

dcw concepts



Business Communication Design

[dcwconcepts.com](http://dcwconcepts.com)



[deryck@dcwconcepts.com](mailto:deryck@dcwconcepts.com)



**Education:** BSc – Accounting, Towson University 1993

**Experience:** 1993 – 2003, Healthcare - Medicare and Medicaid Auditor  
2003 – Present - Freelance Graphic Designer, Web Developer,  
Video Editor, Business Communications Specialist

## **Communications and Marketing Materials Production**

**Print and electronic newsletters, magazines, annual reports, brochures, print ads, logo and letterhead design, presentations, business collateral, press releases.**

**Design Applications and Management Tools Expertise:** Adobe Creative Cloud Apps, Microsoft Office, FileMaker Pro and FileMaker Server Pro

**Web Tools Expert:** HTML, CSS, JS, PHP, WordPress, Drupal, Joomla, Cloud Hosting and Admin

**Content Creation Specialist:** Business Articles, Copywriting, Scriptwriting, Editing and Proofreading, Ghostwriting

**Graphic Design: Responsible for total design, consistent with editorial themes**

- Design and layout of the monthly newsletter of a Washington, D.C. marketing trade association
- Design and layout of the annual report for the specialty division of a Washington, D.C. agricultural trade association
- Layout and timely production of quarterly e-mail newsletters for a Washington, D.C. educational foundation
- Design and layout of the biannual electronic newsletters for two specialty divisions of a Washington, D.C. agricultural trade association
- Work with editors to ensure thematic consistency and to communicate editorial concepts through graphic treatments
- Work in concert with outside print vendors to deliver proofs according to client and production house specifications
- Create original illustrations and graphic treatments
- Maintain style sheets, master templates, and branding consistency for all output
- Create advertising material for events, seminars, promotions
- Expert use of Adobe Creative Suite / Cloud as these tools relate to the output of the final product; InDesign and Acrobat for editorial layout, Photoshop for photo editing and enhancement, Illustrator for vector-based graphic design

*Design Highlights: Custom Graphics, Promotional Material, Monthly Newsletter*



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### **Web Design: From concept to implementation.**

- Design and launch websites using web CMS: WordPress, Drupal, Joomla
- Create and launch websites through the Adobe CC workflow
- Design websites in raw HTML
- Versed in the use of CSS, PHP, and JS
- Customize images, graphics, and icons for web
- Standardize design and branding across digital and print

*Web Clients: Regional Real Estate Developer, Video production company, Nationally syndicated children's television program.*

### **Video Editor and Videographer: Shoot, Capture, Edit, Format**

- Video Camera Operator
- Video Editor with Final Cut Studio, Adobe Premiere and Adobe AE
- Expert in video formats for multiple distribution platforms
- Corporate Video production for training and special events

*Short Film Projects: "No Small Stuff", "Corrugated Storage", "My Neighbor, The Terrorist".*

### **Promotional and Marketing: Targeted outreach.**

- Email newsletters using Constant Contact, Mail Chimp, or custom HTML
- Mailing list management through FileMaker, MS Access, MS Excel, and other database tools
- Brochure, print, web design for events and marketing campaigns
- Advertising insert creation
- Social Media management

### **Copywriting: Effective Communication.**

- Scriptwriting for video content
- Article writing for national daily and monthly business publications
- Advertising copy for email blasts and newsletters
- Press releases
- Web content

### **References: On Request**



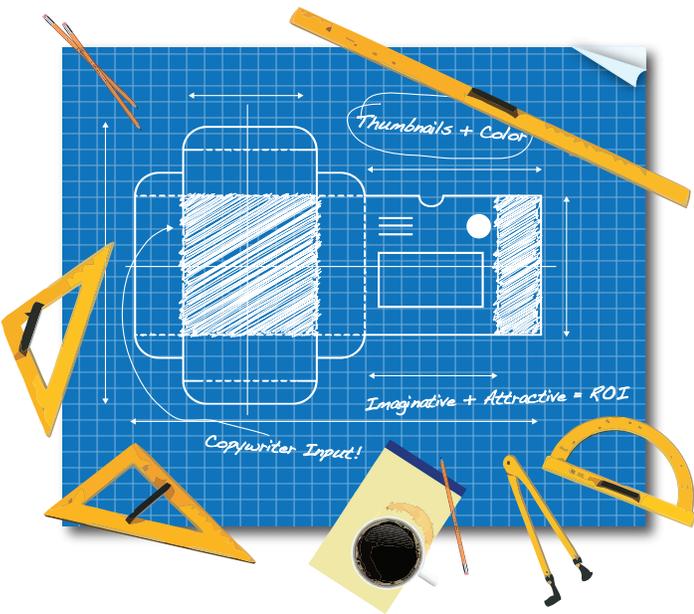
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### Annual Giving Levels and HRI's Shining Stars for 2009

<b>1960s</b>	<b>1980s</b>	<b>1990s</b>	<b>2000s</b>
HRI recently published its 2009 Annual Giving Levels and HRI's Shining Stars for 2009. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below.	HRI recently published its 2009 Annual Giving Levels and HRI's Shining Stars for 2009. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below.	HRI recently published its 2009 Annual Giving Levels and HRI's Shining Stars for 2009. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below.	HRI recently published its 2009 Annual Giving Levels and HRI's Shining Stars for 2009. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below.

### Officers & Executive Committee

John Brubaker, Jr. (President)  
Shady Cove Nurseries & Nurseries Inc.  
George Bae (President-elect)  
Horticultural Nurseries  
Don Brown (Executive)  
Crestview Nurseries Inc.

### Investment Committee

Bob Croft (Chairman)  
Crestview Nurseries Inc.  
Bill & Mary Jo (Executive)  
Horticultural Nurseries  
Walter Harris (President)  
Walter Harris Inc.

### HRI Staff

Robert D. DeWitt, CEO  
Executive Vice President  
Tina Jones  
Executive Director  
Administrative  
Mark Telford  
Director of Research and Regulatory Affairs  
Dr. Michael Hulse  
Research Associate

### HRI Endowment Fund

<b>1960s</b>	<b>1980s</b>	<b>1990s</b>	<b>2000s</b>
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### A Feather In Every Pot

In 2009, HRI received several awards for its research and development efforts. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below.

### HRI Supported Research Industry Progress Through

<b>1960s</b>	<b>1980s</b>	<b>1990s</b>	<b>2000s</b>
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### pure RESEARCH

Research is the key to innovation in the nursery industry. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below. The 2009 Annual Giving Levels and HRI's Shining Stars for 2009 are listed below.

# The Interstate

Volume 19, Number 1  
Spring / Summer 2009

## The Wholesale Plant Sales Professionals: A Retrospective

Jason Worfolk, and others who are in the Who's Who in the of the nursery business. Reaps from Whites Nursery, Monrovia, Greenfield, Mines, Studabaker, and others who were exhibiting at the show came to the meeting that took place one hour before the start of the show. Meetings were held at most of the major shows. There was always a speaker and hot discussion. It was great: people meeting for the first time, trading business cards, talking about their job, territory, product line. I know many friends were made.

The Interstate newsletter went out twice a year that included Market Reports from different parts of the country. There were even classifieds, advertising sales jobs.

Brian Worfolk started The Spark about eight years ago. It's in Ohio. I was impressed by the people. I met Bert Schwab, Jim

**Calendar of Events**

- 2008 ANLA Annual Meeting July 11-13, 2008 Columbus, OH
- 2008 ANLA Landscape Operations Tour August 14-21, 2008 Kansas City, KS
- 2008 WNGA/ANLA Kick the Dirt Tour & Talks September 9-11, 2008 Wilmington, DE, with visits to field and container nurseries in Maryland and South New Jersey
- 2008 ANLA Landscape Distribution Tour September 10-12, 2008 Wilmington, DE, with visits to landscape distribution centers in Pennsylvania and New Jersey
- Pre-GLEE Tour with Ian Baldwin September 18-20, 2008 England
- 2009 Management Clinic Louisville, KY

Published by The Wholesale Plant Sales Professionals Committee

3800 Veterans Avenue, #488-20  
Wilmington, DE 19805  
Phone: 202-789-2900 Fax: 202-789-8993  
www.interstate.org

# 1 Art Envelopes

# 2 Graph Bento

# 3 Invading Ants

# 4 Blueprint for Mail Design

# 5 Annual Report

# 6 eNewsletter

# 1 Art Envelopes

# 2 Graph Bento

# 3 Invading Ants

# 4 Blueprint for Mail Design

# 5 Annual Report

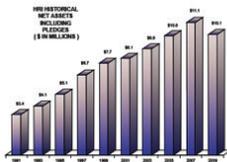
# 6 eNewsletter



**HORTICULTURAL RESEARCH INSTITUTE  
COMBINED STATEMENT OF FINANCIAL POSITION  
December 31, 2009 and 2008**

	2009	2008
<b>ASSETS</b>		
Cash in Banks	\$ 182,379	\$ 92,673
Investments	9,295,245	8,052,784
Pledges Receivable & Other Assets	676,865	688,756
<b>Total Assets</b>	<b>\$ 10,154,489</b>	<b>\$ 8,834,213</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts Payable & Deferred Revenue	\$ 82,571	\$ 273,914
<b>NET ASSETS</b>		
Unrestricted	263,853	(942,305)
Temporarily Restricted	47,941	34,535
Permanently Restricted	9,760,124	9,468,069
<b>Total Net Assets</b>	<b>10,071,918</b>	<b>8,560,299</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 10,154,489</b>	<b>\$ 8,834,213</b>

The Horticultural Research Institute's complete financial reports are available upon request from HRI's Washington, D.C., office.



Horticultural Research Institute (HRI) is the research affiliate of the American Nursery & Landscape Association (ANLA). HRI responds to the research needs of the green industry through its competitive grants program and indirectly through partnerships with other green industry associations and government agencies. HRI's research and advocacy efforts are made possible because of the strong support of industry members and their willingness to invest in and contribute to HRI's efforts. This industry dedication underlies HRI's success in supporting research that will sustain the growth of the green industry.

**Our Mission:** To direct, fund, promote, and communicate horticultural research, which increases the quality and value of plants, improves the productivity and profitability of the nursery and landscape industry, and protects and enhances the environment.

**Core Purpose:** 1) To focus on industry survival issues such as pest management, environmental stewardship and sustainability, marketing, and mechanization/automation to reduce industry vulnerability to labor challenges and to improve production efficiency. 2) To educate and enhance the industry by effectively communicating the results and facilitating the technology transfer of horticultural research. 3) To act as a clearinghouse for industry research and statistics. 4) To continue to develop HRI's endowment fund.

**Vision:** To be the premier horticultural research and development institution for the nursery and landscape industry.

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"Open, natural areas are important to our society and the environment, yet they continue to be developed without thought to future impacts. I chose this major because it allows me to direct development...for development will continue to happen...in the most sustainable manner... The scholarship allows me the financial opportunity to more fully experience all of the opportunities within college, including a semester abroad in Rome this spring semester!"



**Carville M. Akehurst Memorial Scholarship \$2,000**

Tristan Cleveland was awarded \$2,000 as the winner of the 2009 Carville M. Akehurst Memorial Scholarship. Tristan Cleveland graduated from the Herford High School, Parkers, MD and is a resident of Hampstead, MD. She is a senior at The Pennsylvania State University with a major in landscape architecture. After Tristan graduates she would like to work in a multi-disciplinary landscape architecture firm that designs parks, housing developments, and corporate centers.

"I am thankful for generous people who desire to support young people as they pursue the honor and challenge of earning a degree. It is these generous people who truly see value in education and helping young people grow their hearts and minds so they can one day return the favor and positively contribute to the world!"



**The Usrey Family Scholarship \$750**

Emily Dwyer, a senior at California Polytechnic State University, San Luis Obispo, was awarded the 2009 Usrey Family Memorial Scholarship of \$750. She is majoring in Environmental Horticulture with a focus in landscape design. Her passion for plants and landscapes grew from her agriculture background on her family farm and while working at a local nursery. Emily has numerous extracurricular interests that include piano instruction, gardening, scrapbooking and volunteering at her local hospital. After graduation, Emily hopes to work as a residential landscape designer in the central coast of California.



Benjamin Madeiras

"This scholarship, along with others I have received, helps me focus on my schoolwork knowing that I don't have to worry as much about the financial aspect of college life. It is also reassuring that there are people in this country that trust and believe in students, and reward them for hard work and good citizenship... I decided to pursue a degree in Landscape Architecture for both practical and personal reasons. Since I was a child I have had strong connections with nature. I grew up on an island and spent most of my time outdoors interacting with the natural world. My outdoor activities continued when I started landscaping during the summer. I learned to love landscaping, especially building permanent structures like stone walls, which could potentially stand for hundreds of years. Also I feel that the decisions we make as landscape architects impact future generations. I want to make a positive impact on the earth, even if it is on a small scale."

**Timothy Bigelow and Palmer W. Bigelow, Jr. Scholarship \$1,750**

Benjamin Madeiras was awarded the 2009 Timothy's and Palmer W. Bigelow, Jr. Scholarship of \$1,750. Benjamin Madeiras attended Murtha's Vinward Regional High School and continued his post-secondary education at the Stockbridge School of Agriculture (Amherst, MA). He earned an associate's degree from Stockbridge in Landscape Contracting. Currently, he is enrolled as a sophomore in Landscape Architecture at the University of Massachusetts Amherst.

A supervisor of Sam's had this to say about his work at The Berry Botanic Garden (Portland OR).

"Sam was a dedicated volunteer in the garden playing a pivotal role in the redevelopment and management of the general carnivorous plant collection. It is now a regional public horticultural showcase for these fascinating plants... His unbridled enthusiasm, dedication, and depth of knowledge of carnivorous plants universally impressed staff, board members, and other volunteers."

**Spring Meadow Nursery Scholarship \$1,250**

Sam Bookhardt, a freshman at Humboldt State University, Arcata, CA, was awarded the 2009 Spring Meadow Scholarship of \$1,250. He has selected Botany as his major. His love of plants commenced when he began growing carnivorous plants as a hobby and he has been fascinated by all plants ever since. Bookhardt is a graduate of Aloha High School, Beaverton, OR. A highlight of his student work includes a display and science blog study garden featuring native carnivorous plants at Berry Botanic Gardens (Portland, Oregon).



Sam Bookhardt

**The Muggets Scholarship \$750**

Sam Bookhardt, winner of the 2009 Bigelow Scholarship, also received the \$750 Muggets Scholarship. A Freshman Botany major at Humboldt State University, Arcata, CA, Bookhardt has shown a great commitment to horticulture and serving his community by working more than 200 volunteer hours at a local botanical garden, elementary school and during two church missions. Growing carnivorous plants, playing drums, guitar and french horn are some of his extracurricular activities.

**scholarship WINNERS**

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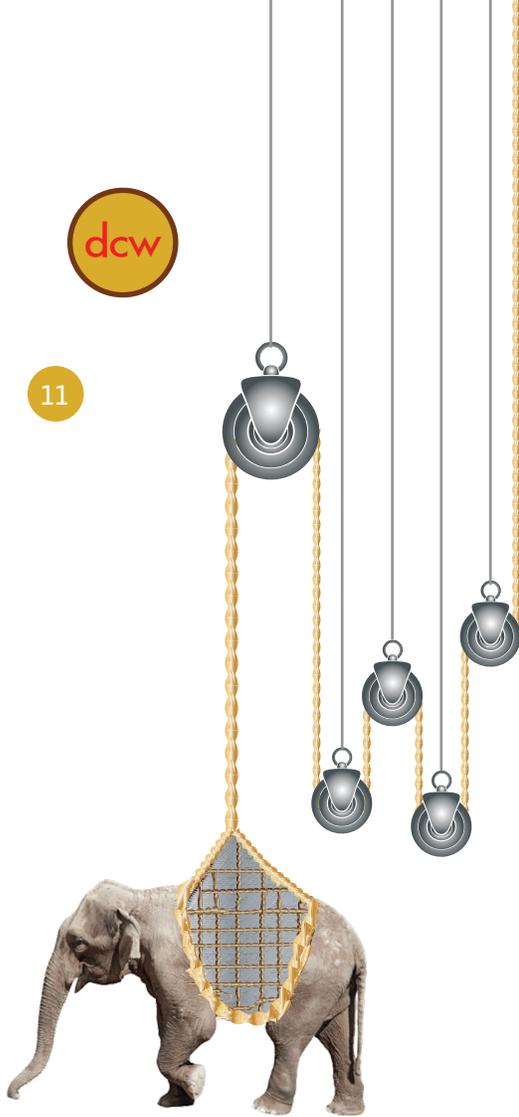
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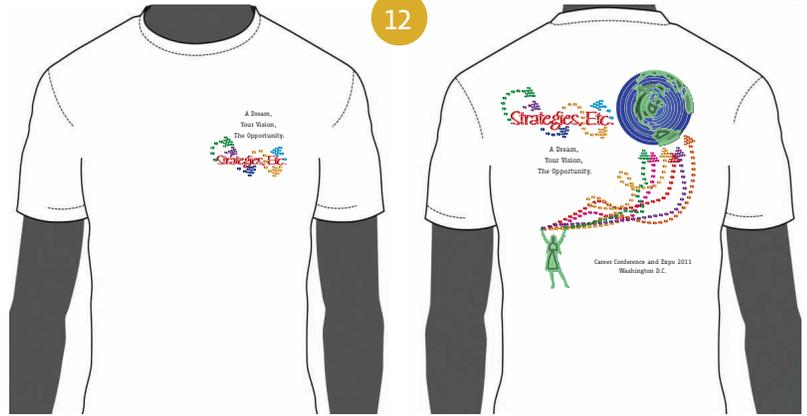
- 7 Annual Report Financials
- 8 Conference Booklet
- 9 Social Media Bronco
- 10 Websites



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### Informed Sustainable Choices

BY CHERYL KEEDY

**A**s a direct marketer, it's important to make informed decisions about the available products, services, and partnerships that offer an environmental benefit. According to TerraChoice – an environmental marketing agency that published "The Sins of Greenwashing" in 2007 – the number of "green" products available has increased by more than 70 percent for two years in a row. Has this just added to green label confusion?

Not necessarily. This is because the increased use of labels is accompanied by greater scrutiny of green claims and more reliable green certifications. Whether you're purchasing a green product, selecting a manufacturing partner that embraces sustainable practices, or looking to improve your organization's carbon footprint, third-party certifications can help manage the available choices more effectively. Look for a certified logo and understand its meaning. Although a logo may be associated with a certified product, it's important that you understand the criteria by which use of a certified logo is "earned."

The following is an introduction to the various certifications that can help promote informed choices for environmentally sustainable products, services, and performance standards.

**Start with paper.** The three leading independent, nonprofit, nongovernment organizations dedicated to the mission of responsible management of the world's forests are FSC, SFI, and PEFC. To gain forestry certifications from these groups, companies must submit to a rigorous third-party audit of purchasing practices and control systems.

**FSC – The Forest Stewardship Council** is an international organization and a global-certification system established for forests and forestry products. FSC certification guarantees that products come from socially, environmentally, and economically responsible forestry. The certification process includes "chain of custody" – tracking the flow of the certified wood from source through each successive stage to the final product.

**SFI – The Sustainable Forestry Initiative** is a forest certification program that balances the demand for wood products with the need for forest sustainability and the protection of biodiversity and water quality. SFI employs a single internationally recognized standard for the responsible management of North American forests and supports using offshore wood fiber from known and legal sources.

**PEFC – The Programme for the Endorsement of Forest Certification** is a global umbrella organization providing national-certification standards, sustainable forest management and chain-of-custody sourcing.

Paper can be certified as having met one or more of these three world standards, but the printer must also be certified in order to print the SFI, FSC, or PEFC logo on the final product.

Ensuring paper has not been whitened using harmful chlorine compounds easily can be done through the purchase of paper certified as **TCF (Totally Chlorine Free)**. This certification is reserved for virgin paper. Paper certified as **PCF (Processed Chlorine Free)** contains recycled content produced with out elemental chlorine or chlorine derivatives. Although one or more fibers originally may have been bleached with chlorine or chlorine derivatives, paper bearing either of these logos is subject to ongoing testing, inspection, and enforcement regulated by the Chlorine Free Products Association. The association works with paper companies and governments around the world to identify PCF and TCF products.

Decreasing or offsetting a company's carbon footprint can be accomplished through the voluntary purchase of certified **Renewable Energy Certificates (RECs)** and greenhouse gas (GHG) emission-reduction products (offsets) through companies like Green-e. It is the nation's leading certification program for renewable energy. RECs provide buyers the flexibility of purchasing low-impact energy from verified sources, including wind, solar, biomass, and low-impact hydro when green power products may not be available locally. Carbon offsets are credits for reductions in GHG emissions made at another location that can be purchased to offset greenhouse gas emissions from transportation, electricity use, and other sources. When a carbon offset is purchased, it provides financial support to a third-party renewable energy project.

**LEED Certification** – Interested in a building design that embraces sustainability? Developed by the U.S. Green Building Council, LEED is an internationally recognized green-building certification that a building was designed and built to improve performance metrics in energy savings, water efficiency, CO2-emissions reduction, improved environmental quality, and stewardship of resources.

**Green Seal** is a nonprofit environmental certification program for products, services, and companies that meet the rigorous criteria of life-cycle-based sustainability standards. The Green Seal symbol identifies environmental leadership and integrity. Green Seal-certified products include household items, paper, paint, construction materials, cleaning products, and hotels.

The **Green Power Partnership** is not a certification program. Rather, it is a voluntary program that supports and encourages an organization's environmental performance and the reduction of its carbon footprint through the purchase of green power from renewable resources such as wind, solar, geothermal, biomass, and low-impact hydro.

This is a brief review of just a few of the sustainable options available to our industry. It highlights the many opportunities to positively impact environmental, social, and economic outcomes through the choices we or our clients make. Third-party certification is just one way to add validity to your own green performance or to your product/service offering.

As Director of Package Innovation, Cheryl Keedy is dedicated to bringing the latest industry "intelligence" to you – news of marketing trends, manufacturing enhancements, package formats and premium products to support your fundraising strategies. Contact Cheryl at 703-734-5700 or ckeedy@gmail.com.

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- 12 Conference t-Shirt
- 13 Newsletter Editorial
- 14 Social Media Gothic
- 15 Web Banner

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# Our Food News









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# Technology Is Your Partner, Meet at The Bridge

When it comes to direct marketing in 2013, technology is your helmsman, go-to assistant, top seller, and committed partner. And we've got the speakers to prove it.

In 2013, along with the usual array of C-suite superstars like "president" and "CEO," we're coming up strong with experts bearing tech-savvy titles... vice president of analytics, vice president of digital strategy, senior VP data solutions, online fundraising manager, principal fundraising analyst...

Well, we hope you get the picture.

So, while you're waiting for July 31-August 2, consider some predictions from a few of the high-value speakers you'll be hearing from at the 8<sup>th</sup> Annual Bridge to Integrated Marketing and Fundraising.

We asked these experts to give us their thoughts on the next six months in 11 major areas of marketing. Read on...

## Speakers Take A Look Ahead

**Mobile Marketing and Fundraising**  
Multi-channel coordination that provides a more view of the brand empowers the constituent, supporter, or customer to interact and transact on their terms. Mobile is not a stand-alone channel or panacea. It is the action channel standing on the broad shoulders of its "calling-action" brethren. What makes it a compelling opportunity for marketers and fundraisers are its core attributes: Mobile is present, personal, and purposeful. In the next six months, marketers need to position mobile as the action centerpiece in an integrated channel strategy.  
*Ron Vassallo, Chief Executive Officer, Kapihite*

**Modeling**  
The single most important innovation in modeling is the ability to go beyond direct mail and layer in consumer and charitable data from multiple channels to help build a more holistic profile of our members, supporters, and donors.  
*Brenna Holmes, Director, Interactive Department, Chapman Dubins Adams + Hickey*

**Content Curation and Delivery**  
When we lived in a world of information scarcity, it made sense for organizations to view ourselves (and for our constituents to rely on us) as primary sources of original content. We're no longer in that world. Our consultants have plenty of information—too much, in fact. Our job is to help them make sense of and find meaning in an increasingly complex and ambiguous environment. Content curation is one way to do that without adding to their burden of information overload. Join me for "Attention Doesn't Scale" to find out how.  
*Elizabeth Engel, CEO & Chief Strategist, Spica Consulting LLC*

**Multi-Channel Mastery**  
Prediction: A truly consistent and donor-centered experience from the beginning to the end, beginning with the appeal (donation, advocacy, or whatever) that spans all channels involved—email, mobile, online advertising, website, mail, telemarketing, TV, print—and ending with the organization's Donor Care group who will actually be talking with supporters receiving the appeal. (Not rocket science, by any means, but) sometimes we get so caught up in the marketing and copywriting phases that we forget some of the basics!  
*Kelly Townsend, Online Fundraising Manager, Communications, Humane Society of the United States*

**Social Technology**  
The convergence of cloud, social, and mobile technologies has created the perfect trifecta for intelligent inbound marketing. Combine this with greater interoperability of traditional disparate systems, and marketers can now reap the rewards by blending inbound and outbound in a way that will deliver more relevant results. The commoditization of these cloud-based CRM and marketing technologies means that smaller, more nimble organizations are now able to afford and take advantage of these cutting-edge technologies and will likely lead the way for the next round of innovation for marketers.  
*Andy Stegner, President & Chief, Social, Strategic, Higher Logic*

More predictions on page 10



## Meet the People Who Know (Yet) You Don't (Yet)

Our roster of carefully chosen speakers isn't a resource waiting for you at the 8<sup>th</sup> Annual Bridge to Integrated Marketing and Fundraising.

**Think about the exhibitors!**  
These folks truly are the direct marketing answer people—and to prove it, we've thrown some serious questions at select experts, each of whom has been exhibiting at the Bridge Conference six or more years!

Enjoy! And, remember, there are 113 more exhibitors just like these, lined up, stuffed up, and waiting to play "20 questions" with you!

Meet Our EXHIBITORS!

**Action Mailers**  
*Larry Mills*  
[larrymillsdirect.com](http://larrymillsdirect.com)

**Question:** Action is a leader in enhanced merge-purge. I don't really know what that means. What can you tell me about a recent job that made use of enhanced merge-purge?  
**Answer:** A client recently took advantage of our enhanced merge-purge capabilities to incorporate purchased lists of known web-based donors into their direct mail campaign. First we merged that list with their member data, removing names and addresses. Then we merged that list with their member data, removing records with duplicate addresses as we did so.

**Membership Cards Only**  
*Richard Faust*  
[rfaustdirect.com](http://rfaustdirect.com)

**Question:** Please describe two terrific membership cards you've seen in the past six months, including how recipients received them.  
**Answer:** MCO has a great 30 Mil DigCard that features a variable photo and QR Code under the laminate for each member. The QR Code can be scanned to go directly to the member's certification page on the union's website, verifying the member's certification status on the spot. MCO also has a fully magnetized postcard that is a U.S. Postal Service approved to mail as a Card Type mailpiece. It looks like a postcard, but it can be placed on any surface that holds magnetized materials, for example, a refrigerator.

**Nova Label**  
*Lee Bissell*  
[novalabel.com](http://novalabel.com)

**Question:** Your converting capabilities are pretty exciting (look-fool stamping, 10-color, embossing, wood). What innovations in label options should be looking at right now?  
**Answer:** Innovation is the collaboration between the client and me. There is so much capability available, that the designers need to

have an open dialog with us ahead of time. Labels can be a sticky world. We have a multitude of materials, including environmentally friendly and die-cutting, the sky is the limit there.

**ColorJet**  
*Dennis Akbarat*  
[dennisakbarat.com](http://dennisakbarat.com)

**Question:** I want something different, something that will get opened. What are my best envelope options right now?  
**Answer:** In this day and time where everyone who mails is pigeon-holed into a commodity-based carrier, the best advice is color, color, color. Envelopes with ink coverage along with special stock or hi-loose papers that make colors "pop" enhances the chance to get noticed in the stack and increases the chance to get opened.

**McCourt Label Company**  
*Sharon Zampano*  
[sharonzampano.com](http://sharonzampano.com)

**Question:** Your tagline is "solutions that stick" (with an emphasis on customer service). What's the most popular innovation in labels you've seen this year?  
**Answer:** Personalized notecards with integrated return address labels are growing in popularity. This free premium (premium) is a proven method to increase response rates cost-effectively. McCourt Label produces return address labels with high quality graphics on time and within budget. With intimate knowledge of the direct mail market, McCourt adds value with design services and a library of proven configurations.

**Pitney Bowes**  
*James Uhl*  
[james.uehl@pitneybowes.com](http://james.uehl@pitneybowes.com)

**Question:** What are the top three things a direct mailer needs to know about mailing?  
**Answer:** Commingling Standard Class and Nonprofit

mail with an approved USPS partner can help you achieve the following benefits for your direct mail campaign:  
\* Commingle higher volumes for greater postage discounts!  
\* Predictable home delivery allows consistent delivery to plan your direct mail campaign.  
\* Commingling destination email mail compared to mail entered at the local post office will get in-home faster.

**Mackay Mitchell Envelope**  
*Camie Briggs*  
[camiebriggsdirect.com](http://camiebriggsdirect.com)

**Question:** As the manufacturer of envelopes in every shape, size, and use, can you tell me the three things I must know about this direct mail staple?  
**Answer:** The envelope is the carrier of the message! It's your first chance to communicate with the consumer and donor. 1. Color and texture are important! Use the quality printing available from 110 to enhanced flock at Mackay Mitchell. Embossing the outer with a texture is one idea we can show you when you stop at our booth! 2. Copy is key! Invite people in a creative way to open the envelope! 3. Compelling and intriguing use of opening devices on the envelope invite interaction! See our innovative formats for creative ideas and solutions at our booth!

**Japs-Dixon**  
*Dobbe Roth*  
[dobberoth.com](http://dobberoth.com)

**Question:** What's happening in print right now that excites you?  
**Answer:** The need for improved speed-to-market is the most exciting thing about our industry. Our innovations in equipment, networks, and workflows have improved dramatically in reducing turn times needed from several months to days and weeks. Reduced lead times needed for artwork and data, combined with parallel workflow, and the newest technologies have provided our clients with many internal advantages.



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## Telemarketing

"Integration" is the biggest fundraising imperative in our industry right now. Whether cross-channel synergy is your singular focus or next on your to-do list, telemarketing is a core piece of a winning strategy. Don't believe me? Consider your online donors. The phone is the strongest tool for conversion to multi-channel givers, in some cases net profiting three times more than direct mail. It's the gold standard of sustainer conversion, a key component of donor reinstatement, and a powerful way to get a first-time gift from online activists. To talk more about integrating across channels, email me at [graff@cbah.com](mailto:graff@cbah.com). I'd love to hear your ideas!  
*Gabe Raff, Director of Telemarketing Strategies, Chapman Dubins Adams + Hickey*

## Integration

As a direct marketer, the concept of integration may not seem particularly innovative, but it's one I see most often lacking in nonprofit websites. While it's tempting to favor shiner online tools like social media and apps, I encourage marketers to bring these tools together. What you communicate to your community on your website should be similar on Facebook, Twitter, email, direct mail, etc. There are still donors out there who will only "meet" you via your website—while others will connect with you everywhere. Be sure donors see a connected picture of your nonprofit. If they don't, perhaps it's time you rethink your website.  
*Fara Tompsett, Vice President, Big Duck*

## DRTV

It's not so much an innovation in DRTV per se, but rather the discovery of the power of video in direct response fundraising, as used in email and on the website, as well as on mobile devices in addition to DRTV.  
*Goeffrey Peters, President, CDR Fundraising Group*

## Online Conversion

Implementing a welcome series is a must to capitalize on recent engagement with an organization. Since introducing a welcome series, one organization has seen a 50 percent boost in performance.  
*Rick Malchow, Vice President of Analytics, Avalon Consulting Group*

## Social Media

Looking for the next platform, app or innovation is not going to make your campaign successful. Using social media tools correctly and customizing those tools to your audience's knowledge will make the difference. Do tell a story that will appeal to your audience. Do use graphics to grab attention. Do use icons to indicate where you can be found (i.e., Facebook, Twitter, LinkedIn, etc.). For the secret on how to succeed with social, attend my session "Social Media: A Love Story" at the Bridge Conference.  
*Kimba Green, Chief Engagement Officer, White Lion Social*

## Content Marketing

The most important innovation in content marketing over the next six months is contextual content marketing. We are in the "age of the customer" where the empowered "online-everywhere" customer expects brand communications to be relevant, smart, and instantaneous. Direct marketers must adapt content dynamically based on a combination of historical and real-time behaviors. We need to move beyond historical personalization and into real-time contextual marketing, which is useful, timely and predictive. This type of marketing is all about using everything we know about a customer to deliver an experience that sets your brand apart from all the rest.  
*Blair Lyon, Vice President of Marketing, Rowavee*

- 1 Drive Innovation.
- 2 Connect with the Best.
- 3 Experience the Bridge.

## The 8<sup>th</sup> Annual Bridge to Integrated Marketing & Fundraising Conference

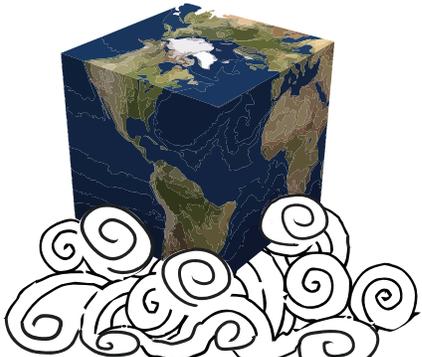
July 31—August 2, 2013

Capitol National Hotel and Conference Center, National Harbor, MD (adjacent to Washington, DC)



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- 24 Tri Quants
- 25 Hatching Contacts
- 26 Agenda Spread
- 27 Flat Earth Society



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