



The DMA

SENIOR OFFICERS

Summit

MONDAY, OCTOBER 18, 2004

Ernest N. Morial Convention Center
New Orleans, LA

A VIEW FOR THE TOP

Introducing...

The DMA
SENIOR OFFICERS
Summit

A VIEW FOR THE TOP

Ernest N. Morial Convention Center
New Orleans, LA

MONDAY, OCTOBER 18, 2004

Spend a day apart from the hustle and bustle of our main Conference. Join your fellow top executives from across the industry and around the world for the inaugural DMA Senior Officers Summit.

- Meet and network with other high-ranking decision-makers from a broad range of companies.
- Hear from distinguished speakers whose knowledge and experience have earned them international renown.
- Learn in an advanced program designed to address your unique issues and opportunities.

Then, if you wish, join in the excitement of The DMA Annual Conference & Exhibition already in progress and included with your registration. Thought Leadership Forums, the Creative Carnivale & Agency Arena, the Service Solutions Track, and Live Usability Labs are a few of the new features to experience on Tuesday and Wednesday.

DON'T MISS THE OPPORTUNITY
to be a part of this landmark DMA event.



The DMA **SENIOR OFFICERS** Summit

Itinerary

MONDAY, OCTOBER 18, 2004

- 9:00 – 10:30 A.M. *State of the Industry Address*
John A. Greco, Jr., President & CEO
Direct Marketing Association, Inc.
- 10:45 – 11:45 A.M. *Marketing Becomes Media:
A New Media Paradigm*
Strauss Zelnick, CEO
ZelnickMedia
- 12:00 – 1:45 P.M. Senior Summit Luncheon
*Leadership and Strategic Thinking
According to Sun Tzu's Art of War*
Chin-Ning Chu
Best-selling Author and Strategist
- 2:00 – 3:00 P.M. *Driving New Growth:
The State of Mergers & Acquisitions
In Direct Marketing*
Tolman Geffs, Managing Director
The Jordan, Edmiston Group (JEGI)
- 3:15 – 4:15 P.M. *The US Economy: Off and Running*
Dr. Mark Zandi, PhD
Chief Economist and Cofounder
Economy.com
- 4:15 – 5:30 P.M. Meet the Speakers Networking
Reception

Sessions subject to change.

State of the Industry Address

9:00 – 10:30 A.M.



The State of the Industry Address

John A. Greco, Jr.

President & CEO

Direct Marketing Association, Inc.

Rapidly changing technology and consumer expectations are revolutionizing our industry. Join new DMA President & CEO, John Greco, for his inaugural State of the Industry address, and examine the leading trends, opportunities, and challenges that marketers face as our industry adapts to the increasingly customer-centric, multichannel marketplace.

John Greco comes to The DMA with experience in association management and nearly three decades of marketing and technology leadership.

Prior to The DMA, Greco spent 19 years in marketing and business development at AT&T, including 6 years as director of AT&T's Consumer Laboratory, exploring early applications of the Internet, home networks, wireless devices, and interactive TV.

Following that, Greco served as a marketing executive at R.R. Donnelley & Sons. In 2000, he was named President & CEO of the Yellow Pages Integrated Media Association providing overall vision for the \$25 billion global Yellow Pages industry and the 350-member association.

Greco holds an MBA from Columbia University and a Bachelor of Science degree in Electronic Engineering from Monmouth University.

Session: Strauss Zelnick

10:45 – 11:45 A.M.



Marketing Becomes Media: A New Media Paradigm

Strauss Zelnick
CEO
ZelnickMedia

Why would the former CEO of BMG Entertainment acquire Lillian Vernon and Time Life's direct marketing businesses? Learn why as Strauss Zelnick discusses his newest ventures with ZelnickMedia and the creation of a global synergy of new media and traditional direct marketing, and how it applies to your business.

Zelnick Media, which recently made these and other acquisitions, owns interests in an array of media enterprises in direct marketing, market research, recorded music, publishing, CD manufacturing, online games, and media-related software in the US, Europe, and Asia. The company has achieved over \$1 billion in revenues in its first three years, with goals to quadruple that in the next three.

Prior to forming ZelnickMedia, Strauss Zelnick has run every type of major entertainment company, and most recently served as President and CEO of BMG Entertainment, a \$4.7 billion music and entertainment company with operations in 54 countries. In addition, he has served as CEO of Crystal Dynamics; COO of 20th Century Fox; COO of Vestron Inc.; and CEO of Columbia Music Entertainment Inc.

Zelnick holds an MBA and a JD from Harvard University and a BA from Wesleyan University. He serves on the boards of numerous companies and institutions.

Summit Luncheon and Presentation

12:00 – 1:45 P.M.

**Leadership and Strategic Thinking According to Sun Tzu's Art of War****Chin-Ning Chu**

*Best-Selling Author and President
Asian Marketing Consultants
and the Strategic Learning
Institute*

Chin-Ning, the foremost authority on Sun Tzu's Art of War, presents the warrior philosophy as a premier vehicle for mastering strategic thinking. Learn to weave strength, strategy, pragmatic enterprise, and personal growth into corporate decisions and daily life. Chin-Ning fuses timeless Eastern wisdom with Western practicality in a profound and thought-provoking presentation that is energetic, truthful and humorous.

Chin-Ning is the author of numerous international best-selling books including *Do Less, Achieve More*, *Thick Face, Black Heart*, *The Asian Mind Game* and *Working Woman's Art of War* with translations in seventeen languages. She has readers and clients in over sixty countries, counting among them presidents and prime ministers, chairmen and CEOs of the international Fortune 500. Her work has been praised in CNN, *Business Week*, *USA Today*, *The London Financial Times*, and the international editions of *People* and *Vogue*.

As a consultant and strategist, she is credited with turning Chen Shui-Bian's 1999 presidential campaign (Republic of China) from a certain defeat into a resounding win in less than 30 days. In 1994, Larry King looked to Chin-Ning to interpret the strategic mind-set of North Korea. At the National Democratic Convention in 1996, she was honored as Woman of the Year by the global organization, Women of the World.

Session: Tolman Geffs

2:00 – 3:00 P.M.



Driving New Growth: The State of Mergers & Acquisitions in Direct Marketing

Tolman Geffs

*Managing Director
The Jordan, Edmiston Group
(JEGI)*

Two major trends are reshaping the direct marketing industry and driving M&A activity. One is the need for a complete marketing solution across both traditional and interactive channels. The other is able operators capturing new sources of growth. These are bringing together traditional and interactive direct marketing and CRM firms at an increasing rate.

Examine the strategies, early results so far, and the outlook for continued M&A and growth.

Tolman Geffs represents online, multimedia and interactive technology companies. He also assists print and television media companies in mergers, acquisitions and divestitures. Prior to joining JEGI, he was CEO of Internet Broadcasting Systems, a national network of 70 local television Web sites.

Previously, Mr. Geffs held a series of senior executive positions in magazine publishing. He began his career in the M&A department of Lehman Brothers, and consulted for media companies with McKinsey & Company.

Mr. Geffs earned an MBA from Harvard Business School as a Baker Scholar and a BA in English and a BS in Engineering Physics with Honors from the University of California at Berkeley.

Session: Mark M. Zandi, PhD

3:15 – 4:15 P.M.

**The US Economy:
Off and Running**

Mark M. Zandi, PhD
*Chief Economist and Cofounder
Economy.com*

With a growing job market firmly in place, the economy is off and running, and should continue even as the current fiscal stimulus diminishes. However, there are numerous risks to this sanguine outlook, ranging from continued global terrorism to economic adjustment problems in China to persistently high energy and commodity prices.

Discuss the influence of these factors — and the presidential election — on both the US economy, and specific industries and regions. Identify who stands to gain, who's at risk and how to prepare *your* business for the economy ahead.

Dr. Zandi has over 15 years' experience in macroeconomic, financial and regional economic modeling. He conducts regular briefings for corporations, financial institutions and government, and is frequently quoted in national and regional news outlets, including *The Wall Street Journal*, *The New York Times*, *Business Week*, *Barron's* and *Fortune*. He has also appeared on *Wall Street Week*, *ABC's World News Tonight*, *CBS Evening News*, CNN, and *NewsHour with Jim Lehrer*.

Dr. Zandi received his PhD in Economics from the University of Pennsylvania and his BS from the Wharton School at the University of Pennsylvania.

Meet the Speakers Networking Reception

MONDAY, October 18, 2004

4:15 – 5:30 P.M.

The Senior Officers Summit speakers come together to answer your questions and offer concluding remarks. Then mix and mingle with the speakers and your peers over drinks and hors d'oeuvres. Build new relationships and strengthen existing ones in a relaxed and intimate setting.



Enjoy the rest of the Conference!

TUESDAY – WEDNESDAY

October 19 – 20, 2004

As a Senior Officers Summit delegate, you are welcome to join in the excitement of The DMA 87th Annual Conference & Exhibition already in progress. Thought Leadership Forums, the Creative Carnivale & Agency Arena, the Service Solutions Track, and Live Usability Labs are a few of the new features this year.

Send your whole team to experience the excitement, the ideas, and everything else that has made The DMA Annual Conference & Exhibition a must-attend event for 87 years. Take advantage of a great discount for groups of 4 or more. In addition, there are intensive Weekend Workshops for particular disciplines, and even DM University for your junior staff. Learn more at www.dmaannual.org.

*Turn the page for world class executives
you won't want to miss!*

Private Networking Reception

The DMA Annual Conference Keynotes

TUESDAY, October 19, 8:30 – 9.30 A.M.

Going Direct in a Multichannel, Multimedia Environment



Don Logan
*Chairman, Media &
 Communications Group
 Time Warner Inc.*

Discover how Time Warner implements the highest-caliber multichannel direct marketing strategies that build lasting loyalty, steer industry innovation, and set the standard for the exploding communications industry.

As chairman of Time Warner's Media & Communications Group, Don Logan oversees America Online, Time Inc., Time Warner Cable, and the Time Warner Book Group.

TUESDAY, October 19, 12:00 – 2.00 P.M.

Confidence: How Winning Streaks and Losing Streaks Begin and End — Employing a Powerful New Approach to Leadership and Change



Professor Rosabeth Moss Kanter
*Ernest L. Arbuckle Professor of Business
 Administration
 Harvard Business School*

Based on her work with major sports teams and businesses, Rosabeth Moss Kanter shows how to unlock peak performance by building confidence at four levels — self-confidence, confidence in each other, confidence in the system, and customer/investor confidence.

Professor Kanter is an internationally renowned business scholar, best-selling author, and coach to major CEOs and politicians.

Thought Leadership Forums

Gain valuable insight from top executives who have lead their companies in remarkable growth, innovation, turnarounds, and profitability.

TUESDAY, October 19, 4:00 P.M. – 5:00 P.M.

The Winning Hand: How Cutting-Edge Technology and Customer Knowledge Earn Long-Term Profitability



David Norton
SVP, Relationship Marketing
Harrah's Entertainment, Inc.

Ensuring Customer Loyalty Through an Enterprise-Wide, Superior Brand Experience



Horst H. Schulze
Former President & COO
The Ritz-Carlton Hotel Company, LLC

Deploying the Force of Personal Identity in Mass Markets: Lessons from the UK for US Marketers



Professor John A. Deighton
Harold M. Brierley Professor of Business Administration, Harvard Business School



Robert Gierkink
CEO, Loyalty Management UK

WEDNESDAY, October 20, 9:30 A.M. – 10:30 A.M.

The Home Depot's Multichannel Strategy for Building Market Share



John Costello
EVP of Merchandising and Marketing
The Home Depot, Inc.

Synchronizing the Order Management Cycle



Kurt Kuehn
VSP Worldwide Sales & Marketing
United Parcel Service, Inc.

How to Register

Register for The DMA Senior Officers Summit exactly as if you were registering for the DMA Annual Conference & Exhibition and use **Key Code “SUMMIT”** to identify yourself as a Senior Officers Summit delegate.

3 WAYS TO REGISTER:

Online: www.dmaseniorsummit.org

Mail or fax: Use the enclosed form.

For questions or inquiries, please call 1.800.293.7279

(+1.330.425.9330 outside US) or e-mail

dmaannual@conferon.com.

YOU MUST USE KEY CODE “SUMMIT”

to receive your special registration badge allowing access to Senior Officers Summit events. Your Senior Officers Summit registration also gives you full access to all regular conference events.

Cost for DMA Members:

By September 30: \$1,299

After September 30: \$1,399

Cost for Non-DMA Members:

By September 30: \$1,799

After September 30: \$1,899

The DMA Senior Officers Summit is intended for senior executives and attendance is limited. If you would like to recommend an associate, please e-mail seniorsummit@the-dma.org and include his or her name, title, company and full contact information including phone and e-mail.

www.dmaseniorsummit.org