



all about **e**MAIL
Virtual Conference & Expo
November 12, 2009 • Register Today

SHOWGUIDE

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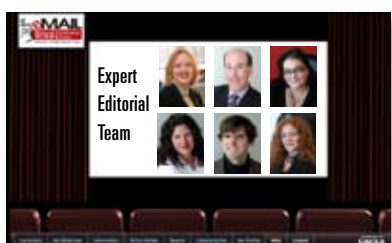
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ATTENDEE IN-SHOW SUPPORT

Help Link:

Our virtual show producer, On24, provides an omnipresent help link available on every page within the virtual show. A simple click provides you with a snapshot of the requirements for the optimal user experience as well as a quick reference guide to areas of interest. You can also access the information desk via this link for real-time support.



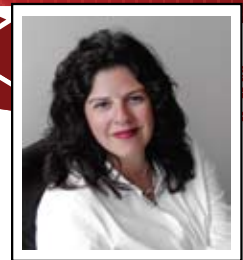
Email Contact:

Should the information on the help link not be sufficient, our AAeM will also be standing by via email for all attendee problems. Send an email to virtualshowinfo@napco.com to reach us this way.



Letter From the Editor

Dear Attendee:



Welcome to eMarketing & Commerce magazine's All About eMail Virtual Conference & Expo.

We are very excited to bring you this unique event right to your computer. Today we'll offer you great virtual presentations from 12 email industry leaders. They'll discuss strategies, tips and viewpoints on how to best create, implement and deliver email campaigns for marketing, customer service and other purposes.

We also have a virtual exhibit hall where you can chat with leading-edge vendors about their latest products and the services they can offer you, or win a coupon for free coffee or ice cream. We also have a virtual networking lounge, where you can conduct live chats during the day with industry leaders.

The Conference Program

The program's content has been designed especially for the unique challenges business-to-consumer and business-to-business e-commerce marketers are facing in today's tough economic climate.

Our morning keynote, "Email Marketing by the Book," will be presented by Jeannie Mullen, CMO, Zinio and Founder, Email Experience Council. Our afternoon keynote, "Viruses, Worms, Trojan Horses, Oh My!: The Essential Guide to Email Security," will be presented by David Gewirtz, Online Security Expert and Author of "Where Have All the Emails Gone?"

Other sessions include:

- **On-demand webinar** – *Customer Connections: Using Email and Social to Build Your Fan Base*, presented by Stephanie Miller, Vice President of Market Development, Return Path; Jason Baer, Founder, Convince & Convert; Stacey Kane, Marketing Director, California Tortilla
- **On-demand webinar** – *Business-to-Business Email Marketing Best Practices*, presented by Denise Cox, Email Newsletter Specialist, Newsweaver; Scott Barnett, Senior Manager Marketing Programs, Citrix Online
- **eChat in the Networking Lounge** – *Deliverability Q&A* with Dennis Dayman, Chief Privacy Officer, Eloqua Corp.
- **eChat in the Networking Lounge** – Join Melissa Campanelli, Editor-in-Chief of eM+C, in the Networking Lounge for an e-chat with the afternoon Keynote speaker, David Gewirtz, Online Security Expert and Author of "Where Have All the E-mails Gone"
- **Live eChat in the Networking Lounge** – Join Stephanie Miller, Vice President of Market Development, Return Path; Jason Baer, Founder, Convince & Convert; Stacey Kane, Marketing Director, California Tortilla.
- **Live Audio Chat** – *Design/Creative: A Best Practices Checklist*, Megan Walsh, Email Marketing Manager, Williams-Sonoma
- **Live webinar** – *How and Why to Acquire More Email Subscribers*, Arthur Middleton Hughes, Senior Strategist, e-Dialog
- **Customer Connections** – *Using Email and Social Networking to Build Your Fan Base*, Loren McDonald, Vice President of Industry Relations, Silverpop
- **Grow Your Business With Campaigner Email Marketing** – Melanie Attia, Product Marketing Manager, Campaigner

A Special Thank-You to Our Sponsors

We'd also like to thank our sponsors, Silverpop, Campaigner, Emailvision, AdMail.net, Bronto, Fathom SEO and Real Magnet. Without their generous support we would not have been able to put on this unique event.



Twitter **NEW!**

You'll be able to login to your Twitter account from the navigation bar. This will allow you to tweet from the show. Make sure you follow All About eMail on Twitter to get the latest updates: twitter.com/aaemail. Use the hashtag #aaem when posting tweets about the show.

Technical Questions

We have gone to great lengths to make this virtual trade show an easy and enjoyable experience for all of our attendees. If you have any technical difficulties, however, you can troubleshoot by clicking on the "Help" button available on every page of the show. This will put you in touch with our show staff.

We are excited about all the features this unprecedented event has to offer you and hope you will take home lots of practical solutions to help you excel in your businesses.

Enjoy!

Melissa Campanelli
Editor-in-Chief
eMarketing and Commerce, eM+C

Exhibitors / Sponsors

Admail.net

251 W. Garfield Rd.
Aurora, OH 44202
Phone: 800-479-6233
www.admail.net



Since 1995, Admail.net has been developing email marketing and seamless database management systems. Our client list includes companies from the entertainment, government, retail, finance and manufacturing industries. Our mission is to remain the leader in direct marketing while keeping our customers #1.

Our clients trust us with the lifeline of their business. their proprietary customer database. Understanding how our clients' businesses have changed has allowed the Admail.net concept to grow with them and keep up with these changes.

The Admail.net Advantage is a simple solution that allows you to take back control of your email marketing and data management. The Advantage solution works on your time schedule and gives you the flexibility to create, test and deploy your own targeted email campaigns 24/7.

The Admail.net team will help you utilize one of our highly configurable templates or design one to your specifications. If your database needs require extensive hygiene or integrated data synchronization, our team is there as well! Our products empower you to maintain and understand your customer database better. Email Builder offers the flexibility to develop professional email campaigns and newsletters for both novice and expert.

Bronto Software, Inc.

Washington Building
324 Blackwell Street, Suite 410
Durham, North Carolina 27701
Toll Free: 1-888-BRANTO1
International: +1-919-595-2500
www.bronto.com



Bronto Software is an industry-leading email marketing service provider, focused on improving email marketing success for online retailers and marketers around the world. By offering an efficient, effective, web-based software application, Bronto gives marketers the power to build relationships directly with their target audiences and customers. Through its accessible client service team, Bronto guides clients towards a strategy of successful email marketing. The combination of a powerful solution and expert support help clients send the right message to the right person at the right time resulting in positive ROI and business growth. For more information visit: <http://bronto.com>.

Campaigner

2379 Holly Lane, Suite 210
Ottawa, Ontario
Canada K1V 7P2
Toll Free: 1-866-358-6355
Local and International: 1-613-216-7423
www.campaigner.com



Campaigner enables organizations to have highly personalized one-to-one email dialogues with their customers, measure how they respond, and analyze those responses to interact in a more intelligent, automated way. It includes all the features necessary to send professional newsletters, grow opt-in lists, and improve permission-based marketing results. Campaigner includes automatic CAN-SPAM compliance, and on demand online access for a low monthly fee. It is part of a total Software as a Service (SaaS) business communications offered by Protus that also includes MyFax, the fastest-growing Internet fax service used by individuals, small, medium and large business, and the my1voice cost effective, feature-rich virtual phone service that travels with the user from phone to web. Additional information is available at www.campaigner.com.

Emailvision Inc.

The Chrysler Building -
31st Floor
405 Lexington Ave.
New York, NY 10174 - USA
Tel: +1 (212) 257-6018
www.emailvision.com



Founded in 1999, Emailvision is the global market and technology leader in email marketing with more than 2,000 clients and over 200 employees in 11 offices worldwide. Emailvision is a public company with revenue of \$30 million in 2008 and growing over 35% year-over-year. In 2009, Emailvision will deliver over 20 billion email messages on behalf of our clients and with the help of our technology service and support teams, achieve an industry leading 96% deliverability rate.

Fathom SEO

8200 Sweet Valley Dr.,
Suite 100
Valley View, OH 44125
Tel: 1-866-915-0418
www.fathomseo.com



Fathom SEO, based in Cleveland, Ohio, is a leader in ethical search engine marketing and placement, including Performance based Email Marketing programs, Search Engine Optimization and Online PR/Link

Exhibitors / Sponsors

Building, Pay-Per-Click Management, and Internet Video Marketing. We turn websites into sales machines.

Fathom SEO is recognized as a leading Online Marketing firm with more than 10 years' experience producing exceptional return on advertising statistics for clients across dozens of industries. This experience gives us an insightful and powerful perspective on the dynamic and constantly changing industry of online marketing. In fact, Advertising Age magazine named Fathom SEO among the top 20 search engine marketing agencies in 2006 and 2007. To learn more you can visit us at www.fathomseo.com.

Real Magnet, LLC

4853 Cordell Ave.

Suite PH-11

Bethesda, MD 20814



Real Magnet is the developer of MagnetMail, a comprehensive email marketing application that includes integrated social, mobile, RSS, and fax distribution, as well as event registration and management and surveys modules. More than 1,000 organizations use MagnetMail to communicate with customers and prospects. Founded in 2000, Real Magnet is based in Bethesda, MD.

Return Path

304 Park Avenue South,
7th floor

New York, NY 10010

Phone: 212-905-5500

www.returnpath.net



Return Path (www.returnpath.net) is the global marketer leader in email deliverability services helping more than 2,000 clients get more email delivered to the inbox so they earn higher response rates. Since 1999, we've been helping commercial senders like eBay, Polo, Turner Broadcasting, Twitter and Quicken improve delivery while sending better email. Major ISPs like Yahoo!, Microsoft, Comcast and USA.net rely on our reputation data and our certification services to ensure legitimate email gets delivered. Why? Because it's just not okay for email to just go missing!

Silverpop

200 Galleria Parkway,
Suite 750

Atlanta, GA 30339

Phone: 678-247-0500

Fax: 678-247-0501

www.silverpop.com



Silverpop's Engagement Marketing suite helps turn prospects into customers, and customers into raving fans. Silverpop's Web-based solutions enable companies worldwide to build relationships with customers and prospects through the creation, automation and delivery of relevant, online messaging.

Companies rely on the Silverpop Engage platform to create and manage multi-channel marketing campaigns that reach millions of individuals—one at a time—enhancing lifetime customer value and brand loyalty. Silverpop's Engage B2B platform seamlessly scores sales leads, nurtures them through the pipeline and measures campaign return-on-investment. Silverpop makes it easy and affordable for marketers to create, automate and execute campaigns...from first click to lifetime customer.

With offices in the United States, England and Germany, Silverpop's engagement marketing technologies are used by industry-leading brands including Fossil, Siemens, British Sky Broadcasting, Ciena, Pitney Bowes MapInfo, LeanLogistics, Houghton Mifflin and more. For more information visit www.silverpop.com.



CONFERENCE AGENDA*

At-A-Glance

Show Date: November 12, 2009 • Show Hours: 10:00 a.m. – 5:30 p.m. (ET)

DIAMOND SPONSOR:



PLATINUM SPONSOR:



GOLD SPONSOR:



Time	Session	Speaker(s)
10:00 – 10:30 a.m.	Conference opening, orientation, profile building	N/A
10:30 – 11:15 a.m.	Keynote – Email Marketing by the Book Sponsor:	Introduction: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com Jeanniey Mullen CMO, Zinio and Founder, Email Experience Council
11:30 a.m.	ON-DEMAND PRESENTATIONS AVAILABLE On-demand webinar – Customer Connections: Using Email and Social to Build Your Fan Base Sponsor:	Introduction: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com Moderator: Stephanie Miller Vice President of Market Development Return Path Jason Baer Founder Convince & Convert Stacey Kane Marketing Director California Tortilla
		Moderator: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com Denise Cox Email Newsletter Specialist Newsweaver Scott Barnett Senior Manager Marketing Programs, Citrix Online
11:30 – 12:00 p.m.	Live eChat – Join Stephanie Miller, Vice President of Market Development, Return Path; Jason Baer, Founder, Convince & Convert; Stacey Kane, Marketing Director, California Tortilla in the Networking Lounge for an eChat	Moderator: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com
12:30 p.m.	Email Gone Viral – Extending Reach Through Social Sharing Brought to you by:	Loren McDonald Vice President of Industry Relations Silverpop
12:15 – 12:45 p.m.	Coffee break in exhibit hall	

*As of 11/2/09



CONFERENCE AGENDA*

At-A-Glance

Show Date: November 12, 2009 • Show Hours: 10:00 a.m. – 5:30 p.m. (ET)

Time	Session	Speaker(s)
12:45 – 1:15 p.m.	eChat in the Networking Lounge – Deliverability Q&A	 Moderator: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com  Dennis Dayman Chief Privacy Officer Eloqua Corp.
1:15 p.m.	Grow Your Business With Campaigner Email Marketing Brought to you by: 	 Melanie Attia Product Marketing Manager Campaigner
1:30 – 2:30 p.m.	Live webinar – How and Why to Acquire More Email Subscribers Sponsor: 	 Moderator: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com  Arthur Middleton Hughes Senior Strategist e-Dialog
2:30 – 3:00 p.m.	Ice Cream Break in the Exhibit Hall 	First 100 attendees who enter the exhibit hall will receive a coupon for a FREE pint of Ben & Jerry's ice cream!
3:00 – 3:45 p.m.	Live Audio Chat – Design/Creative: A Best Practices Checklist Sponsor: 	 Moderator: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com  Megan Walsh Email Marketing Manager Williams-Sonoma
4:00 – 4:45 p.m.	Keynote – Viruses, Worms, Trojan Horses, Oh My!: The Essential Guide to Email Security	 Introduction: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com  David Gewirtz Online Security Expert and Author of "Where Have All the E-mails Gone."
5:00 – 5:30 p.m.	Live eChat – Join Melissa Campanelli, Editor-in-Chief of eM+C, in the Networking Lounge for an e-chat with the afternoon Keynote speaker	 Moderator: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com  David Gewirtz Online Security Expert and Author of "Where Have All the E-mails Gone."

Association Partner



Supporting Organization



*As of 10/23/09

Virtual Floor Plan



The virtual floor plan is set in a modern, multi-level atrium with large windows overlooking a city skyline. The main event logo, "all about eMAIL Virtual Conference & Expo", is displayed in the top left corner. Three primary booths are visible: "Emailvision" on the left, "Silverpop" in the center, and "campaigner" on the right. Each booth is equipped with digital displays, seating, and staff avatars. A navigation bar at the bottom of the interface includes the following links: Locations, Information, My Briefcase, Who's Here?, In-Show E-mail, Search, My Profile, Prize Center, Private Chats, Help, Logout, and a "POWERED BY ON24" logo.

Conference Agenda

10:30 a.m. – 11:15 a.m.

Keynote: Email Marketing by the Book

At this moment, the number of worldwide email users is more than 1.4 billion in 2009, according to The Radicati Group, a market research firm. In comparison, Twitter has roughly 50 million users now.

If you do not employ a stellar email marketing staff, practice and effort you are missing out on millions of dollars in revenue.

Find out how to make sure your program stacks up to the best in breed strategies in place. From list growth to design, strategy and relationships, Jeannie Mullen walks you through the key best practices "by the book" and she means it. Jeannie will be taking her tips straight out of the pages she and David Daniels, of Forrester Research, authored called "Email Marketing, An Hour a Day."

Featuring: Jeannie Mullen, CMO, Zinio and Founder, Email Experience Council

Sponsored by:  Bronto

11:30 a.m.

On-demand webinar: Customer Connections: Using Email and Social to Build Your Fan Base

Is your online marketing keeping up with the seismic shifts in how consumers and business professionals interact with brands, buy and communicate? It's time to take a look at your email and social marketing strategies and build your fan base in the "New old-fashioned way" - by creating amazing subscriber experiences. We must engage online in order to build loyalty, drive revenue and generate buzz. One way to do this is to combine forces between email and social. You'll hear from marketers who are doing it now - and pick up lots of great ideas for improving your own strategy.

Featuring: Stephanie Miller, Vice President of Market Development, Return Path (Moderator); Jason Baer, Founder, Convince & Convert; Stacey Kane, Marketing Director, California Tortilla

Sponsored by:  ADMail.NET

11:30 a.m.

On-demand webinar: Business-to-Business Email Marketing Best Practices

Business -to-Business Email Marketing Best Practices is an important part of business-to-business marketing. More and more B-to-B marketers and businesses are understanding its value, and as a result, using it more frequently to promote their products, services, e-letters, and thought -leadership tools like whitepapers or surveys. In this presentation, Scott Barnett, senior manager of marketing programs at Citrix Online LLC., a division of Citrix, and Denise Cox, the email newsletter specialist for Newsweaver, discuss best practices around key b-to-b email marketing techniques such as lead generation, customer retention, newsletters, getting in and standing out of the inbox, and testing and measuring.

Featuring: Denise Cox, Email Newsletter Specialist, Newsweaver; Scott Barnett, Senior Manager, Marketing Programs, Citrix

Sponsored by:  ADMail.NET

11:30 a.m. - 12:00 p.m.

Live eChat: Join Melissa Campanelli, Editor-in-Chief of eM+C, in the Networking Lounge for an e-chat with Stephanie Miller, Vice President of Market Development, Return Path; Jason Baer, Founder, Convince & Convert; Stacey Kane, Marketing Director, California Tortilla

Featuring: Stephanie Miller, Vice President of Market Development, Return Path

12:30 p.m.

Email Gone Viral: Extending Reach Through Social Sharing

Social networking has quickly become more than just an interesting phenomenon, with 33 percent of online users now visiting these sites at least monthly, and 40 percent of email participants using social sites to gather product information and recommendations. As an email marketer, this growth in social media/network usage creates untapped opportunities and presents significant challenges. While social media can create additional "noise" and competition in the inbox, smart marketers are tapping into the power of social networks such as Facebook, LinkedIn and Twitter to extend the reach and improve the ROI of their email programs. This session will reveal findings from a recent Silverpop study on social sharing, outline steps that are critical to making your emails "shareable," and review both good and bad examples of email share-to-social approaches.

Featuring: Loren McDonald, Vice President of Industry Relations, Silverpop

Sponsored by:  Silverpop
From First Click to Lifetime Customer



Conference Agenda

1:00 p.m.

Grow Your Business With Campaigner Email Marketing

In this 20-minute presentation, see how you can start tapping into email marketing's impressive ROI of \$45 per \$1 spent with Campaigner.

We'll show you how to:

- Work with contacts in Campaigner
- How to create a web sign-up form to grow your contact list
- Build a quick email campaign using our professionally designed templates

Featuring: Melanie Attia, Product Marketing Manager, Campaigner

Sponsored by:  campaigner™

1:30 p.m. – 2:30 p.m.

Live Webinar: How and Why to Acquire More Email Subscribers

With the economy in the doldrums, some marketers focus on retention in their email marketing strategies—and leave acquisition behind. That's not always the right way to go, says Arthur Middleton Hughes, senior strategist for e-Dialog. In this presentation he discusses why permission-based email marketing is an effective acquisition tool, and the three most important steps that lead to acquisition.

Featuring: Arthur Middleton Hughes, Senior Strategist, e-Dialog

Sponsored by:  FATHOM SEO
Search Engine Marketing

3:00 p.m.– 3:45 p.m.

Live Audio Chat: Design/Creative: A Best Practices Checklist

Your email's creative design is a key component to making sure your emails get opened. Do you have questions around how to maximize your email creative's performance? Want to know the best creative practices around subject lines, preview panes and messages? These types of questions and more are sure to be answered during this live e-chat on email creative and design. The more questions the better!

Featuring: Megan Walsh, Email Marketing Manager, Williams-Sonoma

Sponsored by:  REAL MAGNET
Developers of MagnetMail

4:00 p.m. – 4:45 p.m.

Keynote: Viruses, Worms, Trojan Horses, Oh My: The Essential Guide to Email Security

The swine flu is not the only virus out there wreaking havoc on our systems. There are other viruses out there, but instead of wreaking havoc on us, they're doing it to our email systems. And these computer viruses are becoming more and more contagious. Join our keynote speaker David Gewirtz, a leading email security expert, for a lively discussion about the email security gremlins out there and how to make sure they don't make your email marketing programs sick.

Featuring: David Gewirtz, Online Security Expert and Author of "Where Have All the E-mails Gone."

Speaker Bios



MELANIE ATTIA is the Product Marketing Manager for Campaigner and is focused on managing the Campaigner marketing programs and product messaging.



JASON BAER is a forest-dwelling restaurant critic with a passion for tequila and all things social media. As president of Convince & Convert, Jason consults with corporations and public relations firms, helping them harness the power of social media strategy. He spreads his "think social media tools last, not first" message through numerous conference speaking gigs, his Convince & Convert blog and social media training seminars. Jason spent 15 years running digital marketing agencies and has consulted for more than 700 companies — and 25 of the Fortune 1000.



SCOTT BARNETT is senior manager of marketing programs at Citrix Online LLC., a division of Citrix. Scott manages email, direct mail and online marketing programs for Citrix Online's e-commerce product lines: GoToMyPC, GoToMeeting, GoToWebinar and GoToAssist Express. Prior to his four years at Citrix Online, Scott managed online marketing programs for five years at Corio (now IBM Applications on Demand).



DENISE COX is the email newsletter specialist for Newsweaver, a Bandon, Ireland-based provider of email software that helps marketers deepen, monetize and understand the relationship they have with their customers and prospects. In 1996, she formed an email marketing agency that would merged with Newsweaver in 2000. Denise is a frequent contributor to industry publications and writes an award-winning blog... email matters!, as well as a newsletter, Business of Email. She regularly speaks at conferences and seminars, and is a member of the UK DMA's Email Marketing Council.



DENNIS DAYMAN is the chief privacy officer for Eloqua Corp. Dennis has more than 15 years experience combating spam; security issues; and improving email delivery through industry policy, ISP relations and technical solutions. At Eloqua, Dennis provides best practices to Eloqua customers and ensures the deliverability and compliance of their communications data flows. Prior to Eloqua, Dennis was the director of deliverability, privacy and standards for StrongMail Systems. Dennis also has served as senior director of security and legal compliance for Verizon Online, senior consultant at Mail Abuse Prevention Systems (MAPS), and director of policy and legal external affairs for Southwestern Bell Global, now AT&T.



DAVID GEWIRTZ is chairman and CEO of ZATZ Publishing, editor-in-chief of the ZATZ magazines and, according to the Independent Computer Consultants Association, "one of America's foremost email experts". David is also the Cyberterrorism Advisor for the International Association for Counterterrorism & Security Professionals and a colum-

nist for The Journal of Counterterrorism and Homeland Security. David is best known for his nonpartisan national security analysis of the Bush White House email controversy. He is the author of the book "Where Have All The Emails Gone? How Something as Seemingly Benign as White House Email Can Have Freaky National Security Consequences," which explores the controversy from a technical perspective and, according to The Intelligence Daily, is "the definitive account about the circumstances that led to the loss of administration emails." David is also the author of "The Flexible Enterprise: How to Reinvent Your Company, Unlock Your Strengths, and Prosper in a Changing World." Earlier in his career, he was an executive at Symantec Corp., held the unusual title of "Godfather" at Apple and served on the board of the Software Entrepreneurs Forum (now SDForum) in Santa Clara County, Calif.



STACEY KANE joined California Tortilla as Director of Marketing in 2007 where her primary role has been to conceptualize and execute CT's engaging, out of the box promotions such as Rock, Paper and Scissors Wednesdays and Gobble Like a Turkey Day. She has spearheaded the company's social networking initiatives including Twitter and Facebook campaigns. Previously, Kane spent 11 years as account executive on the Subway account and 8 years as President of Broadtalk Marketing a promotional media buying firm. Originally from Oceanside, NY, she currently resides with her husband, Cameron Gray, and daughter, Kendall, in Alexandria, VA.



ARTHUR MIDDLETON HUGHES is senior strategist at e-Dialog. He advises e-Dialog staff and clients on profitable strategies for using emails in their marketing programs. He has been designing and maintaining marketing databases for Fortune 500 companies and others for the past 20 years. His database experience includes wired and wireless telephone companies, insurance, banks, catalogers, pharmaceuticals, package goods, software and computer manufacturers, resorts, hotels, automobiles, and nonprofit fundraisers. He is the author of seven database marketing books including the third edition of "Strategic Database Marketing" (McGraw-Hill 2006). He and e-Dialog CMO Arthur Sweetser are the authors of the forthcoming book: "Email Marketing Strategy: Hunting or Farming" (RACOM 2009). Arthur's articles appear regularly in leading industry publications. He has been a key speaker at marketing conferences in the U.S., Canada, U.K., Japan, Taiwan, Australia, New Zealand, Brazil, Venezuela, Columbia, Malaysia, Thailand and Portugal.



LOREN MCDONALD, vice president of industry relations for Silverpop, has 24 years of experience in marketing, consulting and strategic planning. His career includes holding executive positions with Lyris Inc. and EmailLabs. A Media Post Email Insider columnist and former ClickZ Email Delivery columnist, McDonald has written more than 150 articles on email marketing best practices.

Speaker Bios



STEPHANIE MILLER is the vice president of market development for Return Path. She is also a customer advocate and expert in creating online experiences that build brands and drive revenue. With more than 20 years of direct marketing and publishing experience, she helps online marketers and publishers optimize their email channel revenues, starting with inbox deliverability. A frequent speaker and writer, she is a fierce advocate for caring email marketers everywhere. She is the co-author of "Sign Me Up!: A Marketer's Guide To Email Newsletters that Build Relationships and Boost Sales."



JEANNIE MULLEN is the chief marketing officer for Zinio and VIVmag. With global responsibilities for growth with consumers, publishers, advertisers and partners, Jeannie is helping to pioneer the next generation of publishing. A pioneer at heart, prior to Zinio, Jeannie was a senior partner and global executive director at OgilvyOne Worldwide. She founded The Email Experience Council, ran her own advertising agency and pioneered email marketing inside advertising agencies in the late 1990s at Grey Direct. Jeannie is the co-author of "Email Marketing: An Hour a Day," and a frequent speaker and author in the areas of email, digital marketing, brand development and publishing.



MEGAN REGARD WALSH is the email marketing manager for the Williams-Sonoma and Williams-Sonoma Home brands. In her position, Megan is responsible for optimizing email campaign performance for two high-profile, revenue-generating programs. Her primary vision in this role is to transform outdated "batch and blast" strategies to include strategic segmentation and lifecycle marketing. Megan is also co-chair of the Email Experience Council's Email Design roundtable, and through this position and various industry speaking engagements, she extends her expertise to a greater community of marketers outside of Williams-Sonoma.

Affiliated Partner / Supporting Organizations

Affiliated Partner:

The **Email Experience Council (eec)** is the email marketing arm of the Direct Marketing Association and a global professional organization that strives to enhance the image of email marketing and communications, while celebrating and actively advocating its critical importance in business, and its ROI value. The eec is committed to regularly conducting a broad series of email initiatives for a variety of organizations that highlight the positive impact and importance of email as a marketing tool, communications vehicle and branding device. The eec members who belong to the eec organization are representative of other trade organizations, agencies, advertisers, technology partners, clients and companies focused on the potential of email marketing.



Supporting Organization:

With over 3,200 members from all over the world, the **Email Marketer's Club** is the largest independent international email marketing community where members discuss, network and share knowledge and get advice about email marketing. If you're in email marketing, you cannot afford not to be a member of the Email Marketer's Club! Join us now at www.emailmarketersclub.com.



The **Direct Marketing Club of New York (DMCNY)** is the tri-state organization that has provided the support, education, and a network of opportunities to direct marketers for over 60 years. We are a regional, professional non-profit association for all those interested in direct marketing.



The **Web Marketing Association** was founded in 1997 to help set a high standard for Internet marketing and web development. Staffed by volunteers, this organization is made up of marketing, advertising, public relations and web design professionals from around the world who share a passion for improving the quality of advertising, marketing and web site development on the Internet today and in the future. It is best known for its WebAward competition for website development (www.webaward.org), the premier Website recognition program on the Internet.



all about eMAIL

Delivers winning strategies, tips, news and expert views on how to best create, implement and deploy e-mail campaigns for marketing, customer service and all other purposes. Delivered every other Friday.

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