



Chicago's Multichannel  
Response Marketing Community

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## FCB EVP Pradeep Kumar Honored as 2017 Response Marketer of the Year

**Pradeep Kumar**, EVP, Global Data Officer & Head of Strategic Analytics at FCB was named 2017 **Charles S. Downs Response Marketer of the Year** at the CADM Tempo Awards Gala on July 13, 2017 at Venue SIX10 in Chicago.

Named for Charles S. Downs, the late advertising director of Abbott Laboratories — founder and first president of CADM from 1955 to 1957, this prestigious award recognizes one individual for outstanding achievements in career innovations, leadership, and mentorship as well as talent and volunteer service given to civic and charitable works.

Pradeep grew up in a small village in India — and he has never forgotten his roots. He continues to offer scholarships to students in his village so that they can have the opportunity to pursue advanced degrees.



2017 Charles S. Downs Response Marketer of the Year recipient Pradeep Kumar with CADM President Josh Blacksmith.

He started his career with WPP in India, and then based in Dubai, he led granular marketing accountability partnerships in the Middle East, Japan, the UK, Korea and South Africa. He moved to the US in 2002 for full-time graduate studies at Northwestern University, and started his career at FCB with summer residencies. He now co-leads the Strategic Analytics team where he is legendary for uncovering uncommon insights from common data and collating uncommon data. This skill

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- Wednesday, Sept. 20: **How to Develop Content with Jessica Kumor**
- Wednesday, Oct. 4: **Copy Basics with Lewis Elin**

## CADM FALL BOOTCAMPS

See page 3 and [cadm.org/events](http://cadm.org/events) for details and registration

## Is Modern Marketing the New Direct Marketing?

*Why I Am Not Writing Another Edition of Successful Direct Marketing Methods*



**By Ron Jacobs**  
CEO, Jacobs & Clevenger

I am frequently asked when the Ninth Edition of *Successful Direct Marketing Methods* (SDMM) is going to be released.

The Eighth Edition of *SDMM* came out in 2008, nearly a decade ago. The information in the 600 pages of *SDMM* needs to be updated. Marketing has dramatically changed over the 10 years since the book was last revised. I can see the age of the edition in the royalties that I receive from *SDMM8*. Sales have slowed down to a trickle.

Like all authors, I have to ask if there is a market for a book on my topic. Since Bob Stone released the first edition of *Successful*

*Direct Marketing Methods* in 1974, *SDMM* has been a text book. It's been used as a primer for teaching the tools and techniques of direct marketing in many seminars and courses offered by associations, colleges and universities.

It's hard now to find a basic course in direct marketing. There are few, if any, solo direct marketing courses offered at colleges or universities in the U.S. More than 10 years ago, I was involved in changing the name of a program at DePaul University from a Direct Marketing Certificate program to The Ron Jacobs and Bob Stone Multichannel Marketing Communications Certificate Program, honoring the memory of my

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## CADM Mission Statement

**Ignition Is Our Mission.** As Chicago's collaborative community for multichannel response marketers, CADM sparks ideas, business relationships and career growth.

## 2017–18 Leadership Team

### PRESIDENT

Peter Dovnar, Everspring Inc.

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Advertising Manager

Marilyn Markle, MarkleDesign Group

For a complete contact list of CADM's  
volunteer leaders, visit [www.cadm.org](http://www.cadm.org).

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## Still Ignition Is Our Mission

I am honored to have been elected CADM President at the **Annual Membership Meeting** (see page 7 for our wrap up) on August 10, and I look forward to serving you this year.

This year, the CADM Board will focus on five goals:

- **Increase PAID Premier memberships.** A year ago, the Board implemented the new membership model of Premier and Basic memberships. Premier members pay dues and received Premier benefits, such as free registration to Membership Meetings, CADM Meet Ups, and CADM Webinars, as well as 30% discounts for Tempo Awards entries and other events. Our goal is to convert Basic members to Premier, as well as to recruit new members.
- **Increase member engagement in committees.** Our association consists of eight committees.
  - **Membership**, chaired by **Andy Calmontes**, is responsible for acquisition and retention.
  - **Sponsorship/Advertising** is chaired by **Marisa Marinelli**.
  - **Networking**, chaired by **Candy Amato**, oversees our Membership Meetings and CADM Meet Ups.
  - **Suzy Jackson** chairs **Tempo Awards**.
  - **Direct From The Heart [DFTH]**, CADM's public service project helping nonprofits, is chaired by **Betsy Harman**.

CADM seeks to fill two director positions — overseeing Education and Marketing. Vice President **Rosann Bartle** is acting **Education** chair, overseeing CADM Webinars, Boot Camp, the 2018 Uline Basic Course and other education opportunities. Working with the committees, Executive Director **Glenda Sharp** oversees such **Marketing** efforts as *adMarks* newsletter, our weekly events emails and website administration.

- **The Executive Committee**, consisting of CADM officers, is our eighth committee. To learn more, contact Glenda Sharp at [info@cadm.org](mailto:info@cadm.org) or 312-849-2236.

- **Increase member and sponsor engagement at programs/events.** We plan 5 Membership Meetings, 4 CADM Meet Ups, and 3 Educational webinars, 3 Boot Camps, a Basic Course for Uline employees in Pleasant Prairie, WI, Tempo Awards, and a partner event with another organization.
- **Break even financially.** CADM will reduce our fixed costs. We will not raise member dues and sponsorship fees. We will provide more value to our members. We will provide more value and opportunities for sponsors.
- **Evolve the brand.** Does the “Chicago Association of Direct Marketing” accurately describe what we do? We will explore modernizing the brand this year.

By the time you receive your *adMarks*, we will have completed our **Annual Membership Meeting and September 12 Webinar** on Content. Did you miss the webinar? Then join us for our **September 20 Boot Camp on Developing Compelling Content**.

I look forward to seeing you at an event.

Peter Dovnar

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**Peter Dovnar** is 2017–2018 CADM President and EVP, Client Engagement at Everspring Inc. Send questions or comments via [pdovnar@gmail.com](mailto:pdovnar@gmail.com).

## September

- 20 Boot Camp: How to Develop Content**  
 5:30 – 8:30 p.m.  
 Jacobs & Clevenger  
 303 E. Upper Wacker Dr., Suite 2030, Chicago  
 Join **Jessica Kumor**, Associate Director of Content Marketing at Jacobs & Clevenger, to learn how to creatively reach customers with content on a shoe-string budget.  
 \$14 for Premier Members  
 \$18 for Basic Members  
 \$20 for Non-members  
 See [cadm.org/events](http://cadm.org/events)

## October

- 4 Boot Camp: Copy Basics**  
 5:30 – 8:30 p.m.  
 DRUM, 180 N. LaSalle, Suite 2930, Chicago  
 Meet DR creative consultant Lewis Elin, who will share the *Hi 5 Eternal Truths of All Successful Direct Response Selling*. Lewis had 35 years' experience selling work uniforms by mail for his family businesses, Topps Mfg. Co. and Elin Uniform Mfg. Co.  
 \$14 for Premier Members  
 \$18 for Basic Members  
 \$20 for Non-members  
 See [cadm.org/events](http://cadm.org/events)

- 19 CADM Meetup: Bocce Ball Tournament**  
 (plans and venue tentative)  
 5:30 – 8:30 p.m.  
 Pinstripes, 435 E. Illinois St, Chicago  
 CADM Meetups are a great opportunity to network with other multichannel response marketers in a happy-hour setting. Bring a teammate and participate in CADM's 1st Annual Bocce Ball Tournament.  
 Free for Premier Members  
 \$49.50 for Basic Members  
 \$55 for Non-members  
 See [cadm.org/events](http://cadm.org/events)

## November

- 9 Membership Meeting**  
 5:30 – 8:30 p.m.  
 Venue and Topic TBA  
 See [cadm.org/events](http://cadm.org/events) for latest developments



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 Gold Corporate Sponsor**

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Category	Title of Entry	Placement	Company Submitting	Advertiser
Branded Web Sites	Grainger Safety	1st Place	Ogilvy	Grainger
Branded Web Sites	Digital Retail Innovation: Launch Pad	2nd Place	FCB	State Farm
Campaign Microsite	Cox Homelife Advisor	1st Place	FCB	Cox Communications
Campaign Microsite	Digital Retail Innovation: Launch Pad	2nd Place	FCB	State Farm
Direct Mail (\$300/M or more)	The Kenworth and Peterbilt Monthly Flyer Program	1st Place	FCB	Paccar Parts – Kenworth & Peterbilt brands
Direct Mail (less than \$300/M)	Gas Line Protection Direct Mail	1st Place	Jacobs & Clevenger	Consumers Energy
Direct Mail (less than \$300/M)	Ignite Curiosity	2nd Place	FCB	Chicago Public Library Foundation
E-Mail	Email Content Test and Q4 Special Offer Template	1st Place	FCB	Paccar Parts – Kenworth & Peterbilt brands
E-Mail	American Home Shield 45th Anniversary	2nd Place	Epsilon	American Home Shield
Integrated Marketing Campaign	Powerful Career Women	1st Place	American Bar Association	
Integrated Marketing Campaign	IT Orchestration by CDW	2nd Place	Ogilvy & Mather	CDW
Interactive Marketing Campaign	TRP All-Makes All-March Event: (March 2017)	1st Place	FCB	Paccar Parts – TRP brand
Interactive Marketing Campaign	IT Orchestration	2nd Place	Ogilvy	CDW
Loyalty/Frequency Marketing	The Kenworth and Peterbilt Monthly Retail Campaign	1st Place	FCB	Paccar Parts – Kenworth & Peterbilt brands
Loyalty/Frequency Marketing	TRP All-Makes All-Month Event (November 2016)	2nd Place	FCB	Paccar Parts – TRP brand
Mobile App	Huggies® Rewards Mobile App	1st Place	Ogilvy & Mather	Kimberly-Clark/Huggies
Nonprofit Direct Mail	Walkabout	1st Place	Epsilon	San Diego Zoo Global
Nonprofit Direct Mail	Triple Impact Campaign	2nd Place	Meyer Partners	The Salvation Army Massachusetts Division
Out of Home	IT Orchestration by CDW	1st Place	Ogilvy & Mather	CDW
Print Collateral, Non-Mail	The Kenworth & Peterbilt Monthly Retail Campaigns	1st Place	FCB	Paccar Parts - Kenworth & Peterbilt brands
Social Media	My Epilepsy Hero	1st Place	AbelsonTaylor	Sunovion Pharmaceuticals
Social Media	Ignite Curiosity	2nd Place	FCB	Chicago Public Library Foundation

## SPECIAL HONOREES

**Jay Gondelman Award** My Epilepsy Hero Social Campaign AbelsonTaylor Sunovion Pharmaceuticals

**Past President Award** Huggies® Rewards Mobile App Ogilvy & Mather Kimberly-Clark/Huggies

**Charles S. Downs Award** Pradeep Kumar, FCB

**Kryl “Silver Marketer” Award** Rosann Bartle, Umarketing  
Betsy Harman, Feeding America  
Randy Wait, Leapfrog Online

**The EL (Emerging Leader) Award** Casey Gold, AbelsonTaylor  
Dan Killian, FCB  
Jackie Wishau, CBD Marketing  
MaryLynne Zimmerman,  
Precision Dialogue Direct  
Meredith Goodspeed, FCB

**The Pat Wheelless “Mentor of the Year” Award** Frank Ottolino, Digital People  
Phyllis Reda, Ami Marketing

**Natalie P. Holmes “Volunteer of the Year” Award** Brad Schwab, Schwab Group

## 2017 Tempo Awards Celebrate Top Marketing Talent



On Thursday, July 13, CADM hosted Chicago's top marketing and creative talent at its annual **Tempo Awards Ceremony**. SIX10's venue offered a lively and elegant ambiance that was a perfect fit for honoring 2017's best multichannel response marketing work.

Designed to generate measurable results from target audiences, the work is recognized for raising the bar in terms of strategy, creativity, innovation and results. The judging categories included web sites, direct mail, e-mail, interactive, loyalty/frequency marketing, print collateral, out-of-home, and social media.

Congratulations to all the companies who submitted entries, the countless volunteers and judges who contributed to an outstanding evening of networking and inspiration and our CADM and Tempo Sponsors — Accudata, BrandMuscle, Digital People, Direct ON, General Marketing Solutions, Izea, Kitewheel, Kryl & Company, Japs Olson, Luxury Daily, PCH Media, The Schwab Group, SG360, Sharper Associations, and ULine.

**The Past Presidents' "Best In Show":** Ogilvy & Mather's Huggies® Rewards Mobile App was chosen "Best in Show" from among all first place entries.

**The Jay Gondelman Award:** (excellence in digital/social/mobile marketing) went to AbelsonTaylor for Sunovion Pharmaceutical's "My Epilepsy Hero" Social Campaign.

Pradeep Kumar received the prestigious **Charles S. Downs Award**. Rosann Bartle, Betsy Harman, and Randy Wait were honored as the **Susan Kryl "Silver Marketers."**

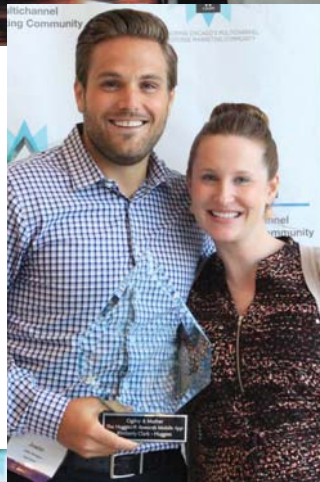
**The EL (Emerging Leaders)** recognized were Casey Gold, Dan Killian, Jackie Wishau, MaryLynne Zimmerman, and Meredith Goodspeed.

Frank Ottolino and Phyllis Reda shared the honors as **Pat Wheelless Mentors of the Year**. Brad Schwab was named **Natalie P. Holmes Volunteer of the Year**. ●

Visit CADM's Facebook page for more Tempo photos.



(above) Susan Kryl congratulates Kryl Silver Marketer Award recipients Betsy Harman, Rosann Bartle and Randy Wait.



(at left) Ogilvy & Mather's Huggies® Rewards Mobile App was chosen "Best in Show," taking home the prestigious Past Presidents' Award. Pictured are Justin Arvidson and Brook Baldwin.

(below) Emerging Leaders MaryLynne Zimmerman, Meredith Goodspeed, Dan Killian and Casey Gold. Not pictured is Jackie Wishau.



FCB team members show off their Tempo Awards.



## < | Pradeep Kumar Honored as Response Marketer of the Year *(continued from page 1)*

has made FCB Chicago the data-savvy change agents in consumer behavior.

Pradeep is a faculty member at Northwestern University teaching grad student IMC courses. In 2014 — for the Northwestern University Integrated Marketing Communications online program — he designed, launched, and continues to teach an online first — a master's course in Marketing Measurement.

Pradeep has always made time to encourage students — through both FCB and Northwestern — sharing his practitioner experiences and mentoring students one-on-one across undergraduate and graduate programs. Pradeep partners with his wife in supporting the Society of Women Engineers in coaching girls interested in coding and engineering. And he actively supports Evanston Robotics Foundation popularizing robotics among students at Evanston Township High School.

### Silver Marketers of the Year

In addition to the prestigious Charles S. Downs Award, the Tempo Awards also celebrated as **The Susan Kryl Silver Marketer of the Year Award** was presented to three outstanding members of Chicago's Multichannel Response Marketing Community. This award is named for Susan Kryl, an influential multi-term CADM past president, whose dedication to the Chicago Multichannel Response Marketing Community during her career has set the standard for this award. This prestigious award recognizes up to three individuals for their career path and business leadership skills, their active participation in the multichannel response marketing community, and the guidance and mentorship they have provided to current and future multichannel response marketers during their 25+ year career.



**Rosann Bartle**, Executive Creative Director, UMarketing. Award winning creative director Rosann has been involved with Chicago's multichannel response marketing community since 1988. She has served as

Senior Art Director with FCB; Kobs & Draft; Rockhart, Burkhead, Lewis & Winslow; Aspen Marketing Services; and has been with UMarketing since 2009.

Rosann has been involved in CADM since 2013, has served on the Board since 2014,

and served on the Basic Course faculty. She has overseen Education since 2015, and launched the association's Bootcamp series. She presented a case study for DMA about a client loyalty marketing program. She also took responsibility for ensuring that the visual brand and messaging were cohesive in print and digital channels in the 1990s and early 2000s during the launch of the Internet, email and interactive design.

"The most rewarding part of my career has been watching people that I mentored start their own companies or take on leadership roles," observed Rosann. "It's very gratifying to me knowing that I had some influence on their success. I've had the opportunity to work with some very talented creative people. Some of them were just starting out in the industry, while others were well into their careers. No matter what level of experience they had, I always felt that I could learn something from them and, in turn, provide them guidance on their career path."

**Betsy Harman**, Director of Donor Cultivation, Feeding America. Betsy stated, "I have used my multi-channel marketing skills working for and with nonprofit organizations for my entire career." She has been employed by Feeding America since 2011, and currently serves as Director, Donor Cultivation. She was self-employed for eight years at Harman Interactive. Previous employers include Innovation4Media, Chicago Public Radio, KUOW Public Radio, KNHC and the Muscular Dystrophy Association-Washington Chapter.



Betsy has participated in CADM's Direct From The Heart public service initiative since 2007, and currently chairs the DFTH Committee. She is active in a number of professional associations serving nonprofits, and currently serves on the program planning committee for the Data and Marketing Nonprofit Conference coming to Chicago in August.

Betsy is a frequent presenter at conferences. Through her speaking, blogging and pro bono consultation to small nonprofits, Betsy has contributed to improving multichannel response marketing in the nonprofit sector. She helped nonprofit organizations with email marketing, a channel that was infre-

quently used in the early to mid-2000s. She advised a number of public broadcasting stations on leveraging all channels rather than relying solely on one channel — the on-air pledge.

"I am someone who believes in freely sharing my knowledge," Betsy concluded. "I broadly share knowledge of integrated marketing best practices and help grow nonprofit fundraising revenue through the effective use of multichannel marketing."

**Randy Wait**, Vice President of Corporate Development, Leapfrog Online. Randy, who has worked with Leapfrog Online since 2000, was formerly employed by SafeCard Services, The Signature Group and GE. While with GE, he completed Green Belt training for DMAIC and DMADV.



Randy has been an active member of CADM for over ten years. He served on the Board, taught Internet Marketing at the Basic Course, and participated in various committees. He is also a member of CIMA, and has spoken at the University of Chicago Booth School of Business.

Randy has contributed to multichannel response marketing in numerous ways. He designed and produced a Sweepstakes entry response program that included a direct mail solicitation and an in-bound response via an IVR system. He also was involved in developing the use of a "rebuttal window" online; a real-time credit check process; standardized the use of multi-variate testing; and rolled out Live Chat and Call Centers as an alternative to response mechanisms in the mid-2000s.

"I've found that putting oneself in the shoes of the consumer is one of the best ways to overcome an issue or design a response process," Randy commented. "The Consumer Experience is key. Any time a brand or company interacts with a consumer should be considered as influencing the Consumer Experience. It is always interesting to see how people react and eyes light up when being taught or in discussing this topic. When one thinks about it, it can be very powerful."

Congratulations to these outstanding industry leaders! ●

## < | Is Modern Marketing the New Direct Marketing? *(continued from page 1)*

SDMM co-author (the late Bob Stone) and refocusing the program onto modern marketing. Sadly, after a 45-year run, I have come to the conclusion that it is time to retire the title *Successful Direct Marketing Methods*. Direct marketing is not in vogue anymore.

Many changes had already started to occur when I was working on the update to SDMM8. A lot of digital content was added in SDMM8, including a section on mobile marketing. Since that time, the Direct Marketing Educational Association changed its name to Marketing Edge. The Direct Marketing Association (DMA) is now the Database and Marketing Association. Local direct marketing associations have evolved, expired or already changed their names. CADM has addressed a rebranding to become more descriptive and contemporary. Despite my co-authorship of the best-selling book on the tools and techniques of direct marketing, I don't call my own firm a direct marketing agency.

While I have decided it is time to retire the title *Successful Direct Marketing Methods*, the content and knowledge is more important than ever. Modern marketing has absorbed direct marketing. My friend Susan Kryl reminded me that 50 years ago, direct marketing pioneer Maxwell Sroge opined that "Good direct marketing is marketing." This is more true today than ever. The "old" tools of direct marketing are the new tools marketers are using to improve engagement, customer experience and business outcomes.

Many traditional marketers only think of direct mail when they think of direct marketing. Direct marketing is so much more than just direct mail. Direct mail is still an important and effective communications channel. Even general marketers know that. There is more talk about the success of direct mail for reaching specific markets than there has been in years.

The good news for me, and for you, is that the tools and techniques of direct marketing have never been more relevant. All modern marketing is dependent on tools long used by direct marketers. New channels have been added. Content marketing, social media and people-based marketing are all dependent on many ideas that were championed in the first

edition of SDMM. As customers have taken more control of the marketing done to them, modern marketers need to be more obsessive about the value of recording customer behavior and maintaining the value of the resulting data. Every data attribute becomes an important piece of the puzzle that forms the most complete view of customers.

**D**igital channels are all about response, because measurable response is a demand of modern marketing. It has always been a goal of direct marketing.

Reaching the right people with the right message at the right time was a goal of catalog marketers 100 years ago. Amazon.com and other ecommerce marketers have improved on customized messaging with tools not available in the last century. But they benefit from the same techniques early direct marketers established. Today, traditional marketers and general agencies can't reflexively count on advertising to achieve every business goal. General marketers have had to learn about big data, analytics, dynamic content, optimization and return on marketing investment. This updates a philosophy that direct marketers have employed since their earliest days.

The tools and techniques of direct marketing are now ubiquitous: data, modeling, algorithms, segmentation, targeting, personalization, behavioral marketing, measurement, KPIs, marketing experiments (i.e., testing),

customer lifetime value, offers, calls to action, CRM, marketing automation, etc. Digital channels are all about response, because measurable response is a demand of modern marketing. It has always been a goal of direct marketing.

When I look at the SDMM8 Table of Contents, I see that so much of it that is still appropriate. It is a great outline for a book on modern marketing.

As a member of CADM, what should be your takeaway from this article? You are among a group of people who recognize that direct marketing is going through a great restructuring. The need for change is being addressed, even though it may take some of us out of our comfort zones. CADM's thought leaders display an openness to learning, adaptability and a desire for continuous improvement. We are working to reboot the classic Basic Course so that CADM will continue to be a great place to learn the foundation of modern marketing. And that will equip you with the knowledge that will enable you to take charge of your own development, extend your career and improve your employability. ●

*Ron Jacobs is a marketing communications thought leader, practitioner, teacher and frequent keynote speaker at conferences worldwide. He is CEO of Jacobs & Clevenger, a marketing agency that provides Direct, Digital, CRM, Social, and inbound Marketing solutions. Ron is also co-author with the late Bob Stone, of Successful Direct Marketing Methods, the 8th Edition. He is a past president of the Chicago Association of Direct Marketing, and was CADM's 1998 Direct Marketer of the Year.*

### CADM 2017 Annual Meeting

Thirty-two members and guests attended CADM's 62nd Annual Membership Meeting on August 10. Members unanimously approved the 2017–18 Board of Directors slate (see pages 8–9). Our keynote speaker was **John Glibowski** of PCH/Media, who spoke on *Using Data to Drive Relevancy, Engagement and Results*.

Thank you to event sponsors FCB Chicago and PCH/Media, and to The Schwab Group for sponsoring the Presidents' Award. ●



**PRESIDENT****Peter Dovernar***Everspring Inc.  
pdovernar@gmail.com*

Peter has served as Executive Vice President Client Engagement at Everspring Inc. since June, 2017.

Everspring provides a technology and services platform to deliver customized, integrated education solutions online. He previously served as Senior Director, Account Management at Oracle. Other employers include Responsys, Epsilon / Aspen Marketing Services, Chase and Zurich Financial Services. He earned his B.A. from Wartburg College and Boston University, and MBA from University Notre Dame.

**VICE PRESIDENT****Rosann Bartle***UMarketing  
rbartle@umarketing.com*

Rosann is an award-winning VP, Executive Creative Director at UMarketing. Previously she was VP creative director with Aspen Marketing and Townsend Agency. She attended Bowling Green State University and The School of the Art Institute of Chicago. Rosann has served as CADM Director since 2015, served as 2016-17 Education Director, and led the promotion design team for the 2015 and 2016 Tempo Awards.

**SECRETARY****Zachary Kieltyka***FCB  
zach.kieltyka@fcb.com*

Zachary has always had his eye on the prize and focused on the best possible solution for whatever business case he is presented with. He has always been intrigued by what causes a change in behavior and that is what keeps him motivated after 14 years in the advertising industry.

He has worked across numerous verticals and client groups including the likes of Kellogg's, Discover Card, Hard Rock Brands International, PACCAR Parts and Buick/GMC. Zachary has served as a Management Director for the last 3 years at FCB Global. Zachary earned his bachelor's degree at the University of Michigan, Go Blue!

**TREASURER****Tom Byrne***Byrne Direct Marketing  
tom@byrnedirect.com*

For the past fifteen years, Tom has served as Managing Director of Byrne Direct Marketing, providing integrated direct response consulting and project management services and quantitative, market research, strategic, and financial services. Prior employers include Kobs Gregory Passavant, Signature Group (now GE Financial Assurance), CNA Insurance, and Spiegel. Tom earned his B.A. from Creighton University and M.B.A. from Northwestern University.

**PAST PRESIDENT****Josh Blacksmith***FCB  
Josh.blacksmith@fcb.com*

Josh is SVP, Group Management Director at FCB Chicago, overseeing global CRM and multi-channel direct marketing work for clients such as State Farm, PACCAR, Toyota, Lexus, Samsung, Brown Forman and Anheuser-Busch. Josh joined FCB in September 2012 after working at Biggs-Gilmore (acquired by VML) in Chicago for a year, where he oversaw eCRM, loyalty and digital brand programs for Kellogg's and Heinz. Prior to that, Josh spent eight years at Meredith Xcelerated Marketing in Des Moines, Iowa, where he was most recently Account Director for Kraft Foods CRM in the U.S. and Canada. Josh has also led CRM efforts for Volkswagen, Chrysler LLC (domestic and international), and Walmart, among others. Josh was named a Top 40 Under 40 marketer by *Direct Marketing News* in 2014 and was

recognized by Marketing EDGE as a Rising Stars Honoree in 2016. He holds a bachelor's degree in advertising from Iowa State University and an MBA with a marketing concentration from the University of Iowa's Henry B. Tippie School of Management.

**DIRECTOR (NETWORKING)****Candy Amato***Oracle  
Candy.amato@oracle.com*

Candy has served as Director, Agency Services at Oracle/Responsys since June 2016. She is directly responsible for the services delivery and revenue management of assigned accounts within the Oracle Marketing Cloud. A graduate of Loyola University, Candy's previous employers include DigitasLBi, Gorilla and the Alzheimer's Association.

**DIRECTOR (MEMBERSHIP)****Andrew Calmontes***Direct ON  
ac@direct-on.com*

Andy is Vice President, Director of Sales at Direct ON, a family-owned and operated business focusing on printing, mailings, fulfillment and data. He leads the sales and business development efforts to build strong client relationships. As a 24-year direct mail veteran he has hands-on experience with virtually every aspect of the business. From the actual mechanics to research and acquisition of the latest technology, Andy uses his print production expertise to solve problems and help customers manage even the most demanding projects.

**DIRECTOR (DIRECT FROM THE HEART)****Betsy Harman***Feeding America  
Betsyharman1@gmail.com*

Over the years, Betsy has been involved with CADM's Direct From The Heart, and was named as a 2017 Susan Kryl Silver Marketer. She has been employed by Feeding America since 2011, and currently serves as Director, Donor Cultivation. Feeding America is the



nation's largest domestic hunger-relief organization. She was self-employed for eight years at Harman Interactive. Previous employers include Innovation4Media, Chicago Public Radio, KUOW Public Radio, KNHC and the Muscular Dystrophy Association-Washington Chapter. Betsy graduated with honors from the University of Colorado Boulder.



**DIRECTOR  
(TEMPO AWARDS)**

**Suzy Jackson**  
*Epsilon*

*Suzy.jackson@epsilon.com*

It's debatable whether Suzy Jackson found response marketing or response marketing found her. But what is certain is she has been immersed in it in all its forms and channels for decades. She has over 20 years of experience in successfully innovating, modernizing and growing CRM programs for clients including Allstate, American Home Shield, McDonald's, Hallmark, Walt Disney World, Tourism Ireland,

San Diego Zoo and many more. After beginning her career as a copywriter and working at several prominent Chicago agencies, including Leo Burnett and Draft FCB, she is now a VP, Creative Director at Epsilon. She believes in a collaborative approach and her creative repertoire includes direct mail, email, digital, social, print, branded content and web videos.

**DIRECTOR  
(SPONSORSHIP/  
ADVERTISING)**

**Marisa Marinelli**  
*Quad/Graphics*

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Marisa has been in the direct marketing industry for 10 years. She is currently a Sales Executive, Direct Marketing at Quad/Graphics. Prior to joining Quad, Marisa was employed as an Account Manager at Vertis Communications. She served on the Direct Marketing Association Detroit's Board of Directors from 2012-14, and chaired CADM's

Tempo Awards in 2015 and 2016. In 2015, she was recognized as CADM's Natalie P. Holmes Volunteer of the Year. Marisa earned her B.S. in Marketing from Oakland University, and MBA from Wayne State University.

**EXECUTIVE DIRECTOR**

**Glenda Sharp, CAE**  
*Executive Director, CADM*  
*info@cadm.org*



Glenda is Principal of Sharper Associations, an association and non-profit management firm, and has proudly served CADM since 2012. After graduating from Purdue University, she began her association career at the American Bar Association, ultimately serving as Family Law Section Director from 1987-2001. She then was named Executive Director of the DuPage County Bar Association from 2001–2010. She earned her Certified Association Executive designation in January 2005. ●

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Ask the DM Experts  
by Susan K. Jones,  
Susan K. Jones & Associates  
and Ferris State University

## Direct and Digital Marketers Ask: Is Retail in Ruins?

**Q.** *It seems as if every week there's news of more store shut-downs and retail chains closing their doors. Has the "Amazon effect" signaled doom for traditional retailing?*

**A.** I was fortunate to attend Retail's Academic Symposium in Chicago this summer, sponsored by the National Retail Federation.

One of the several top-notch speakers there was **Christopher J. Baldwin**, President and CEO of BJ's Wholesale Club. BJ's is an East Coast chain with stores from Massachusetts in the north to Florida in the south. Baldwin titled his talk, "Rumors of Retail's Demise are Greatly Exaggerated."

According to Baldwin's research, "this should be great times for incumbent retailers," con-

sidering that the U.S. has unemployment under 5%, the lowest fuel prices since 2005, hyper-low interest rates, and household net worth up 37% over what it was during the pre-great-recession housing bubble peak.

Even so, Baldwin notes that Americans are not feeling as affluent as the numbers might suggest, with 50% of Americans perceiving that the country is still in recession, and 46% of households reporting that they could not handle a \$400 emergency. What's more, health care, housing and education are requiring a greater share of family income, according to Baldwin.

**"The key fact is that the U.S. has long been 'over-stored'.... The pressure of digital sales made by Amazon and even by a firm's own web presence has brought this problem to a head."**

"Despite these challenges, retail has grown at 3–5% per year," Baldwin says. That said, "Digital has been growing four times faster than total retail" in recent years.

The key fact, however, is that the United States has long been "over-stored," as Baldwin puts it. The pressure of digital sales made by Amazon and even by a firm's own web presence has brought this problem to a head. To illustrate the "over-stored" phenomenon, Baldwin shares figures of shopping mall space per capita in square feet per person from four prominent countries:

- Germany: 2.7
- Japan: 3.9
- United Kingdom: 5.0
- United States: 23.8 — or almost *five times* as much space per capita as the U.K.

As for the "Amazon effect," Baldwin points out that Amazon's U.S. sales in 2016 were \$77 billion, still dwarfed by Walmart and smaller than Kroger, Costco, Home Depot, CVS and Walgreens. However, it's clear that Amazon is on the rise while these other retailers need to work hard to strengthen their in-store sales along with their digital businesses.

## How BJ's Stays Relevant in a Changing Retail Environment

Baldwin shared a brief case history about BJ's and how he was able to lead a process of change that got the firm "unstuck," as he puts it. With 215 clubs in 16 states, BJ's is the largest wholesale club in the Eastern United States. The firm runs 132 gas stations and its club program boasts 5.2 million members.

When Baldwin joined the company in 2015, he inspired his team to focus on the core consumer, to provide clear value, and to adapt and respond much more quickly than in the past. The firm's new mission was introduced as follows: "Be the destination of choice for smart saving families," with key words of "value," "fresh," and "loyalty." These "smart saving families" have an average household income of \$75K and a larger-than-average family size. This customer is a "savvy, price-sensitive shopper willing to do extra work to get great value." These folks love to stock up, too.

To differentiate BJ's from major competitors like Costco and Sam's Club, the focus on "fresh" means that BJ's offers and sells way more vegetables and fruits than other wholesale clubs. BJ's sales growth also outstrips department stores and TJ Maxx on apparel, because BJ's customers enjoy the convenience and savings of one-stop shopping. Another plus for BJ's is their increase in private label penetration with high-margin products. Wellsley Farms (food products) and Berkley Jensen (home goods) are two strong examples.

To provide club members with the digital features they expect, BJ's offers online reservations for products with store pick-up in two hours. New members can join online with a seamless and quick application, and the web site offers some helpful online features including custom cake decorating options and arrangements for appliance purchase, delivery and set-up. ●



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"Ask the DM Experts" is a monthly adMarks feature. Professor Susan K. Jones draws on the knowledge of CADM members and other authorities to answer your questions — so tell her what you want to ask the experts! Contact Susan at [sjones9200@aol.com](mailto:sjones9200@aol.com) or follow her on Twitter @sjones9200.

## WELCOME NEW MEMBERS

- **Rhonda Basler**, Director, Customer Engagement, Hallmark, Kansas City, MO
- **Larry Beaman**, Executive Director, Strategic Planning, IZEA, Inc., Chicago
- **Kevin Blazaitis**, Executive Director, Client Development, IZEA, Inc., Chicago
- **Carrie Bolin**, PCH/Media, Chicago
- **Colleen Cakora**, Account Executive, FCB, Chicago
- **Lauren Cartier**, Account Executive, FCB, Chicago
- **Chase Cornett**, SVP, Strategic Planning Director, FCB, Chicago
- **Deborah Efflandt**, Elgin
- **Ahmol Fozdar**, CEO, ProFox, Chicago
- **Jeana Garms**, Director of Marketing, SG360, Wheeling
- **Tom Grunhard**, Aurora
- **Laura Hammdorff**, Account Director, FCB, Chicago
- **Brandon Kirchoff**, Director of E-commerce, Uline, Pleasant Prairie, WI
- **Jess Kumor**, Associate Director of Content Marketing, Jacobs & Clevenger, Chicago
- **Christine Librojo**, Marketing Coordinator, Alligatortek, Oakbrook Terrace
- **Natalie Mahnken**, Account Supervisor, FCB, Chicago
- **Eric Mannell**, Assistant Account Executive, FCB, Chicago
- **Kyle Porter**, Associate Account Manager, Specialty Print Communications, Niles
- **Paul Rak**, Joliet
- **Thomas Ramsey**, CFO, ProFox, Chicago
- **Scott Schmitt**, Owner, Schmittypolis, Oak Park
- **Fan Shi**, Director, Strategic Planning, FCB, Chicago
- **Aaron Solomon**, Graphic Designer, Chicago
- **Anas Suleman**, Account Executive, FCB, Chicago
- **Douglas Sullivan**, Department Manager, Marketing, Pace Suburban Bus, Arlington Heights
- **Sally Tassani**, President, The Strategy Forums, Carmel, IN
- **Rohan Thapar**, Student, University of Illinois UC, Urbana
- **Dan Topel**, Business Development, JHL Direct Digital, Mt. Morris
- **Annette Vogt**, ACD, Epsilon, Itasca
- **David Young**, VP, Management Director, FCB, Chicago

## OTHER NEWS

**The Stevens Group** recently acquired **CL Graphics**. Founded in 1981, CL Graphics has grown steadily into a full-service marketing company located in Crystal Lake. The Stevens Group was formed in 2011 and has experienced steady annual growth, offering a robust direct mail solution. ●

*Have you recently earned a certification? Honor? Promotion? Been published? Moved? If you have a submission for "Member Briefs," please send it to adMarks Editor, CADM, PO Box 578, Westmont, IL 60559-0578 or email [info@cadm.org](mailto:info@cadm.org).*

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