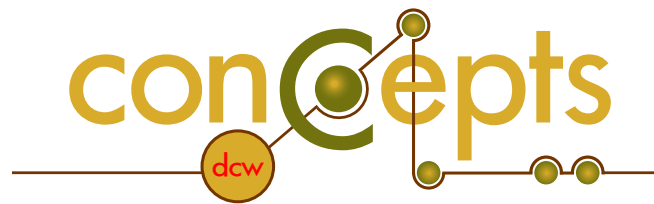
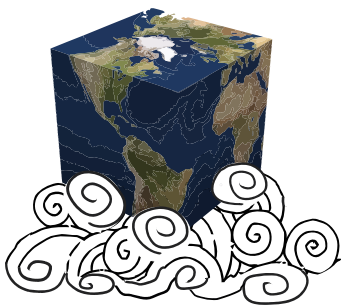


dcw concepts



Business Communication Design

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



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



Deryck White  
deryck@dcwconcepts.com

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

**Experience:** 1993 – 2003: Healthcare - Medicare and Medicaid Auditor  
2000 – Present: Freelance Graphic Designer, Web Developer, Video Editor, Business Communications Specialist  
2014 – 2016: Graphic Designer and Web Developer, Adventure Productions  
2016 – 2017: Graphic Designer and Web Developer, Quality Business Solutions  
2017 – 2019 - Marketing and Communications Manager, The Society of Naval Architects and Marine Engineers

**Design Applications and Management Tools:** Adobe Creative Cloud Apps, Microsoft Office Apps

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

**Association Tools:** CMS and CRM software

**Content Creation Specialist:** Business Articles, Copywriting, Press Releases, Social Media posting, Scriptwriting, Editing, Ghostwriting

**2017 – 2019: Marketing and Communications Manager, The Society of Naval Architects and Marine Engineers**

#### **Web Development**

- Maintenance of Association's main website (Higher Logic) and local event microsites (WordPress, Higher Logic)
- Design and maintenance of Annual Convention websites (WordPress)
- Membership database integration with association's website (NetForum)
- Membership database maintenance, data querying, storefront configuration

#### **Web Analytics and Advertising**

- Use Google Analytics, Facebook Business Manager, LinkedIn Page Manager to administer, implement, and report on association's outreach strategies
- Administer news aggregator service to post relevant industry items to association's members and followers

#### **Social Media: Facebook, Twitter, LinkedIn**

- Membership related updates and targeted event campaigns
- Industry updates
- Design relevant graphics and animation treatments for posts
- Administer association's LinkedIn group, LinkedIn page and Facebook pages

#### **Email Marketing**

- Compile and distribute weekly electronic newsletter for association's members and other subscribers
- Prepare and distribute association's section event promotions



- Conduct electronic feedback surveys and membership polling surveys
- Design and track email messages sent through external vendors to targeted lists

### **Design**

- Design web banners, web graphics, web ads, social media graphics
- Design and produce branded promotional items
- Design membership mailings and direct mail pieces
- Design internal stationery, business cards, flyers, handouts
- Create infographics and data visualizations
- Conceptualize and design trade show booths and advertising material

### **Video Production, Photography, Presentations**

- Shoot and edit stills and videos
- Edit and post-produce video supplied by external vendors
- Prepare PowerPoint and Keynote presentations

### **Publications/Branding**

- Design and layout of technical papers
- Design and layout of association's quarterly journals and annual chronicle
- Print and digital asset collateral maintenance for internal and external
- Ensure integrity of association brand across multiple platforms
- Develop and maintain style guide for consistent use of logos, colors, fonts, imagery

## **2016 – 2017: Graphic Designer and Web Developer, Quality Business Solutions**

### **Web Development and Graphic Design**

- Design and maintain portfolio of WordPress websites for company's clients
- Use Google Analytics to perform analysis of user trends and track site performance
- Use Google AdWords to develop and implement ad strategies
- Overhaul of company's online store and customer interface
- Design promotional material for marketing events

## **2014 – 2016: Graphic Designer and Web Developer, Adventure Productions**

### **Web Development and Graphic Design**

- Redesign and launch company's websites from the ground up using WordPress themes, customized PHP/plugins, JS applets, and CSS styling
- Design company promotional collateral
- Maintain digital design assets and ensure brand consistency
- Assist in the editing and review of client video production
- Prepare graphic elements for post-production use



### **Freelance Graphic Design Highlights**

- 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 distribution 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
- Meeting, program, conference collateral production for a Washington, D.C. professional executive organization
- Work with client editors to ensure thematic consistency and to communicate editorial concepts through graphic treatments
- Work with client 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 client output
- Create advertising material for events, seminars, promotions
- Expert use of Adobe Creative 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

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

- Design and launch websites using packaged web CMS: WordPress, Drupal
- Design websites with HTML, CSS, PHP, and JS
- Customize images, graphics, and icons for web
- Standardize design and branding across digital and print

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

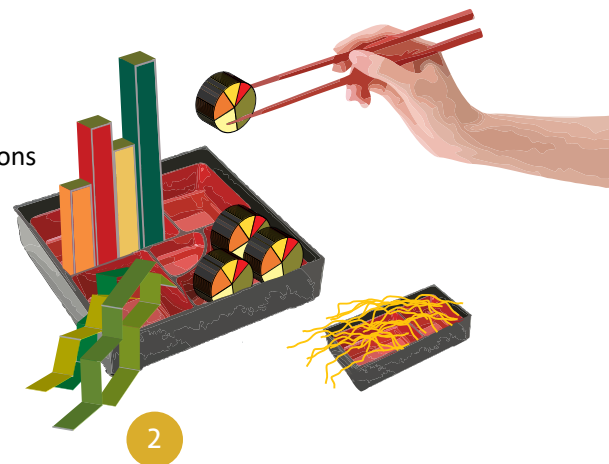
- Video Camera Operator
- Video Editor with Adobe Premiere and Adobe After Effects, Final Cut Studio
- Prepare video for use across multiple distribution platforms
- Produce and edit corporate video for training and special events

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

- Email newsletters using Constant Contact, Mail Chimp, Real Magnet, custom HTML
- Mailing list management through CMS, SharePoint, 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 and web content







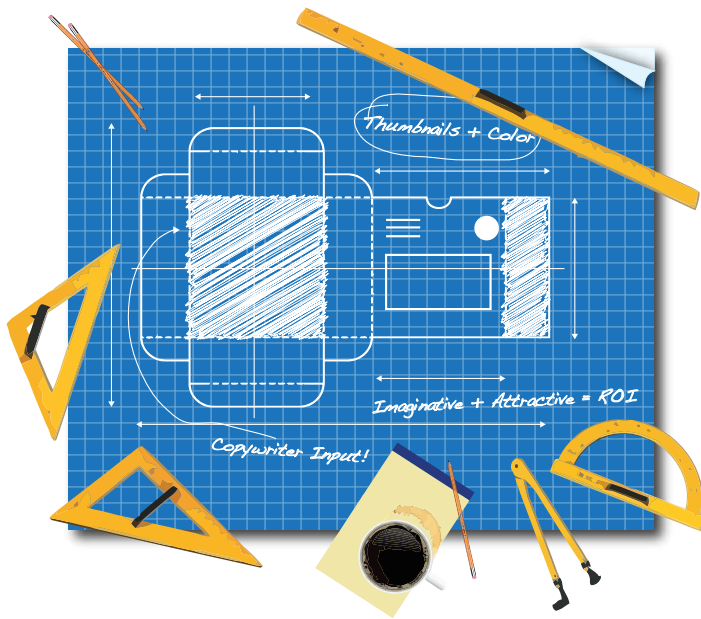
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**Annual Meeting 2008**

**Officers & Executive Committee**

**Board of Directors**

**Staff**



4

**2008 Horticulture Highlights**

**A Feather in Every Pot**

**2008 Horticulture Highlights**

**2008 Horticulture Highlights**

**2008 Horticulture Highlights**

**2008 Horticulture Highlights**

5

**The Interstate**

**The Wholesale Plant Sales Professionals: A Retrospective**

**Calendar of Events**

**Highlights**

**Face the Facts and Hit the Road!**

**Participate!**

**2008 ANLA Annual Meeting**

**2008 ANLA Landscape Operations Tour**

**2008 WNGA/ANLA Kick the Dirt Tour & Talks**

**2008 ANLA Landscape Distribution Tour**

**Pre-GLIEE Tour with Ian Baldwin**

**2009 Management Clinic**

**Published by The Wholesale Plant Sales Professionals Committee of the ANLA**

6

- 1 Art Envelopes
- 2 Graph Bento
- 3 Invading Ants
- 4 Blueprint for Mail Design
- 5 Annual Report
- 6 eNewsletter



7

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

	2009	2008
<b>ASSETS</b>		
Cash in Banks	\$ 162,379	\$ 92,673
Investments	9,296,243	8,262,784
Prepays/Receivable & Other Assets	676,865	666,756
<b>Total Assets</b>	<b>\$ 10,135,487</b>	<b>\$ 8,842,213</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts Payable & Deferred Revenue	\$ 82,571	\$ 273,914
<b>NET ASSETS</b>		
Unrestricted	263,863	(942,305)
Temporarily Restricted	47,541	34,536
Permanently Restricted	9,766,124	9,669,069
<b>Total Net Assets</b>	<b>10,077,918</b>	<b>8,669,299</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 10,135,487</b>	<b>\$ 8,842,213</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 grant program and actively 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 plant management, environmental stewardship and sustainability marketing, and mechanical innovation 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.

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

"I love, natural and an important to me, and the environment, as they continue to be developed without thought to future impacts. I chose this career because it allows me to direct development. My 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 both this spring semester."



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

Trish Cleveland was awarded \$2,000 at the winner of the 2009 Carville M. Ashburn Memorial Scholarship. Trish Cleveland graduated from the Woodrow Wilson High School, Parkton, MD and is a student at Towson University, MD. She is a member of Phi Kappa Phi and is a member of the Phi Kappa Phi Honor Society. She is a member of the Phi Kappa Phi Honor Society. She is a member of the Phi Kappa Phi Honor Society. She is a member of the Phi Kappa Phi Honor Society.

"I am thankful for generous people who desire to support young people in their pursuit of the honor and challenge of earning a degree. It is these generous people who truly add value to education and helping young people give their best and reach as they can in the hours of the day and possibly 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 landscape goes from her agricultural background on her family farm and while working at a local nursery. Emily has numerous awards and recognitions that include being named a national winner in gardening, landscaping, and volunteering at her local hospital after graduation. Emily hopes to work as a residential landscape designer in the central coast of California.



"This scholarship, along with others I have received, helps me focus on my education 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 the country that trust and believe in students, and reward them for hard work and good scholarship... I decided to pursue a degree in Landscape Architecture for both practical and personal reasons. Since I've 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 consisted when I spent landscaping during the summers. I learned to love landscaping, especially building permanent structures like terraces, which could potentially stand for hundreds of years. Also, I had the chance to make a landscape architect's impact future generations. I want to make a positive impact on the earth, and I think it is a small start."

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

**scholarship WINNERS**

**Spring Meadow Nursery Scholarship \$5,250**

Sam Bookhardt, a freshman at Humboldt State University, Arcata, CA, was awarded the 2009 Spring Meadow Scholarship of \$5,250. He has achieved honors in his major and has been named a member of Phi Kappa Phi. He has been named a member of Phi Kappa Phi. He has been named a member of Phi Kappa Phi. He has been named a member of Phi Kappa Phi.



**The Muggers Scholarship \$750**

Sam Bookhardt, winner of the 2009 Spring Meadow Scholarship, also received the 2009 Muggers Scholarship. A freshman at Humboldt State University, Arcata, CA, Bookhardt has shown a great commitment to horticulture and serving the community by working more than 100 volunteer hours at a local botanical garden, elementary school and during his school mission. Caring for plants, plants, plants, and plants are some of his favorite activities.

A statement of Emily had this to say about her work at the Berry Botanic Garden (Portland, OR):

"I am a dedicated volunteer in the garden planting a great site in the development and management of the general ornamental plant collection. It is now a regional public horticultural resource for their horticultural plants... His undoubted enthusiasm, dedication, and depth of knowledge of ornamental plants universally impressed staff, board members, and other volunteers."

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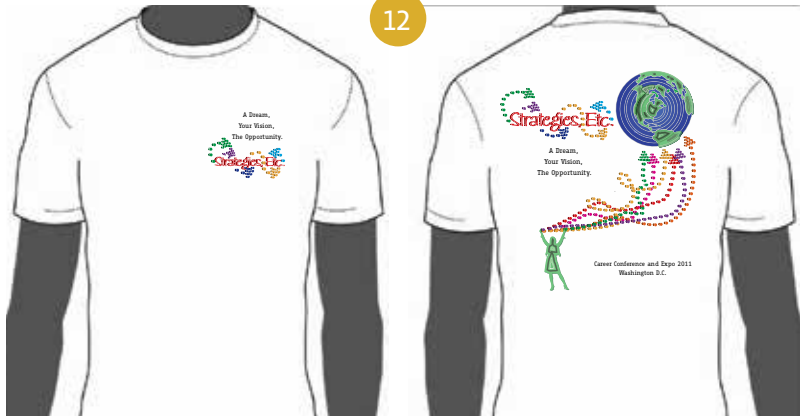
- 7 Annual Report Financials
- 8 Conference Booklet
- 9 Social Media Bronco
- 10 Websites

10

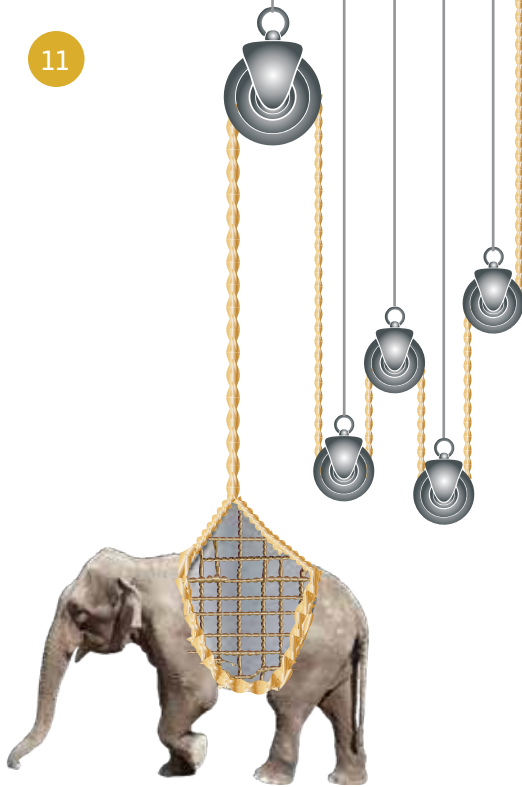




12



11



### 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.

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.

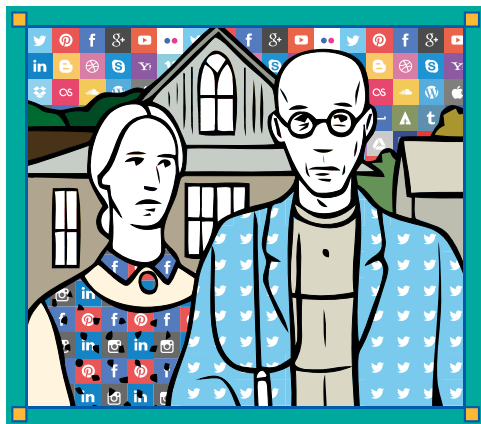
The **Green Power Partnership** is not a certification program. Rather, it is a voluntary program that supports and encourages an organization's environmental performance and the reduction of its carbon footprint through the purchase of green power from renewable resources such as wind, solar, geothermal,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

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13



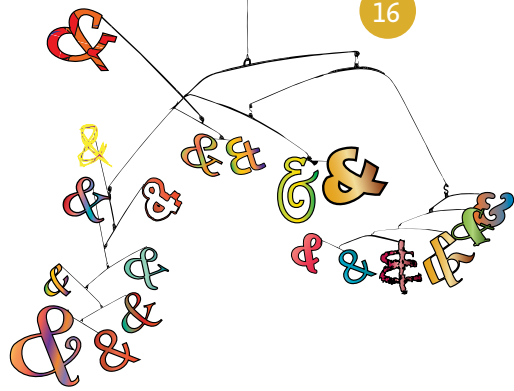
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- 11 The Mouse That Roared
- 12 Conference t-Shirt
- 13 Newsletter Editorial
- 14 Social Media Gothic
- 15 Web Banner

# Our Food News

15





16

**DMAW** Mark et ing **AdVents**  
THE ASSOCIATION OF DIRECT MARKETING PUBLISHERS  
 May 2013 Publication of the Direct Marketing Association of Washington Vol 52 / No 5

**Inside Direct Mail Design: Part I, The Gestalt**

**WHAT? The designer reads the package!**  
 It actually does. It helps me pick images and figure out design techniques, even font selection, to match the strategy.

**Editor Note:** This first in a three-part series by veteran DM designer Steve Fuchsberg of this great idea is a probably the most interesting of all gestalt design concepts: the gestalt package design. If you think that the mail piece is the end of the road, you're wrong. It's just the beginning. There's a strong design process that integrates direct mail strategy.

**Let me tell you how I typically approach designing a mail package.**  
 I read the package....

**Thank you!**  
 I spend 15 to 20 minutes doing a rough sketch of the package on paper. Yes, with a pen on paper. That gives me a general direction and a cohesive approach for all the components. I'm not fussing over typography, colors, etc. I do it all always pleasantly surprised when my colleagues stamp size sketches seem to balance well at all. (See continued on page 14)

**Better Copy, With a Little Ketchup**

**EDITOR: KATHY CRUE**

**H**ow do you get great copy for your fundraising and marketing efforts? Simple. Just hire a great copywriter and you're off to the races. Right? Well, not so fast. No matter how good a writer you hire, your success will also depend on how you engage with that writer. Here's a good example.

As soon as we heard that story, we knew it was a winner. Then the Mail Workshop team came up with the idea of attaching an empty ketchup packet to the reply form for acquisition. And that's the ketchup package was born. We're still working with one of the client's corporate partners to secure the ketchup packets, but the package went in the mail this spring with an image of the ketchup packet showing through the outer envelope.

For the past few years, Impact Communications has partnered with Mail Workshop Associates on direct mail fundraising for Shaw Our Strengths No Kid Hungry Campaign. We meet regularly with the Mail Workshop account rep to brainstorm ideas, and attend creative meetings with the agency and Shaw Our Strengths staff. At one of those meetings, the staff shared a remarkable story about a little boy who was found stuffing ketchup packets in his pockets at a summer camp site. The boy said, "I hope it's ok. When we don't have any food, we grab ketchup and mix it with water and make soup!"

**What's Next?**  
 Call Kathy on page 2

**Creative / Copywriting Strategy / Content Marketing**

Beyond Direct to Talking Mail ..... 2  
 President's Perspective ..... 3  
 A Mailer's Tale: Templates for 2013 ..... 4  
 DMART Columnists ..... 5  
 Where Did Ideas Come From? ..... 5  
 Data-Driven Marketing Wins ..... 6  
 Production ..... 7  
 Direct Marketing Association ..... 8  
 Effective Direct Mail Landing Pages ..... 9  
 Creative Mail: Mailer's Guide ..... 10  
 Campaign Case ..... 11  
 News Notes ..... 12  
 Practice Team Collaboration ..... 13  
 DMART ..... 14  
 Member Spotlight ..... 15

17

**★ WORLD TITLE BOUT ★**

**Undisputed Champion**

**Direct Mail**

**"Always Delivers"**

**vs.**

**No.1 Contender**

**Interactive**

**"Young and Hungry"**

**Coming to a Mailbox near YOU!!!**

**2011 and beyond**

18

Join Your Neighbors and Some of Alexandria's Finest Chefs  
 in Benefiting Carpenter's Shelter for Homeless Children, Families, and Adults

**eat play share**

**Carpenter's Cook-off**

Food from more than twenty of the area's best restaurants

Restaurant: Eve/Majestic  
 A la Lucia  
 Del Mare Grille  
 Southside 815  
 Bread and Chocolate  
 Bittersweet  
 Miha's  
 Brabo  
 Tempo  
 Fireflies  
 Cerano  
 Fish Market  
 Union Street  
 Jackson 20  
 Warehouse/Wharf  
 Neighborhood Restaurant Group  
 The Bichems  
 The Lighthouse

8th Annual Cook-Off  
 Sunday, April 25  
 12 p.m. - 3 p.m.  
 at The Birchmere  
 3701 Mt. Vernon Ave  
 Alexandria, VA

Music by the fun-loving Melonheads  
 Children's Entertainment Area  
 Raffle for Restaurant Gift Certificates

Carpenter's Shelter

Adults \$40 \* Children \$5 \* Kids 5 and under FREE!  
 Call 703-548-7500, ext.231 for tickets or more information  
 or visit www.carpentersshelter.org

19

- 16 & Calder
- 17 dcw's View
- 18 In This Corner!!!
- 19 Eat, Play, Share
- 20 Attack The Box

20





Use tools that help you integrate your efforts  
 Know your customer  
 Make it easy to know how to measure  
 Earn from your interactions  
 Be a "listener." Be consistent  
 Have a content strategy  
 Manage time wisely

**orange vanilla summer**  
body butter

**eden's garden**  
body butter  
Rock-a-Bye

**eli/ology**  
the perfect blend to relax mind and body  
elixology.com

**Labels:**  
 - try sage mint massage oil  
 - lavender bergamot massage oil  
 - pineapple orange coconut massage oil  
 - Suggested Use: Nourish the skin by massaging body butter over entire body.  
 - Ingredients: nut oil base, Orange & Vanilla essential oils, vitamin e oil  
 - Net Wt. 4 oz For external use only  
 - Suggested Use: Nourish the skin by massaging body butter over entire body  
 - Ingredients: Nut oil base, French Lavender, essential oil, red dye  
 - Net Wt. 8 oz For external use only

- 21 Love Cloud
- 22 Spa Products Branding
- 23 Fleeing Sagittarius





24



## 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 on 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 just 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 seamless 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 "call-to-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, Kapitalize*

**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 Dublin Adams + Hussey*

**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 constituents 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 Steiner, President & Chief Social Strategist, Higher Logic*

More predictions on page 10

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

Our roster of carefully chosen speakers isn't a resource waiting for you at 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*

**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, soiled up, and waiting to play "20 questions" with you.

### Meet Our EXHIBITORS!

**Action Mailers**  
*Larry Mills*  
[larrymills.com](http://larrymills.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*  
[rfaust.com](http://rfaust.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.

**Novo Label**  
*John H. Caine*  
[novolabel.com](http://novolabel.com)

**Question:** Your printing capabilities are pretty exciting (look-fol 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 Akers*  
[dennisakers.com](http://dennisakers.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 stickers or hi-loops 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*  
[mccourtlabels.com](http://mccourtlabels.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 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 Caine*  
[james.caine@pitneybowes.com](http://james.caine@pitneybowes.com)

**Question:** What are the top three things a direct mailer needs to know about mailing?  
**Answer:** Commencing 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.  
\* Commingle destination entry mail compared to mail entered at the local post office will get in-home faster.

**MackayMitchell Envelope**  
*Camie Briggs*  
[mackaymitchell.com](http://mackaymitchell.com)

**Question:** As the manufacturer of envelopes in every shape, size, and size, 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 litho to enhanced flexo at MackayMitchell. Embossing the outer with a texture is one idea we can show you when you stop at our booth!  
2. Color 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*  
[japsdixon.com](http://japsdixon.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.



25

### 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 netting 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@cbch.com](mailto:graff@cbch.com). I'd love to hear your ideas!  
*Gabe Raff, Director of Telemarketing Strategies, Chapman Dublin Adams + Hussey*

### 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, Rowave*

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- 2. Connect with the Best.
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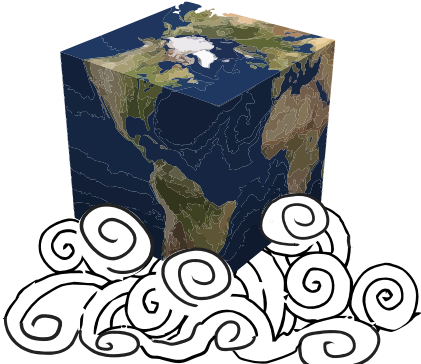
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26

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



27





28



It's everywhere and it isn't pret marketers are hearing lately m up. Consider the following "ter

**Distributed Marketing:** Dis out abc sha call

**Pure Play:** A pure play is a one line of busir doesn't exist any

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**Pop up Store:**

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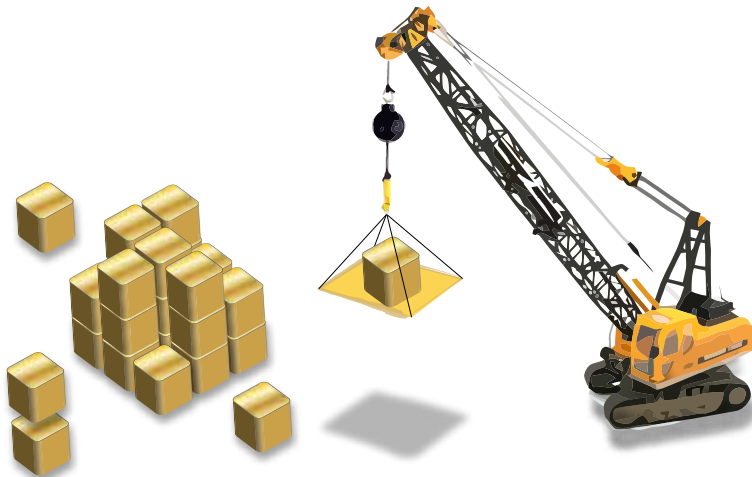


30



29

31



32

- 28 Warhol Minutes
- 29 Full Fontal
- 30 Burden of Logos
- 31 Manila Time
- 32 Big Data



33

34

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- 32 Trade Show Booths