, ask for a copy of the declaration. If the paper is made from pulp that was imported, ask for a copy of the declaration. If the pulp and paper is produced domestically, then a letter or other supporting information from the vendor will be necessary. Asking questions is always a good starting point.

## Does SFI or FSC certification mean a company is already covered by (in compliance with) the Lacey Act?

No. SFI and FSC certification does not

# Print Buyers *Can* Save the Earth

BY KEVIN NIELSEN



**S**uperman had his cape and Wonder Woman those amazing bracelets. These super heroes took out bad guys or stopped runaway trains. But their

super-hero acts pale in comparison to the mighty Print Buyer who with one call can initiate a chain of events that contributes to planetary salvation.

Planetary salvation? Of a type, yes. We're talking about provisions of the 2008 expansion of The Lacey Act, which bans commerce in illegally sourced paper and pulp within the category of wood products. (Space here limits explanation. To learn more about The Lacey Act go to [www.eia-global.org/lacey](http://www.eia-global.org/lacey).)

Preparing for this article made me wonder about things like organic food.

How do we know, for instance, that the organic beef we buy was not fed growth hormone? How do we know pesticides were not used to grow those tomatoes? Under the Department of Agriculture and the organic industry there is a broad structure in place to ensure proper organic labeling practices are followed.

In a similar vein, the expanded Lacey Act charges the U.S. Fish & Wildlife Service to police imports of wood products. Reading the law threatens the non-lawyer with a migraine. So what role can printers and buyers of print play to ensure that their printed products are not being manufactured with fiber from illegal sources?

It's a simple and powerful role. Just make a phone call or send an email stating your expectation that paper must comply with Lacey. That call will prompt your printer, if they've not already done so, to contact all of their paper suppliers. Some good questions to flow upstream include:

- Are your paper suppliers in compliance with The Lacey Act?
- Can you explain the documentation and procedures you have in place?
- What's the country of origin of the wood fiber? Is this country or wood

type known to have issues with illegal harvesting?

While studying the provisions of The Lacey Act and talking with our paper suppliers, the words "assurance" and "proof" kept coming into my mind. Do we have hard proof our paper is clean? Are assurances satisfactory? As much as black-and-white proof might be comforting, in a world of gray I settle for a solid assurance.

The Lacey Act requires both producers and receivers of paper products to take "due care," which is defined as "that degree of care which a reasonably prudent person would exercise under the same or similar circumstances."

From our position near the end of the printed-matter supply chain, printers and print buyers can exercise due care with a layered approach that includes pointed questions, requires third-party certification, and acquires written assurances that upstream suppliers demonstrate proactive measures for enforcing Lacey Act requirements.

Be a super hero. Heed The Lacey Act and help save the earth.

Kevin Nielsen serves as account executive with Japs-Olson Company of St. Louis Park, MN. He can be reached at [knielsen@japsolson.com](mailto:knielsen@japsolson.com).

always guarantee that the fiber used in paper is completely traceable. The only designation where the fiber is 100% traceable is with the Pure Fiber certification, in which *all* of the fiber in the paper came from a certified source. Since this paper is not common because most paper companies do not dedicate production to only Pure Fiber certified paper, almost all certified paper is a mixture of fiber from certified areas and fiber from "controlled fiber" sources.

Controlled fiber refers to any wood fiber in an FSC product that isn't from an FSC forest or recycled. All controlled sources are screened to ensure they aren't contributing to any of the five most destructive practices in forestry: illegal logging; natural forest conversion to other land uses; the liquidation of high conservation value forests; civil rights violations; genetic modification of forest species (traditional breeding being fine, of course).

In addition, paper that has the recycled designation means that the paper is made from recovered fiber, regardless of the source. The fiber in the paper could be

from any source as long as it has been recovered and used to make recycled paper.

## Can you give us one example of a violation of this Act?

On November 17, 2009, the first-ever enforcement action under the law was initiated when U.S. federal agents raided Gibson Guitar Corporation's manufacturing facility in Nashville, TN. The raid was part of an investigation into the illegal trade of a rare wood species used on some of Gibson's musical instruments. The agents seized wood, guitars, and other documents. The wood in question was harvested from Madagascar. Following political turmoil in Madagascar earlier in 2009, loggers invaded Madagascar's national parks and plundered valuable hardwoods, such as rosewood and ebony, for export to international markets.

## What are penalties for failure to comply?

The penalties for knowingly violating the law or filing a false declaration can be severe. The fines for trading (buying or selling) illegal plants or animals can be up to \$500,000 for a corporation and \$250,000 for an individual along with a prison

sentence of up to five years. The fine for knowingly filing a false import declaration is a fine of up to \$10,000 and a possible prison sentence of up to 5 years. In both instances all goods will have to be forfeited.

The fine for "unknowingly" trading in illegal plants or animals without exercising "due care" is a fine up to \$200,000 for corporation, \$100,000 for individual, or twice maximum gain/loss from transaction. There is also a possible prison term for up to one year and forfeiture of goods. The fine for "unknowingly" filing a false import declaration without exercising "due care" is \$250 and possible forfeiture of goods.

The fine for "unknowingly" trading in illegal plants or animals with exercising "due care" is forfeiture of goods. The fine for "unknowingly" filing a false import declaration with exercising "due care" is \$250 and possible forfeiture of goods.

© 2010 Gary Jones and Margie Dana. Reprinted with permission. This article appeared as an issue of Margie's Print Tips in February 2010. Margie's Print Tips is a weekly newsletter published since 1999 to build bridges in the graphic arts community. Subscribe at [www.printbuyersinternational.com](http://www.printbuyersinternational.com). The article can be found in full at <http://bostonprintbuyers.com/printtips/10-02-08.html>

@BRIDGECONFERENCE 2010

# Our Top 10 Reasons to Attend the Bridge Conference

BY GREG ALBRIGHT AND DAYNA KUJAR, CO-CHAIRS

2010 BRIDGE TO INTEGRATED MARKETING AND FUNDRAISING CONFERENCE

**1** **Talk to the Experts.** At the Bridge Conference, you'll learn and network side by side with expert speakers, as well as gain insight, intellectual stimulation, and ideas for solving your latest professional challenges.

**2** **Value for Your Investment.** We've frozen our 2008 registration prices and secured last year's hotel price to help you get the most for your money!

**3** **Rekindle Your Professional Vision, Mission, and Passion.** We have three keynote presentations that will inspire and invigorate you -- sending you back to your organization refreshed and loaded with new ideas.

**4** **Find Practical Solutions to Your Challenges.** Visit the "Solutions Showcase" page on the Bridge Conference website ([www.bridgeconf.org](http://www.bridgeconf.org)) and see all the best tools in one place! Take advantage of the educational value our vendors can offer you.

**5** **Stay Ahead of the Curve.** Leaders who understand how to collaborate, innovate, and produce results are the most sought-after employees. Capitalize on networking opportunities and get engaged so you can stay connected all year round.

**6** **Cost Savings.** Improve your bottom line by improving your production, which can add up to huge savings for your organization.

**7** **Improved Results.** Whether it's getting your message out, landing that donor, or improving your customer base, take advantage of the technologies and best practices for multi-channel marketing and fundraising campaigns.

**8** **In-Depth Education.** Full-day pre-conference workshops (visit [www.bridgeconf.org](http://www.bridgeconf.org) for details) dive deep into key areas.

## 7 Easy ROI Metrics for Social Media Marketing

BY HARRY GOLD



**M**arketers

are investing huge amounts of time in social media marketing and asking, "What is my organization getting back?"

Well, if you understand how to combine the tracking and analytics tools you already have, it's easy to calculate ROI on social media. Here are a few metrics to use.

**Wi** Friends, fans, and followers: Is your media driving spikes in the average rate of people connecting with you for a lifetime? Yes? Report that and take note. Lifelong social connections are very valuable! Computing the costs of getting a Facebook fan or Twitter follower by each media tactic helps determine what one is worth on your vertical.

**Wi** Social sharing: How many times did users who saw your banners or landing pages click on a chiclet to share your content? If an average Facebook fan has 138 friends, every click on a Facebook sharing chiclet has the

**You're judged by the company you keep**

*This space is reserved for you!*

**ADAMS HUSSEY & ASSOCIATES**  
WASHINGTON • SAN FRANCISCO

[www.ahadirect.com](http://www.ahadirect.com) | (703) 248-0025





**9** **Real-World Solutions to Your Real-World Challenges.** Attend sessions that highlight case studies that demonstrate how forward-thinking users improved their results with technology.

**10** **Competitive Advantage.** What are other organizations like yours doing to succeed? Learn how you can get the competitive edge!

potential to turn one click into 138 impressions. What is your tweet reach? All the impressions you get from chicle-based viral distribution can pump up your online ROI in a big way.

📶 **Video plays:** Don't forget the value of a consumer watching your video. What is that worth? A lot, if you stack it up against the cost of a 30-second pre-roll!

📶 **Comments and engagement:** Are you creating high levels of engagement on your Facebook page? Track comment and wall post levels in a dashboard or chart. Facebook provides this data free in Facebook Insights.

📶 **Page views:** A page view in your social sites is worth as much as a page view on your website. Look at how many page views your online media creates on your site and what a page view is worth. That's the value of a page view in your Facebook fan page or YouTube channel.

📶 **Traffic, leads, and revenue:** You can track these critical metrics just like you track your email, paid search, and online media using simple tracking links and your web analytics or ad serving and tracking platform (Google Analytics, Omniture, Unica, Dart, Mediaplex, etc.). Use campaign-tracking links with shortened URLs like bit.ly everywhere you can and track clicks and actions from your tweets and status updates. Isolate the big social-referring URLs in your web analytics and see

**This is just the beginning.**  
Find your own best reasons to attend at  
[www.bridgeconf.org](http://www.bridgeconf.org).

## 2010 Bridge CONFERENCE

how many clicks, leads, and sales you get from sites like Facebook, Twitter, YouTube, Flickr, and Blogger.

📶 **Phone calls:** A little more technical wizardry is needed here, but it is still very possible. Use unique toll-free numbers in your social chatter (tweets, Facebook posts, etc.) and generate toll-free numbers on your site based on the referring URL of a site visitor. Use this strategy with banners, paid search, and email, as well.

If your goal and main metric are leads and cost-per-lead, then the opportunities and technology exist right now to apply

your objective to social media and effectively measure the outcome.

Harry Gold is CEO and managing partner of Boston-based Overdrive Interactive. As the architect and conductor behind Overdrive's programs, Harry's primary mission is to create innovative marketing programs based on real world success and make sure that the best marketing and technology practices that drive those successes are continually institutionalized into the culture and methods of the agency. His client experience includes search and online media management for top companies that include General Motors, Harley Davidson, John Hancock, Dow Jones, EMC, Progress, LoJack, Cognos, Levitz and more. Harry is a frequent lecturer on search engine marketing and online media for The New England Direct Marketing Association, The Ad Club, and Boston University. He is also a recognized subject matter expert and columnist for ClickZ.

The best way to predict the future is to shape it. At OMP, we work side-by-side with some of America's leading nonprofit organizations to launch, sustain and grow forward-looking fundraising programs. Our clients are in the forefront of future-facing engagement and fundraising approaches.

OMP's clients benefit from our research-driven creative strategies; our wide-ranging knowledge of direct mail, new media, canvassing, and telemarketing; and our analytical tools which flow across channels as fluidly as today's donors. Contact us if you'd like to start shaping your fundraising future.



*OMP: Helping America's Leading Organizations Shape the Future.*

1133 19<sup>TH</sup> Street, NW ■ Suite 300 ■ Washington, DC 20036  
202.467.0048 ■ [info@ompdirect.com](mailto:info@ompdirect.com) ■ [www.ompdirect.com](http://www.ompdirect.com)



# Understanding the New Data Landscape

BY BRUCE BIEGEL



**A**ccording to Unica, a developer of marketing automation tools, more than 75 percent of marketers are now using some form of online data to

complement their “traditional” (in other words: “offline”) demographic and transactional data for use in developing marketing offers. But marketers still struggle with basic questions: Which data types matter? How should they be compiled? And what will need to be done to make use of this growing mass of visitor, customer, and prospect information?

In the offline world, data acquisition was always a time-consuming and expensive process—often involving telephone books and directories, census information, government records, transaction databases, and warranty or subscription fulfillment cards. Today’s online data is more abundant, easier to compile, and unparalleled in granularity and potential for predictability. Derived from multiple online sources—including e-commerce sites, portals, lead-generation companies, social networks, online publishers, and marketer web sites—the information is typically stored in multiple online databases, integrated with customer databases and licensed to data exchanges, ad networks, and marketers for use in targeting consumer “audiences.”

For many marketers, the goal for *all* data types is to apply them in “integrated” data sets for use in both on- and offline marketing. Many marketers (and publishers, for that matter) are integrating legacy databases (or adding data compiled by third parties) to derive better conversion rates, drive higher ROI, and enable deeper insights into their customers’ preferred communication and transaction channels.

But in order to capture the most value from integrated data, many marketers have

found they must first fundamentally transform their internal operations—breaking down their own marketing execution “silos” and growing more analytically and technically sophisticated—in order to achieve the greatest benefits from available data and segmentation/optimization technologies. But even that is still challenged by a combination of issues surrounding the use of the data, including more stringent privacy guidelines, questions around data ownership and use rights, multiple identifying

locations, addresses and devices, varying rates of decay for the useful life of the data, disappearing data tied to cookies, and lack of a central directory of digital data.

For more information on understanding data, attend Bruce Biegel’s session, “Understanding Digital Data—How Online Data is Changing Direct Marketing,” on Wednesday, July 28. This session is part of the Bridge Conference’s Commercial Marketing Online Strategies Track 3B.

Bruce Biegel is managing director of the Winterberry Group LLC, a global strategic consulting firm that helps advertising and marketing companies grow shareholder value. Contact him at [bruce@Winterberry Group.com](mailto:bruce@Winterberry Group.com).

## Online and Offline Audience Data: Types and Typical Online Sources

Types of Audience Data	Description	Primary Online Compilers
<b>Geographic</b> (online, offline)	Contact name tied to physical and/or email addresses	Publishers, e-commerce merchants, online lead generation companies (email), third-party data providers appending to known users
<b>Technographic</b> (online)	Browser data containing browser type, computer type and IP address	Online publishers, e-commerce merchants, ad networks, ad exchanges, data exchanges
<b>Demographic</b> (online, offline)	Data describing the contact as member of a larger population group (e.g. age, income, gender, etc.)	Publishers, e-commerce merchants, third-party data providers appending to known users
<b>Behavioral / Psychographic</b> (online, offline)	Inferred or self-provided attitudinal or (offline) behavioral data	Publishers, e-commerce merchants, ad networks, ad exchanges, data exchanges, third-party data providers appending to known users
<b>Social Graph and Location Data</b> (online)	“Crossover” of geo-/ demographic and/or attitudinal data derived from social media profiles and interactions	Online social networks, user-generated content websites, mobile devices, mobile apps
<b>Transactional</b> (online, offline)	Purchase history data	E-commerce merchants, data exchanges, data co-ops

Source: Winterberry Group LLC 2010

**As a company, we share the commitment of millions of Americans who wish to belong to something larger than themselves and to join with others in working to make the world a little better than we found it.**

**Direct Mail • Telemarketing • Online Fundraising • Print Media • Direct Response Television**



**Craver, Mathews, Smith & Company**

1900 Campus Commons Drive, Suite 450, Reston, Virginia 20191  
(703) 258-0000 • [cravermathewssmith.com](http://cravermathewssmith.com)

**For information on how CMS can increase your fundraising bottom line contact Ellen Cobb Church, Principal & CEO.**

continued from page 1 (bottom)

improve your web, social, and direct marketing programs.

**Think Beyond RFM&P (Recency/Frequency/Monetary and Profile) for Web & Social Marketing**

To best define your web and social media prospects and customers, you need to better understand the five dimensions of personality that determine the nature and extent of social interactions. They are:

- 1. Drivers:** the strength and sources of motivation that move you to action. Drivers are critical in determining the amount of effort an individual will use to address their needs and the way they interact with a web community (and the frequency of those interactions). What we want to discover about an individual's motivational drivers include: Are they internally or externally driven to action? What is the source? How strong is their drive?
- 2. Triggers:** special events, occasions, or stimuli that force, entice, or encourage

an individual to act. In most companies, trigger events, or triggers combined with drivers, are useful in determining what communities to build on your website or in your social media programs.

**3. Search strategies:** the media, channels, and tools used to find the needed expertise to address our needs. In understanding search strategies, focus on all the media used to obtain expert opinions and information about your products and services. Ask questions about the media sources and then "drill down" on each one to discern specific magazines, TV shows, websites, blogs, and social media.

**4. The purchase experience:** the process and methods we use to make a purchase -- from initial impulse to final purchase and use. We have found it extremely useful to focus on the time from start of search to the purchase decision, where and how the purchase is made, and the frequency and number of purchases made in recent years. In developing the survey, we focus on understanding the

last purchase, as we have found it most relevant to predicting future actions.

**5. Household/business situation:** information describing the individual and his or her household. If you develop surveys using database customers or prospects or a national panel, you can overlay this data and avoid asking these more personal questions.

In summary, knowing your prospects' drivers, triggers, search strategies, purchase experiences, and household situations gives you important knowledge to improve and better target your web and social media programs. Ask your web visitors about themselves and let them guide you to greater market share and improved profits.

Randy Hlavac is the CEO of Marketing Synergy, a web and database analytics firm in Naperville, IL. Randy can be reached at rhlavac@msinetwork.com.

Learn more from Randy at the 2010 Bridge to Integrated Marketing Conference, including how to execute surveys and build better web communities using Persona Segmentation.

**Go "green" . . .**  
*with membership cards that are environmentally friendly*

**Level 1 EarthKard**  
 Go "green" without spending any more money than for traditional cards!

**Level 2 EarthKard**  
 Go even "greener" for not much more money!

**Level 3 EarthKard**  
 Go totally "green." All Level 3 EarthKards are made from all natural materials, and are compostable (which means biodegradable)!

**MEMBERSHIP CARDS ONLY, LLC**  
**1-800-77CARDS**

For more information, visit our new website:  
**[www.earthkards.com](http://www.earthkards.com)**

# Will Direct Mail Work Forever?

MAL WARWICK



Mal Warwick Associates



Donordigital

Today's nonprofit organizations still raise far more money through direct mail than online—but how much longer will that continue? Facebook, despite its more than 500,000,000 members, has raised only very small sums for nonprofit organizations to date. But will that still be the case two years from now, or five, or ten? And what role might mobile technology play in the future of fundraising? All good questions. Yet technology is just one of many factors that will influence the evolution of fundraising in the years ahead. Consider the economy, for example—or demographics, or legislation that may affect the nonprofit sector.

No one can predict what will happen, but the thought leaders at Mal Warwick Associates | Donordigital have a time-tested way to help you explore the possibilities—and shape your organization's fundraising strategy to meet the contingencies. It's called scenario planning. To learn more, attend Mal Warwick's Tuesday morning workshop at 11:00 and receive a free copy of our Scenario Planning Kit.

Call us to learn more about our winning combination: (510) 225-0401.

San Francisco, CA | Washington, DC  
[www.malwarwick.com](http://www.malwarwick.com) | [www.donordigital.com](http://www.donordigital.com)

# NEWS NOTES

- **Eric Rozencaig**, president and CEO of **ABIS, Inc.**, was recognized as one of the "thought leaders of Baltimore" when he was chosen for *SmartCEO's* 2010 Smart100 Program. His success story will be featured among those of other selected CEOs in the 13<sup>th</sup> edition of *SmartCEO* magazine, and recognized as a role model and leader in business. The *SmartCEO* community is renowned for its strong leadership network and focus on growing businesses. The program will allow its members to participate in Smart100 events, connect with CEOs and business owners, and serve as mentors to the community. Contact Kara Redman at kredman@abis.com or visit www.abis.com.

- **Production Solutions**, Vienna, VA, has hired **Doug Benson** as Business Development Director. He will be responsible for client development in the western half of the United States and will be based in Chicago. Benson is a veteran of the agency segment of the direct marketing industry and has held a number of senior executive positions. Production Solutions is a 20-year-old firm specializing in production management and postal logistics for the direct response industry. Contact GLizama@psmail.com

- **Antony "Tony" Danzy** has joined **CDR Fundraising Group** as senior group manager. Previously, Danzy was vice president of client development with OMP, Inc., a Washington, D.C.-based fundraising and communications agency. In his new role, Danzy will bring his integrated fundraising experience to the CDR Fundraising Group team, working with clients who serve a variety of social causes. Contact Bethany Frye at (301)858-1500 or bfrye@cdrfg.com.

- **DirectMail.com**<sup>TM</sup> has signed a strategic partnership agreement between **GeoSoftWorks, LLC** and Richardson, Tex.-based **DirectStrategies**, a direct response fundraising agency. DirectMail.com principals are the majority owners of GeoSoftWorks, the firm through which it licenses the patented GeoSelector<sup>TM</sup> technology. Under the terms of the agreement, DirectStrategies will use

the GeoSelector Pro<sup>TM</sup> edition to assist the fundraising efforts of its small-to-intermediate-size nonprofit clients throughout the Southwest United States and to quantify the technology's impact on market share and gift giving. In other news, **DirectMail.com** has signed a contract to create, host, administer, and manage private, online print, mail, and campaign-management portals for the ServiceMaster brands, beginning with Merry Maids. The online portal gives franchise owners affordable, professional direct mail and collateral pieces. Contact Jeanne Zipp at jzepp@dprgroup.com.

- **ThePort Network, Inc.** has launched the **Social Institute**, a new think tank for bringing together experts and exploring the various disciplines within the practice of social networking and media. The new think tank seeks to provide members with a blended educational experience and will include both in-person and online events and activities. Research and market analysis are also a key focus for the Social Institute, which has already agreed to provide **ASAE & The Center** with aggregated social data collected from ThePort's nearly 2 million active users who now use

its social networking product platform. "We are thrilled to be able to serve not-for-profit organizations through the Social Institute," said Suzanne Carawan, vice president of marketing & strategy. "We are only at the beginning of experiencing the organizational changes that social media will bring." Contact Suzanne Carawan at Suzanne.carawan@theport.com.

- **Double Envelope** and its parent company, BSC Ventures, have acquired the operating assets of **Oles Envelope Corporation** in Baltimore. Founded in 1912, Oles operates a 115,000-square-foot, custom-envelope manufacturing facility with a focus on the direct mail market. BSC plans to operate the Oles plant in Baltimore and transition the name to Double Envelope. Contact John Draper, 540-265-6218 or jdraper@double-envelope.com.

- **Cathy Finney** recently joined the Washington, DC office of **A.B. Data** as Senior Consultant. A 15-year veteran of direct response fundraising and donor development, she was most recently Assistant Vice President at MINDset direct. She can be reached at cathy.finney@abdata.com or through consulting.abdata.com.

## Small Town or Big City?



**From the small family business in Anytown, USA... to the Fortune 500 company in a major metro market... AMi has the experience, expert staff and equipment necessary to deliver the results you seek from your next direct marketing campaign.**

**Rely on AMi to Manage Your Next Direct Marketing Project, However Large or Small.**

- ✓ Fulfillment - Premium and Product
- ✓ Print and Print Management
- ✓ Cross Media Marketing
- ✓ Full Service Mailing
- ✓ Strategic Planning
- ✓ Data Management



**Contact AMi for a FREE Consultation Today!  
Call: 703-370-0382**

E-mail: sales@amidirect.com • 4407 Wheeler Ave, Alex, Va 22304-6148

# Talking 'Bout My Generation

BY ANNE LOEHR



**W**hat's the No. 1 marketing myth today? *Twitter and Facebook groups will immediately increase sales.* Yes, these tools can work. And they can

backfire if you don't understand the three

Gen Y | Gen X | Boomers

	25-34	35-44	45-54	55+	Overall Population
Creators (write, publish, upload)	32%	23%	19%	13%	24%
Critics (rate, comment, contribute)	45%	34%	37%	28%	37%
Collectors (RSS, tag)	26%	20%	17%	12%	21%
Joiners (social networking)	70%	54%	38%	26%	51%
Spectators (read, listen, watch)	79%	73%	71%	64%	73%
Inactives	10%	17%	21%	30%	18%

Source: Forrester Groundswell Profile Tool, 2010

## Behavior

	Gen Y	Gen X	Boomers	Population
Go online at least monthly	78%	82%	76%	74%
Purchase products online at least monthly	30%	40%	32%	35%
Bank online at least monthly	48%	62%	50%	55%
Text message at least monthly	63%	45%	25%	38%
Access Internet by phone at least monthly	18%	17%	8%	11%

Source: Forrester, The State of Consumers and Technology: Benchmark 2008

## Media Usage by Generation

	Gen Y	Gen X	Boomers	Population
Read blogs	30%	22%	12%	18%
Social networking	75%	50%	30%	41%
Watch Internet video	40%	32%	22%	30%
>9 hours/week personal online time	40%	30%	25%	30%
At least 1 hour/week newspapers	20%	30%	52%	46%
>9 hours/week television	48%	50%	58%	57%

Source: Forrester, The State of Consumers and Technology: Benchmark 2008  
Pew Research Center Internet and American Life Project, 2010

main generations in today's workforce and how they buy.

Imagine working in Japan, Argentina, and South Africa. To work effectively, you would need to learn the language, habits, and history of each country. The same applies generationally. You must speak three languages and learn three sets of habits if you want to work effectively with each generation. If you speak Japanese in Argentina, you will fail in effectively communicating with the Argentine. If you speak Gen Y to a Boomer, you will also fail in effectively communicating with the Boomer.

### Who are the three generations?

There are three dominant generations in today's workforce: Baby Boomers, Generation X, and Generation Y, sometimes called the Millennials or Digital Natives. Each generation was shaped by the political, technological, and societal events that occurred during their formative years. Each generation has its own values, personality, language, and buying habits.

In general, Baby Boomers were shaped by Vietnam and Civil Rights, the women's movement, and the man on the moon. From these dramatic events, Boomers collaborated as a whole so their voices could be heard and changes made. Consequently, Boomers tend to be idealistic, ambitious, optimistic, consensus-driven, and cause-driven.

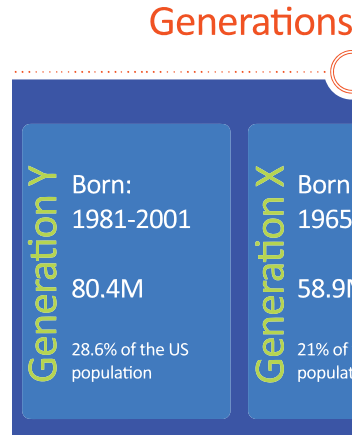
Generation X dealt with the aftermath of Watergate, the Challenger explosion, skyrocketing divorce rates and the launch of MTV. From these events, Gen X often felt that they couldn't trust their government or their families to look after them. So they tend to be self-sufficient, pragmatic, and results-driven, valuing material wealth more than their parents.

Since Gen Y, also known as Millennials and Digital Natives, were wired from day one, they expect everything to be "downloaded" immediately. Any

global event is online in seconds, so studies show that a 10-year-old Gen Y has the maturity level of a 16-year-old Boomer. They are as diverse as the globe and value connections, wanting to be part of a community at home, work, and play. They had a voice at "family meetings," and thus have the confidence to articulate, the tech skills to create, and the community to support them in their visions of success.

### Generational Social Media

Now that you understand each generation, let's see where each generation spends its time online. Referring back to paragraph No. 2, it's clear that Gen Y-ers are the creators, critics, collectors, joiners and spectators; with Gen X also joining and spectating. Paragraphs No. 3 and 4 break down each generation by specific behavior, with Gen Y and X lead-



**Tell us to stick it!**  
(or stuff it, glue it, fold it . . .)



- Conference Bag Stuffing
- Collating
- Notebook Assembly
- Shrink Wrapping/Poly bagging
- Packaging
- Applying Labels/Stickers
- Folding/Inserting
- Electronic Counting
- Banding
- Gluing
- Poster Rolling
- Double-stick Taping
- Multi-hole Drilling
- Mailing Services
- Mechanical Assembly
- Ink-jetting
- Customized Services

**ROI**

Rehabilitation Opportunities, Inc.

**(301) 731-4242**  
[www.roiworks.org](http://www.roiworks.org)

ing the way online, and Boomers leading the way off-line. So what does this mean if you are marketing to each generation?

Boomers are less price-sensitive and tend to purchase for need. They place a value on product/service experience. Yet, to date, there is a lack of relevant content that mirrors their need for understanding

features and benefits. They are a growing presence online, especially in social media, online shopping, loyalty programs, and email.

Gen X-ers purchase for want. They are market savvy, pragmatic, and demand honesty. They are less loyal to brands and more

solution-orientated. They are a busy generation, often taking care of kids, a career, and aging parents, so they will use technology when it supports a lifestyle need. They are an entrepreneurial generation, owning 70 percent of all new businesses, and thus are heavy users of online shopping and banking, blogs, and email.

Gen Y is a culture of pure consumerism and strong brand loyalty. They are the key to future revenue growth. Viral elements, not static links, are the key to their engagement. They will likely tweet and text in real-time from stores and venues. This will likely cause a resurgence of high customer-service standards.

### What's next?

If you want to create a Web 2.0 plan, where the buyers are in charge, you need to focus on the basics: Choose one generational target market, determine how your target market participates online, and use the appropriate technology, tactics, and tools for your market. Following this simple plan will help you target your market and connect with them in new ways. Now that's a win-win!

Named the "Generational Guru" by The Washington Post, Anne Loehr's insights into effectively managing, and selling to, each generation gives her clients a leading edge. Working with the Air Force, Johns Hopkins University and Morgan Stanley Smith Barney, she helps leaders improve their marketing communications and deepen their client relationships. Contact her at 202-390-2711 or [anne@anneloehr.com](mailto:anne@anneloehr.com).

## POSTAL DEVELOPMENTS

BY ELLEN PAUL

### USPS Hits a Home Run



The folks at the post office have asked me to say something nice about them for a change. So I've found an underreported U.S. Postal Service program that is so good, it's a slow pitch right over home plate. A gimme.

First, the pre-game warm-up. There have always been people who prey on others. The Internet has simply made it easier for the bad guys to grow their businesses; they can now approach thousands of people simultaneously.

On the other hand, professional standards for the bad guys are declining. They don't have to be skilled liars or actors anymore as everything is transacted at long distances and anonymously. They don't even have to be passable spellers! Any doofus can get in the act today. Fagin must be spinning in his grave.

Rules? You gotta be kidding. There *are* no rules when you deal with these guys. They know that a fool is born every second, (yes, *everything* is speeding up today), so it's simply a matter of numbers. When they send out millions of spurious offers they know that eventually some sucker will bite. Got it? Let the game begin.

Among all the cyber crimes, identity theft is the fastest growing crime in the U.S., which—if you've seen the way people drive on the Beltway—amazingly surpasses even road rage. Consider my emails from just last week. I won the lottery in 15 countries; well-heeled relatives who have left me vast amounts of money are keeling over at an alarming rate; "Reverend Bob" has asked me to print flyers and then ship them to an orphanage in Amsterdam (there are no printers in Amsterdam?); banks and credit cards that I don't even use have kindly alerted me to serious problems in a long-forgotten account (another senior moment?); and dozens of

exotic Russian hotties lust after me (I wonder if my husband knows!). I've been invited to earn my doctorate online without having to open a book at least 10 times (osmosis?); and if earning a doctorate isn't my thing, then photography school (snicker) might be. My precious credit score is changing on an almost-hourly basis; and a long-lost cousin is stuck overseas and needs me to wire some funds so she can get home again.

The one thing that all these opportunities have in common is that I have to give my bank account information before the transaction can be completed. The bad guys are betting on my greed, lust, fear, or other baser instinct to trump common sense. The bad guys are Ph.D.s of the dark side, although occasionally they work the sunny side of the street, too, when they depend on my curiosity (my changing credit score) or compassion (my stranded cousin) to elicit my response. It's just human nature, after all.

But now here's the game-changer. The USPS and the USPS Postal Inspection Service have stepped up to the plate. They, together with federal, state, and local government agencies and consumer protection groups, have launched the website [www.deliveringtrust.com](http://www.deliveringtrust.com).

A nicely packaged site, it is easy for the prey (that's you and me) to see how the Top 10 scams work. You can watch a video or download the script (a good place for parental "talking points" to begin). And while Kevin Spacey and Meryl Streep won't fear for their jobs, the actors get the point across. Best yet for a government site, it is occasionally amusing.

A minor quibble: the test, ostensibly for children, is probably over the heads of all but the junior Mensa crowd. It's still a good place for parents to start talking to the kids, though, and I bet that many parents will learn something from taking it, too.

Okay, USPS. You hit a home run against the bad guys with this one. Now please tell me how to stop their barrage of emails.

Ellen Paul watches the postal system for *Adv*ents. You've read her articles for years—now she wants to hear from you! Speak out and speak up on matters marketing and postal. Join her new blog, <http://paulandpartners.blogspot.com/>.

### in Numbers

-1980

M

the US  
tion

Baby Boomers

Born: 1946-1964

82.8M

29.4% of the US population

Data taken from 2000 census. This is the US population not the workforce.

continued from page 1 (top)

your receipts with an email address where they can send their responses.

Most importantly, if you're going to be soliciting feedback, you should be willing or able to make some changes. If you ignore problems, you could end up frustrating your customers even more.

### Get involved in helping your community

*Do you know about organizations or other businesses in your neighborhood that are helping in the community? And do they know about you? Are you doing what you can as a company to inform your customers about how they can help in the community? Are you getting involved in the fundraisers and events going on right around you?*

Many major manufacturers have millions of dollars to spend on philanthropy. Helping people in your community doesn't need to cost much – or even any – money.

Own a neighborhood shoe store? Contact a local group coordinating a 5K fundraiser, and volunteer to hang posters, accept or process sign-ups, and host a pre-event shirt / chip pick-up. Have a store that closes early or opens late? See if any groups can use your parking lot for a concert in the evening or a neighborhood garage sale early in the morning. (Just make sure your insurance covers you for such events). Promote the event inside your store in the lead-up to it. Think creatively about what you have to offer, and find a cause that can use it. Odds are, there's an organization out there that would love to take you up on your offer.

### Engage online

*Do your customers know how to find your information online? Do you know what is being said about you on business-review websites? Are you getting the page views you were hoping for out of your search engine marketing efforts?*

In all of these situations, engaging online can improve your presence and drive more customers your way. Take advantage of free services such as Google's business listings to have your location, contact information, and hours readily available for users who look for your store online. To improve your chances of being listed in organic searches, make sure to create a site map of your website and submit it to the search engines. Find blogs or other sites that offer information about the type of goods and services you offer, and use your expertise to offer valuable comments on those sites. Visit customer-

review sites, such as Yelp, often to protect your brand reputation online. Any of these efforts will improve your standing within organic searches on the major search engines.

### Analyze your numbers

*Do you know what subset of your customers bought your highest-margin items last year? Do you know how successful your advertising was in bringing you new customers? Do you know how many people are visiting your company website each day, and what percentage of those potential customers are buying from you?*

While it can be pricey or time-consuming to do a full-scale analysis of all areas of your business (though it's often worth it), you can start small by first coming up with a few questions you want answered.

What ARE your highest-margin items? Do you have a loyalty program that affords you a bit more understanding of who your customers are? Even if you only have basic information, you can often have that augmented with pay-list services, or do it yourself. The customer-satisfaction surveys mentioned earlier can be a great way for you to ask a couple of targeted questions about your customers (Do they live in the neighborhood? Do they have kids? Do they own or rent their homes?). Once you know

that, you can figure out how to target other people like them to buy your targeted products.

Consider email campaigns for some of your advertising so you can measure how many customers respond to that communication. Think about adding something like Google Analytics code to your business website so you can see where your customers are coming from, what they do when they get to your site, and how many of them are buying your products.

Even if you don't think you have a lot of data, you can learn a lot, even from a little. If you start small, you may be surprised at what you can learn.

And that's the case for any of these ideas. Starting small (and having goals for each initiative beforehand so you know if your efforts are working) can have a real impact on the success of your business. Since most of these ideas are free – or close to it – it can't hurt to try.

Michelle Collins is vice president, marketing and development at Shared Marketing Services in Chicago. SMS specializes in the holistic management of Trade Fund Programs. In addition to solid program administration, the company also offers branding, creative, and media services to ensure your program's success. Michelle would love to know what affordable (or free) marketing strategies you've tried to improve your business. Let her know by contacting her at michelle@brandconstructionkit.com.

*At Action Mailers, your mail date is just as important to us as it is to you!*

- Complete Data Processing Services
- State of the Art High Speed Lasers & Inkjet Printers Jumbo Rolls or Fan-Folded Forms
- Simplex and Duplex Laser Personalization plus MICR
- Specialist in Match Mailings

## MAIL Services

- Action's Fixed Commingling Rate Includes Postage, Commingling & Freight To BMC/SCF, NO SUPRISES!!!
- Nearly 90% Of Action's Commingled Mail Goes Straight to SCF
- Faster In-Home Delivery Of Your Mail
- Combine Commingling Plus BMC/SCF, Drop Shipments And Reduce Your Postage Costs
- Action's Commingled Mail Drops 3 Days Each Week, Every Week!!!

## Computer SHOP

- Card & Label affixing for continuous Forms, Cut Sheets, Envelopes, Personalized Post-it Notes & Cards
- Coin and Token Affixing
- From 8mil to 30mil, Clean Release or Embossed Cards
- Over 40 Inserters
- On-Site USPS Facility
- Capacity for 10,000,000 Pieces Weekly

## ACTION'S Commingling SERVICES



# Collegiate MAXI Spring 2010 Winners

**O**n a recent beautiful spring day, three universities were honored at a reception in historic Hubbard Hall at the National Geographic Society headquarters in Washington.

The Spring 2010 challenge, sponsored by the National Geographic Society, invited teams of university students to create marketing plans incorporating both direct and interactive distribution channels to increase awareness and purchases of National Geographic children's books. After months of hard work and faculty advisement, students traveled from Virginia, Maryland, and the District of Columbia to accept their well-deserved Collegiate MAXI awards.

American University's student team won the DMAW/EF's Collegiate MAXI Spring 2010 Competition's Gold Award. The team's marketing plan was innovative, scalable, and built to expand on an NGS communication program already running on its digital-media platform, the DogEared Book Blog. Jim Doyle, longtime direct marketing practitioner and adjunct faculty member at American University, coached his team to success.

Christopher Newport University won the Silver Award for their carefully researched plan. Their entry proposed an interactive online world called the "Explorer's Society". Professor Lisa Spiller and her team presented a relevant, creative, and broad-spectrum media approach to the challenge.

Salisbury University entered the Collegiate MAXI competition for the first time this year. Led by Assistant Professor Howard Dover, Salisbury's three teams won two Bronze Awards and an Honorable Mention. The first Bronze Award went to the team that created the "Children are our Future: Educate to Inspire" marketing plan. The "Cooper the Kangaroo" marketing campaign took the second Bronze Award with its engaging mascot. The Honorable Mention was awarded to the team responsible

BY KAREN RICE-GARDINER

for "It's not what you think", a campaign that repositioned the children's book product and the National Geographic Society as well.

The Collegiate MAXI Competition is a challenge offered to professors throughout the Mid-Atlantic region by the DMAW/EF. Each year a sponsor is chosen and a marketing challenge is created. Professor Marilyn Liebrez-Himes, associate professor of global marketing and DMAW/EF Board member, helps the sponsor develop the challenge. Sponsors provide a recognition event and trophies/certificates.

The collegiate marketing competitions have been gaining increased prominence and involvement by universities and colleges throughout the country. The tight job market and an increased emphasis on experience has resulted in a growing involvement in competitions that are solidly based on real-world situations.

Karen Rice-Gardiner serves on the Board of Directors of the DMAW Educational Foundation. She is director of creative services, marketing services division, National Geographic Society.

## WINNING TEAMS

### GOLD

American University  
 Jim Doyle, Faculty Advisor  
 Student team: Maria Fufidio, Emily Groffman, Arina Polukhina, Walter Josue Levia Bonilla

### SILVER

Christopher Newport University  
 Dr. Lisa Spiller, Faculty Advisor  
 Student team: Kevin Cavanagh, Brendan Heisler, Lindsey Devore, Kiara Girkins

### BRONZE

Salisbury University  
 Dr. Howard Dover, Faculty Advisor  
 Student team: Laura Allahiari, Sarah Cibelli, Andrew Kirchner

### BRONZE

Salisbury University  
 Dr. Howard Dover, Faculty Advisor  
 Student team: Ryan Dailey, Mark Priebe, Margaret Johnson

### HONORABLE MENTION

Salisbury University  
 Dr. Howard Dover, Faculty Advisor  
 Student team: Brittney Frankel, Wesley Peterson, Jessica St. Sulme, Eron D. Wrublik



We'll help you snatch up every opportunity in the fundraising pond.

**Effective fundraising today means using traditional methods and embracing new technologies. We're experts at integrating both to help you to more effectively implement programs and meet your goals.**

**Online Campaigns – Creation and Management  
 Direct Mail Campaigns – Complete Production Management**

Call us today to see how we can help you snatch up every opportunity – we don't bite!



Production Management Group, Serving Nonprofits Since 1997.

410.290.0667 [www.pmgdirect.net](http://www.pmgdirect.net)

# SISK

## Mailing & Fulfillment

Est. 1953

**Doing what we do and doing it well.**

**FOCUSING ON OUR STRENGTHS**  
Mailing Personalization Fulfillment  
Postal BMC/SCF Drop Shipping/Commingling

**Once your job gets to SISK, you can stop worrying.**

### **Sisk Mailing Service**

203 Log Canoe Circle  
Stevensville, MD 21666  
Ph# 410.643.7900  
[clyde\\_sisk@siskmail.com](mailto:clyde_sisk@siskmail.com)  
[www.siskmail.com](http://www.siskmail.com)

Data Processing  
Laser Personalization  
Inkjet Personalization  
Postal BMC/SCF Drop Shipping/Commingling  
Inserting  
Bindery  
Stamping  
Metering  
Labelaire  
In-plant USPS Loading  
143,500 sq ft Facility

### **Sisk Fulfillment Service**

1900 Industrial Park Drive  
Federalsburg, MD 21632  
Ph# 410.754.8141  
[sales@siskfulfillment.com](mailto:sales@siskfulfillment.com)  
[www.siskfulfillment.com](http://www.siskfulfillment.com)

Subscription & Membership Premium Fulfillment  
Personalized Acknowledgment Programs  
Personalized Variable Data Laser Printing  
Postal BMC/SCF Drop Shipping  
Product & Literature Fulfillment  
Catalog Pick & Pack  
Kit Work & Hand Assembly  
Web based Inventory & Order Tracking  
Warehousing  
In-plant USPS Loading  
108,000 sq ft Facility

# MARKETING *AdVents*

## FAST-ACTION DIRECTORY

DMAW Headquarters: email [info@dmaw.org](mailto:info@dmaw.org)

Articles: Nancy Rathbun Scott, Editor,  
703-496-3259, FAX 703-310-7640,  
E-Mail: [nancy@nancyscott.com](mailto:nancy@nancyscott.com)

AdVents Advertising: Terri Jones, 703-471-4902,  
[tjones@dmaw.org](mailto:tjones@dmaw.org)

Inserts: must be related to DMAW events;  
contact DMAW Headquarters to inquire or  
schedule.

Job Exchange: Submit by email to [Ann@dmaw.org](mailto:Ann@dmaw.org); you will receive a reply confirming cost prior to posting. Deadline for print version is 15th of month preceding publication; electronic version posted to website within 48 hours. Cost: MEMBERS: "positions sought," free; "positions available" at \$100 for first 50 words, \$1 for each additional word. NOT-YET-MEMBERS: \$200 for first 50 words, \$1 for each additional word.

[Note: If the nonmember advertiser chooses to join for \$199 for 12 months, then the ad being placed and all subsequent ads are billed at the member rate, plus the advertiser receives print and electronic copies of AdVents and all other benefits of membership].

News Notes: Send to Nancy Rathbun Scott, Editor: Items of professional interest or significant personal news about members.

Deadline for Articles and News Notes: 15th of the second month preceding issue date (e.g., deadline for May issue is March 15.)

DMAW Educational Foundation: Send correspondence or charitable donations to DMAWEF, 4414 Walsh Street, Chevy Chase, MD 20815; Attention Karen Depew, Executive Director; email [karen@northwoodconsulting.com](mailto:karen@northwoodconsulting.com)

Publisher: Direct Marketing Association of Washington, 11709 Bowman Green Drive, Reston, VA 20190-3501; website [www.dmaw.org](http://www.dmaw.org).

Executive Director: Donna Tschiffely, [donna@dmaw.org](mailto:donna@dmaw.org)

Editor: Nancy Rathbun Scott, Liberty Communications, 703-496-3259, FAX 703-310-7640, [nancy@nancyscott.com](mailto:nancy@nancyscott.com)

Advertising: Terri Jones, 703-471-4902

### Production Staff

Design: Liberty Communications, 703-496-3259  
Printing: Good Printers, Inc., Bridgewater, VA

*Marketing AdVents* is published monthly by the Direct Marketing Association of Washington to bring its 1,300+ members news of DMAW's varied activities and information of professional interest, including postal-related news. Columns, such as in this and other issues, represent a vital member service. Members with industry-related educational information they wish to share are encouraged to submit articles. A helpful memo explaining guidelines for features is available from the editor.



## MIKE O'HARA

May you  
have all  
the Irish  
blessings



Mike O'Hara, honorary lifetime member of DMAW, died on the morning of May 14. Mike was a stalwart supporter of and beloved contributor to DMAW for over 40 years. He served as DMAW president in 1992, and in 1998 was named DMAW's Professional of the Year (since renamed Award for Distinguished Achievement in Direct Marketing). In 2007, Mike was awarded the Sisk Award for Direct Marketing Vision. In addition, Mike served on the DMAW Educational Foundation board for over 10 years.

Mike started the AB&C Group, a direct response processing company, as a one-person business in 1972. The company became a powerhouse in the direct marketing industry, serving many of the nation's most prominent catalog and nonprofit marketers and employed 750 members at three locations when Mike sold the company 2006.

In 2008, the O'Hara Leadership Award in Education was created to honor Mike's lifelong commitment to education, which earned him an honorary Ph.D. from Shepherd University in 2000. He provided financial support that helped hundreds of AB&C Group staff members earn college degrees and participate in continuing education programs. As chairman of the Rice University Society of Family Friends, he led nationwide fundraising efforts that resulted in a record gift-giving year. He also served on the board to raise money for building the Children First School in West Virginia.

In announcing Mike's selection as Professional of the Year in 1992, Sherry Marshall, former DMAW executive director and a longtime personal friend of Mike's, wryly alluded to Mike's well known fashion flair, saying, "Working quietly behind the scenes -- where he can be easily overlooked because of his unusually conservative attire -- Mike O'Hara has been a steadfast supporter of DMAW for decades."

Marshall continued, saying, "We are fortunate for his good sense, good humor, generosity, and unflagging commitment to DMAW's mission. He believes that DMAW is not just an association, it is an association of people, and that we all benefit from the relationships we form over the years. He brings not

only vision but strength to the organization, and to everyone who has benefited from it."

In 2007, Mike joined such direct marketing greats as Lester Wunderman, Martin Bayer, Lillian Vernon, Morris Dees, Austin Kiplinger, Roger Craver, and Richard Viguerie in being awarded the Sisk Award for Direct Marketing Vision. In her tribute to Mike on that occasion, 2002 DMAW President Virginia Fleischman wrote the following: "Mike O'Hara joins some of the best and brightest of our industry when he receives the Sisk Award for Direct Marketing Vision from the DMAW Educational Foundation. The spyglass given to Sisk Award recipients is emblematic of the exploration each individual made in becoming an industry leader ... Mike's brand of 'high-touch' fulfillment underscores how much he deserves to be the 2007 Sisk Award recipient ... I feel that Mike O'Hara simply is 'Mr. DMAW.' ... Mike understood that his clients' success hinged on meeting or exceeding the expectations of clients' customers. By the time he sold it, the AB&C Group was a major order-processing and fulfillment company with multi-million dollar sales. His vision and commitment to his clients account for a great deal of the company's success. Mike viewed his customers and suppliers alike as part of his 'clan,' and believed that, by working together, the clan could achieve success. ... His commitment to our industry and his willingness to pitch in and lend a hand, are truly inspiring."

In words of tribute following his death, Fleischman echoed much of the correspondence and conversation exchanged in the direct marketing community. "Mike was a unique and special soul. He was devoted to his friends, family, and clan. Larger than life in many ways, he unfortunately met a challenge he could not overcome with his smarts, charm, and hard work. His illness was an opponent he fought with determination, humor, and reality. For many of us it was an honor to have him as a friend. He will be missed indeed."



# Investing to Meet Your Needs!

## Prepress

- G7 Master Printer Qualified

## Presses

- New 12-color Heatset Web Press with Imaging & Inline Finishing
- New 12-color Sheetfed Press with Aqueous Coating
- Inline Web Finishing Expansion
  - Channel Score Systems
  - More Die Cutters
  - More Plow Systems

## Bindery

- New High-Speed Saddlestitcher
- New Polar Cutting System

## Imaging

- Four new 300 dpi Versamark Duplex Inline Imaging Systems

## Lettershop

- Intelligent Mail Barcode Conversion

## Postal Logistics

- JO SmartMail Postal Tracking System

## Operational Enhancements

- Lean Manufacturing
- ISO 9001:2008 Certification

- **Printing**
- **Direct Mail**
- **Postal Logistics**



## JAPS-OLSON COMPANY



7500 Excelsior Blvd.  
St. Louis Park, MN 55426-4519  
952.932.9393 | Fax: 952.912.1900  
www.japsolson.com

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email: \_\_\_\_\_

Ph. \_\_\_\_\_ Fax \_\_\_\_\_

Email: droth@japsolson.com Fax: 952-912-1900 Ph.: 952-912-1440

DMAW

Call or Fax coupon for our Sample Kit to be mailed to you.