

# direct views



## Marketing to a Generation **on the Move**

The 23 Best Lines  
in Marketing

Reaching Your Audience on the Go-  
The Benefits of a Mobile Website



# Directly Speaking

Karen Keenan, Integral Metrix Group, Inc.

The articles in this issue of Direct Views touch on many marketing issues such as mobile, social, customer feedback strategy, etc. No matter what tool or tactic you use, the bottom line is interactive marketing is the name of the game.

We are in the next digital decade. In a recent report I read by Forrester Research, by 2016, advertisers will spend as much on interactive marketing as they do on television advertising today. Investment in search marketing, display advertising, email marketing, mobile marketing, and social media will near \$77 billion and represent 35% of all advertising, as interactive channels gain legitimacy in the marketing mix.

Read the entire report from Forester by visiting the PDMA website and at the homepage you will find it under the "Articles" section entitled "US Interactive Marketing Forecast 2011 to 2016."

As always, we are all trying to keep up with what's new on the horizon. Some of the interactive tools/apps you should be on the lookout for in 2012 include:

- 1. Multimedia-driven social networks are changing the playground.** Look for apps like Instagram, a free photo-sharing application for your iPhone.
- 2. Pinterest - a pinboard -styled social photo sharing website.** The service allows users to create and manage theme-based image collections. The site's mission statement is to "connect everyone in the world through the 'things' they find interesting."
- 3. Bufferapp** - Here is a tool that can provide some intelligence as to when your followers and fans are most likely going to be paying attention to your updates. As you direct content from across the web into Buffer, the app will distribute it for you during those optimal time periods. In a sense, it's an intelligent and personal social media distribution tool.
4. The way we read our news and social media streams is changing fast. People are turning to platforms such as **Flipboard, Storify, Zite** and others to help curate information and sort through the noise. **Google®, Facebook®, and Twitter®** are also making changes to help users find the information they want to read and block the rest.

What does all this mean to you and your growth over the next few years? Most likely, you will become part of a larger interactive team in your respective company. We'll see positions solidified, as social marketers working online branch

out and become involved in the coding/tech world as well. These positions will become integral to any social marketing campaign, as singular jobs become more complex, transforming people into media specialists. These media specialists will be required to have a 360-degree view of social media, as their job becomes more demanding and competitive.

Remember that you can rely on your PDMA membership to continue bringing you the information and education you need to remain competitive in your field. Don't forget to check the PDMA website, [www.the-pdma.org](http://www.the-pdma.org) for information on upcoming events such as the Benny's (Thursday, June 7th) and the annual Golf Outing (Monday, July 30th). Get your entries in and your foursomes ready! See you all there.

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# Here's Everything You Need to Know to Attend the Splashiest Awards Event of the Season

## **What?**

The 2012 Benny Awards Celebration  
AND  
the Direct Marketer of the Year Award

## **When?**

Thursday, June 7, 2012 at 6:00 p.m.

## **Where?**

Adventure Aquarium, Camden, NJ

## **Why?**

Do we need a reason?

To celebrate the best direct response work of last year  
and party the night away with the Benny winners!

We will also be honoring the  
Direct Marketer of the Year.

## **How Much?**

Each ticket is \$90 for PDMA Members  
and Benny Awards entrants or  
\$105 for non-members;  
includes sit-down dinner, dessert, coffee, one FREE  
drink and convenient FREE parking.

**Get your tickets now at  
[www.the-pdma.org!](http://www.the-pdma.org!)**

## The Awards Event is where it all gets told

The entire event this year is planned around giving more recognition to the winners and getting more value for the cost. All the winners, including the Best of Show and the Direct Marketer of the Year, will be announced at the June 7th event. The venue was such a hit last year that we decided to have a repeat performance at the Adventure Aquarium in New Jersey. We will enjoy a networking reception overlooking the water and then enjoy a sit-down dinner and the awards presentation while the sharks swim and observe us!

**Mark your calendar to attend this event on Thursday, June 7, 2012, and register online today!**

# Top 10 Smart Marketing Trends for 2012

Pay no heed to the “hottest trends in marketing” hype, as there is often little correlation between what’s hot and what actually works. Instead, make your resolution to execute these Top 10 smart marketing trends.

**1 Adopt a mobile Web strategy.** Nearly half of all U.S. mobile phone subscribers own a smartphone. By 2015, more people will access the Web via a mobile device than through traditional desktop Internet access. You must optimize your website for viewing on an iPhone or other mobile device or risk brand irrelevancy.

**2 Become a guru.** Utilize social media, including a blog, and email marketing to build awareness around your expertise. Don't be afraid to give away content and share your knowledge in an effort to build your personal or company brand.

**3 Develop a proactive referral generation program.** We are in a referral economy where consumers are increasingly relying more heavily on third-party reviews – from friends or online review sites – to make decisions about brand selection. This is a terrific low-cost solution for driving new business.

**4 Experiment with QR (Quick Response) codes.** It's a square bar code smartphone users can scan to be taken directly to a targeted Web page. For example, a movie poster might feature a QR code linking directly to a movie trailer or the ticket-ordering site.

**5 Increase subscriber engagement.** When it comes to social media in particular, have more conversations and broadcast less. The real value in your social media activity lies in interacting with your followers as engagement leads to brand loyalty.

**6 Get in the video age.** YouTube® generates more than 2 billion views a day; that's double the prime-time audience of all three major U.S. networks combined. Gather video testimonials from your customers; feature your team conducting online educational demonstrations; and use video to bring your product or service to life.

**7 Formalize a customer feedback strategy.** Develop a strategy for ensuring you are regularly requesting customer feedback, allowing you to deal with potential issues before you lose a precious piece of business.

**8 Deploy a holistic marketing strategy.** The one-off project approach to marketing doesn't work. This year, resolve to create a comprehensive strategy, more heavily weighted toward digital than analog channels.

**9 Develop your brand personality to better connect with Gen Y.** This still relatively new generation to the marketplace doesn't respond to cold, sterile brands. In fact, be more emotionally engaging, personal, and conversational in all of your communications.

**10 Get out from behind the desk!** Spend more time with prospects and customers. Go to more networking events. Social media networking is not enough. Reclaim the lost art of face-to-face connection. 

Lori Turner-Wilson is an award-winning columnist and managing partner of RedRover Sales & Marketing, [redrovercompany.com](http://redrovercompany.com). Follow RedRover on Twitter (@redrovercompany and @loriturner) and [facebook.com/redrovercompany](http://facebook.com/redrovercompany).



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# The 23 Best Lines In Marketing

Jeffrey Dobkin

Like old friends, these lines are of great value to have at your side. This reoccurring arsenal of words is a center point in almost all of the campaigns I write for clients.

## In Direct Mail:

### ***"Gift Certificate Enclosed"***

How many times have I said this? Whew. My very favorite line for getting my clients' direct mail packages opened. Reasons?

- Gift certificates are inexpensive to print, at a third or a fourth of a sheet of paper — or less.
- May be printed on the same sheet as the letter, catalog or the order form - for extra savings in printing costs.
- Ship flat, and adds very little weight to your mailing package.
- They're much more upscale than coupons.
- Gift certificates have a high perceived value.
- Cheap to redeem. In fact, have no cost at all until redemption.
- May be targeted to specific merchandise or offers — good for overstock or high margin items.
- Naturally easy to track.

Any arguments?

### ***"Free Offer Inside..."***

This works almost as well. When a gift certificate just won't suffice in a business-to-business mailing, this is usually my next choice. And more often than not, the other writing on the envelope is:

### ***"Open Immediately!"***

There's a saying around here in Direct Mailville that states you must tell the recipient exactly what you want him to do for the best chance of having him do exactly what you want.

### ***"Just Call and Get..."***

How many times have I said this phrase? Hummm, nope, can't count that high. I mix it in with one of my other key phrases.

### ***"Call Us TOLL FREE..."***

In a copywriting assignment for an envelope printer, I asked readers to call 16 times in a 2 page letter. 16 times in one letter! So don't feel bad about asking customers to call three or four times on the same page. If you'd like to see how I weaved this into the letter copy without being too obnoxious, just drop me a note and I'll send you the letter. Yes, the letter definitely made his phone ring. You bet.

### ***"Dear Colleague"***

It's one of my favorite salutations. So much better than 'Dear reader,' which is always my last choice. And who's to say your reader isn't a colleague in some fashion.

### ***"...and Friend"***

I like to offer this phrase after the salutation, to make it friendlier and more personal. And it does. "Dear fellow Pharmacist and Friend." "Dear Pet Lover and Friend." "Dear Chevy Owner and Friend." About 50% of my letters have these two words after the opening salutation. In any type of local mailing, my favorite opening is

### ***"Dear Neighbor and Friend"***

Sounds kinda' nice, n'est-ce pas? Readers usually think so, too.

### ***"Thank You"***

You know, you can never say 'thank you' enough to your customers. Never. Almost every letter I send has the word thanks in it at one point. Another way I express this is:

### ***"Thank you for your business, and your trust."***

If you don't thank them, how are your customers to know you care, or appreciate their business? Chances are they won't. That means if they have the opportunity

to go elsewhere, they will. I ran monthly advertising with a magazine for 6 years, they never thanked me once in a letter. When the ad became marginal, I dropped out, and never felt one bit of remorse, despite their pleas. Contrast this to the form we shipped our product with: our shipping form measured 4.5" x 7.5", and I thanked our customer 6 times on this form. You can call me on this one too, just drop a note and ask for our old Merion Station Mail Order shipping form. Thanks.

### ***"Thank you for your kind referral."***

One of the best ways to get business is through referrals. One of the best ways to get more referrals is to send a thank you letter to the person who made a referral. No, a phone call is not the same. When you hang up after a phone conversation you cease to exist. A letter, well, that can hang around for a while — to be appreciated over time. I once wrote a nice 'thank you' letter to a retailer who installed my car radio. They framed it and hung it on their wall — for about a year.

Face it, when someone calls to say thanks, you say "That's nice, they called." End of story. But when you receive a letter of thanks... well, that's big time. Someone actually took the time to sit down and write a letter of thanks. Wow, monumental effort. They know you appreciate it. To our firm, a referral means someone gave our name with the silent pledge of their trust. It is an honor we don't take lightly.

### ***"Thank you for the opportunity and the privilege to be of service."***

Business rule number one: it is a privilege to serve your customer. Let them know this is how you feel, and customers will remain loyal to you for years. Not only do I say this frequently, I believe it. So does every person in our firm. It is part of our company creed.

### ***"New Product Offers Benefit!"***

This formula is unusual in that it works almost everywhere. In direct mail, it's

a safe bet for envelope teaser copy, especially when coupled with the three great lines at the top of this article. "New product offers benefit" also is one of the best, time tested formulas for the headline of an ad, or a press release headline.

It's also my very favorite formula for the "Jeff Dobkin Benefits-First Press Release." I've found if you use this formula for the first line of your press release the benefits never, ever get cut out. Editors cut from the bottom, and sometimes from the middle, but the first sentence is always left intact. Since benefits sell the product and increase the response, it's a hard-hitting direct marketing technique to squeeze them in anywhere you can. They'll look just great up at the top of your press release.

#### **"Free Booklet offers how-to information."**

This headline attracts readers with a free offer, but also limits the attraction to the specific market segment you are targeting to better qualify respondents. This saves you time, and money by not having to send literature to a non-buying, poor-prospect market. On the up-side: "Free booklet shows you how to pack glassware for moving!" produces good response, but only from people who are going to move. Very targeted marketing. This type of headline produces tons of high quality, highly qualified leads.

#### **"Objective:"**

Before writing any copy, including sales letters, brochures, direct mail packages, catalogs, everything - first write "Objective:" in the upper right hand part of a clean sheet of paper. Then write the objective. I do this at the start of every writing assignment. This reminds me why

## **Business rule number one: It is a privilege to serve your customer.**

I am writing, and what the writing must accomplish. Unless I'm drafting a catalog or hard hitting package that sells products directly, my objective is usually to make the phone ring; so my copy is written to sell the phone call. Objective: to make the customer pick up the phone and call.

Writing the objective first, clarifies my writing. The objective is usually a surprise to most of my business-to-business clients who think I am trying to sell their products. Heck, it's tough to sell from a sheet of paper. I generally leave the selling to them. I just make the phone ring - with warmed-up prospects.

#### **In PR:**

#### **"Are you the person I should send this press release to?"**

I don't think I've ever met an editor who isn't incredibly sick and tired of press agents or product developers who call up and say, "Did you get my press release?" Sure they got your press release. They receive all the press releases. Which one was yours? This is usually followed by

a flurry of activity: the editor having to fumble through the stacks of papers, half-written stories, half-finished coffee, and occasionally toward the deadline of the month — half-eaten pizzas — sitting on their desk to find your release. I guarantee by the time they found it, your press release has one foot in the grave - er... wastebasket. Still in all, more likely than not, you're going to have to send another press release to make sure they have it on-hand and at the ready.

Yet it's much more likely your press release will be published if you speak with an editor. So here's the plan: Call the editor BEFORE sending him or her a press release, and ask, "Are you the person I should send this press release to?" You see, this sets up a "can you help me" relationship with the editor, and editors by their nature — like school teachers — are a very helpful lot. If they say yes, give them a short, one minute pitch (they're also a very busy lot) and then send your release to them. This will increase your chance of being published from 5% to 50%, maybe 70%, maybe 80%.

If the editor isn't the right one, and says "Oh no, you've got to send that to Jeff Rogers, our chief editor down the hall." You then pick up the phone and knowing full well Rogers is the one, you call and say to him. "Are you the person I should send this release to..." You see, this sets up a "can you help me" relationship...

#### **"Nice speaking with you."**

Even if it wasn't, "Nice speaking with you, thank you for receiving my call." should be the first line of the letter you include with the press release that you send to an editor after you've spoken with him or her. (Yes, I believe all press releases should be sent with a letter). Since most press releases are sent without phone calls, this subtly reminds the editor of your conversation, and that the publishing of this particular release has great importance to you. Also remember not to say in your letter, "Enclosed is our release..." they can see that. Instead, your letter focus should be on "Thank you so much for your consideration to publish our release. Your readers will get this wonderful informational booklet, shipped promptly, filled with terrific ideas and tips on...." Letters with press releases build your credibility.

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## Still More Great Marketing Lines

### "See Page..."

In catalogs I always like to refer customers to other pages. Whether it's accessories, similar items, or just stuff that goes well with other stuff, the best thing a customer can do is thumb through the pages. The longer the customer stays in your book, the better the chance he'll order something, or order something else.

### "See Order Form on Page..."

If the objective is to have customers order, it never hurts to remind them. Pointing to the order form is a subtle reminder. A nice phrase is "It's easy to order. See Order Form on page..."

### "What's New Inside..."

In newsletters, catalogs, long copy packages, and other longer publications I like to entice readers with a bulleted list of fascinating places to go to inside. If we can just spike a couple of high interest notes and get the reader inside, we've accomplished the cover objective and have a good start toward our goals of additional time in our package and increasing sales and brand loyalty.

## "And how did you hear of our company?"

Built into every advertising and marketing program should be a tracking system. When your marketing is purely through the mail it may be easy to track through a priority code number, response sent to a particular department, or simply a color-coded envelope. But some marketing programs, and most retail operations need to figure out which ad their customer saw or which offer they are responding to. I always recommend this simple method: leave a small pad of paper or stack of 3" x 5" index cards next to each phone, and when it rings — early in the conversation — ask "And how did you hear of our company?"

Take all the filled-out slips of paper and put them in a selected drawer. At the end of the month you'll have a good idea which ad or program is working. At the end of 6 months you'll know for sure which ads were profitable and which mailing worked the best.

### "It's a little over, is that OK?"

OK, so it isn't used in direct mail. But I don't know of a deli counter man this side of New York who hasn't used this

up-selling line at least a thousand times a week. Pretty effective marketing, eh?

### "Satisfaction Always Guaranteed"

Heck, you're going to get stuck with it anyhow if it comes back, might as well be a nice guy and say this right up front. It'll increase your sales.

### "Kindest regards,"

I sign off of every letter this way. Kinda' nice, don't you think? 

Jeffrey Dobkin is a direct response writer who lives in Bala-Cynwyd. He has written seven books, and specializes in writing direct mail, direct-selling ads, and direct response marketing plans.

Call him at 610-642-1000 to receive a free copy of his "75-Point Checklist" for direct mail, or to get a free analysis of your direct marketing package.



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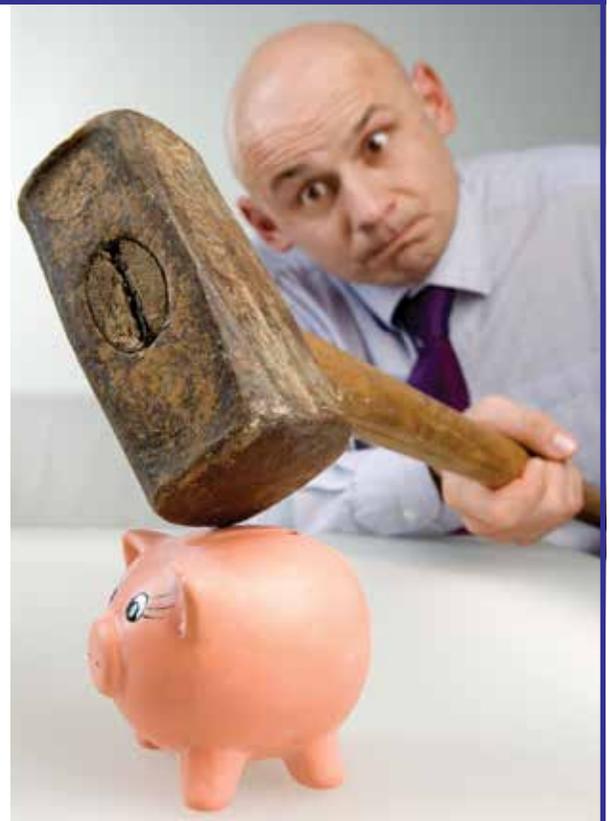
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# Managing the Stew of the New DM

Scott McLaughlin

**Y**ou know our world has changed when Direct Mail is referred to as “Snail Mail,” the DMA changes its conferences from Direct Mail to Direct Marketing and the forecast for 2012 is that the on-line advertising spend will surpass print.

Yikes, everything is different, nothing is the same. We’re being taken over by bits, bites, clicks, and tweets. What the hell is going on? How can we make sense of this barrage of new channels, how can we use the overload of data at our fingertips and how on earth can we turn this mess of competing channels into an effective and integrated marketing campaign?

Easy. The same way we always have.

Take a deep breath. Exhale. Imagine you are preparing a multi course meal for millions. Everything is to be served perfectly prepared at exactly the precise moment adjusted to the taste of each recipient delivered in a format that most pleases them. Really. Let us begin.

## Assemble your team.

There is to be a sous-chef for each channel (the good ones can juggle more than one). Plan your menu and begin by building a rough schedule, starting at channel delivery and working back to today. It is incredibly important to include all of the channel leaders in the initial planning session using a written creative brief

approved by the client. Include budgets by channel. Focused and targeted briefs usually deliver improved and on time creative, more efficient campaigns, better results and greater margin.

## Negotiate with the team.

Create a detailed schedule containing critical path points for each channel. Get agreement on deliverables. No, there is never more time or money. Today’s programs (clients) insist that we do more for less. Better and faster than ever before. Remember to breathe. It helps.

## Coordinate the flow.

Depending on the focus of the campaign, the historical role of chef has changed. In some progressive (i.e. efficient) companies, there has been a shift away from the traditional account executive role. The teams are now also led by AE’s whose specialties are data, media, production, web, finance, and creative. We’re learning talents we never knew we had. The key point, as always, is to complete every task on time as scheduled and under budget. During the project execution period you may need to practice your “be nice but persistent” skills. That includes the clients AND lawyers. Remember to smile before you pick up the phone. Re-read your emails before you hit send. Take a short break before the re-read and send on the

tough ones. Don’t forget to be nice. We’re a team. This is supposed to be fun. Execute and report on your successes. Keep the team in the loop. Share the positive results. Adjust and fix the imperfections.

## Do it again.

Technology will continue to change the way and the speed that we touch our prospective customers. To win, we have to keep pace with the changes and continue to improve the mix.

The mantra “Better, Faster, Cheaper” applies more today to every step of the creation process than ever. Digest it or lose it. Enjoy. 

An avowed expert in all areas of print production, Scott has pioneered numerous digital and customized printing breakthroughs for clients including Roche Diagnostics, Luxottica Retail,



MCI, Volvo and Sprint. Scott is part of the Devon Direct/Euro RSCG alumni group, as well as a MBA graduate of Widener University. You can reach Scott at [SMclaughlin@directchoiceinc.com](mailto:SMclaughlin@directchoiceinc.com)

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# A Direct Marketer's Foray into Social Media

Christine Wagner

Most of my posts have revolved around my self-education on using Twitter®, and because of this, some people have asked me exactly why I hate Facebook® so much.

So, I should clear that misconception up right now.

As I have said, I created my Facebook account for personal use, and have had great fun using it. Over the past several years, more and more individuals and organizations have also started using Facebook for business purposes as a marketing tool. The reasons for this are obvious, and best explained by some statistics provided by Online Schools.org:

- 750 million photos were uploaded to Facebook over 2011's New Year's week-end
- 48 percent of 18 to 34-year olds check Facebook when they wake up

- 28 percent check their Facebook from bed with a smartphone
- The number of 18 to 24-year old demographic that uses Facebook grew by 74 percent last year
- More than 70 percent of Facebook users are outside of the US
- More than 71 percent of US web users are on Facebook
- More than 30 percent of the user base is over 35 years of age

As I considered jumping on this bandwagon, I weighed the pros and cons, and came to this conclusion: Once a page is used for strictly personal interactions with friends and family, trying to revamp it for professional use is like getting the toothpaste back in the tube. There are a growing number of situations in which people's personal and professional use of social media have overlapped, resulting

in negative repercussions, and I didn't want to be added to the list.

However, I am lucky enough to have an alternate option: The Direct Choice Facebook Fan Page. Our company's page allows our organization (and, in turn, me) to get industry or company news out to current and potential followers quickly. Additionally, Facebook fan pages, when created properly can be a tremendous benefit for search engine optimization (don't believe me, do a Google® search for Direct Choice, Inc.). The key is that with 500 million Facebook pages in existence, differentiating your organization from your competitors, while also staying true to your brand, takes a creative strategy...which is where I come in.

So, now I can discuss using Facebook as a mechanism for direct marketing with my customers. I can discuss how fans are basically another level of prospects for Direct Marketers. I can discuss how creating a tab on a Facebook page acts as a default "landing page" and is a great way of getting a sense of what clients want to learn about and need to be educated on. I can discuss using social media as a way to demonstrate subject matter expertise and as a springboard to being part of the conversation on issues and news. And, when I need to provide examples of this working, I don't need to use my personal page. Instead, I can show off the company's fan page, which does all of that and more. 📌

A senior account director at Direct Choice, Christine Wagner has developed a successful career in direct marketing, and in an effort to continue to build her client base and expertise, she has begun using social media as a business tool. In this blog series, Christine talks about her initial thoughts for those that are on the same path. See [directchoiceblog.wordpress.com](http://directchoiceblog.wordpress.com).



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# Reaching Your Audience on the Go

## The Benefits of a Mobile Website

Sebastian Pistritto

**F**or most organizations today, having a mobile website is not an option but a necessity. There is no misunderstanding when I say that many of your customers have a mobile phone. And if an organization has a need to manage how their brand appears on a mobile device than it must embrace the mobile platform.

It is important to present a user-friendly mobile site that is quick and efficient to display on the mobile screen. The mobile user is rarely “surfing around,” they have a specific goal when they visit your mobile website: to find an address, hours of operations, directions to your company’s location or to a telephone number. The mobile website does not require your users to download any application before interacting with your organization, conveniently providing a device-optimized user experience.

### Mobile Website Users Needs Are Different

According to Nielsen Net Ratings the average Internet session in 2007 lasted for 56 minutes. The average mobile surf session is less than five minutes. For these reasons, your mobile web site needs to be simple to navigate and display content that is relevant for the mobile user. Strategically, the mobile web site content should be similar and derived from the company PC-based website, with additional features which are mobile specific. The contents within a mobile website should be presented in the right chronological order to adhere to the user’s mobile behavior. The best way to determine the order of content on the mobile website is to analyze your website analytics and determine what the top 5 or 10 content features on your website are. These should be the core components of your mobile website navigation.

### Mobile Internet Usage Is Growing Exponentially

Mobile is here to stay; it is reported that over a third of North American mobile users own a smartphone of some kind, and many are beginning to use it as their primary access to the Internet. According to Nielson’s ‘State of the Media’ report from January 5, 2011, there are now 83 million mobile web users. And that audience is growing; additionally, 29.7 percent of U.S. mobile subscribers now own smartphones that run full operating systems. Morgan Stanley’s ‘Internet Trends’ research reported that use of the mobile web on smartphones is growing so rapidly that it will exceed desktop web in 2014.

### Be More Accessible to Your Audience

Having a mobile website allows your company to become more accessible to your audience, resulting in happier customers. Your ability to engage with your customers will significantly increase the overall audience loyalty. A typical website is very difficult to view in a mobile browser. Remember, mobile browsing is all about having a good user experience; try viewing your current website from a mobile browser and make your decision on how easy your website is to use from your customer’s perspective.

### Increase Mobile Search Results for Your Mobile Site

Searching from a mobile device is limited to the mobile search database. The search engines use separate query accesses maintained for mobile content. Having a mobile specific website for your business is a great way to optimize your site, build a mobile web presence and boost your search engine ranking. Mobile search has also become one of the fastest growing online resources – Google®, Bing, and Yahoo®! are aggressively investing in mobile.

### Use Mobile Websites To Attract Your Local Audience

A mobile website will help you market to people who are engaging in local search through online maps and directories. Tools like Google Maps and local directories provide general information that include your company location, contact info and address. A mobile site will help you convert those local web visitors into customers and increase your ability to drive foot traffic with offers and time-sensitive deals.

### Conclusion

Mobile websites should be designed to leverage the unique experience of today’s mobile devices and utilize the content directly from the company’s existing website. This allows organizations to manage only one set of core assets to deliver their brand messaging across both their traditional website as well as their mobile website. The user interface should be designed to provide customers with easy navigation across a brand’s entire website, all from their mobile phone. The mobile website should be programmed to detect the website visitor’s mobile device (an iPhone, Android, Blackberry or any other smartphone) and dynamically render the best user interface designed for the particular mobile handset. 

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Sebastian Pistritto is the President of Loré Marketing Group - a brand engagement company aiding the success of leading lifestyle brands. Sebastian has over 18 years of multi-channel marketing communication, business development and technical Product Management experience at both a Vice President and a Director role. Reach him at [spistritto@lorel.com](mailto:spistritto@lorel.com)



# Welcome New PDMA Members

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# 2012 Golf Classic

## Save the Date

### Monday, July 30!



**There's always time  
for GOLF!  
(and a great dinner)**

Photo: Captainspears23 via photopin cc

It may be April, but July will be here in a minute! Mark your calendar now to get involved and attend the PDMA Golf Classic!

There's still a lot of spring ahead. But it will pass much more quickly if you're focused on the fun you'll have playing golf at the historic and prestigious (not to mention beautiful) Edgemont Country Club.

Whether you swing like Tiger Woods or don't know a golf club from a croquet mallet, you can join in the fun.

Tickets are available for a whole day on the links or for drinks, dinner and networking. Either way, you're sure to have a great time.

Sign up right NOW! Volunteer for even more networking opportunities and fun!

We're looking for a few good men and women to help make this the best golf outing ever. Donate just a few hours of your time for a chance to have a great time and make great business connections.

#### **Contact:**

**Aleka Agapitides at [Aleka.Agapitides@ibsdm.com](mailto:Aleka.Agapitides@ibsdm.com) or (610) 265-8210 EXT 142 OR**

**Lisa Mark at [Lisa.Mark@innoprint.com](mailto:Lisa.Mark@innoprint.com) or (610) 454-2831 to get in on the fun.  
To find out all about the new Golf venue, visit [www.edgmont.com](http://www.edgmont.com)**

## PDMA Members-Only Benefit! Preferred Partners Program

The PDMA Preferred Partnership Program brings you both professional referrals and generous discounts! PDMA has negotiated with Philadelphia's best-in-class partners to assist our members in areas that require special knowledge (so we won't be competing with our members' core services.) This is a growing partners list. In the meantime, get to know our partners better by going to the PDMA Web site at [www.the-pdma.org](http://www.the-pdma.org) and reviewing the list yourself. When you call a Preferred Partner, you will need to identify yourself as a PDMA member, using your PDMA membership number. For a complete description and contact information, E-mail us at [contact@the-pdma.org](mailto:contact@the-pdma.org).

This is just a glimpse of some of our partners...

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Ryder & Company, Inc. - CPAs

# News & Notes

**DMW Direct**, a leading direct response advertising agency, is pleased to announce the hiring of Megan Shisler as Social Media & Public Relations Coordinator. In her newly established role, she will be responsible for maintaining all of DMW Direct's social media platforms – including LinkedIn, Facebook and Twitter – as well as administrating the agency's blog, No Green Bananas. In addition, Megan will coordinate internal public relations projects and interface with the agency's outside PR partner. Megan will also work with the new business team in conducting research and providing support in various business development and marketing initiatives.

DMW also announces the promotions of Christina Clausen who has been promoted to Human Resources Manager and that of Michael Cortez to Senior Client Accountant.

To learn more about DMW Direct, please visit [www.dmwdirect.com](http://www.dmwdirect.com).

**Boylan+Associates, LLC**, an association management company (AMC), announces that as of March 31, 2012 it is closing its doors after 20 years of managing non-profit membership associations. For the last 14 years, it has managed the Philadelphia Direct Marketing Association. The founder and owner, Christine Boylan, begin a new career as the Marketing Director of Consulting Engineers & Scientists, Inc. in Malvern – [www.ces-experts.com](http://www.ces-experts.com). Boylan + Associates Membership Director, Sharon Lewis-Gregg, has formed a new AMC, Greater Philadelphia Association Management Group, and will assume the management of PDMA.

**fmi direct inc.** has received certification in environmental sustainability from The Mailing & Fulfillment Service Association (MFSA). MFSA unveiled an environmental sustainability accreditation program to allow mailing and fulfillment service providers to show their commitment to the environment.

Rather than just focus on paper production and consumption, as those are covered by other certification programs, the MFSA program addresses company dedication to sustainability, material handling, managing product and waste, using environmentally certified paper, chemicals management, utilities management and environmental savings and incentives.

"We all play a role in how well we treat our planet. The MFSA Sustainability Accreditation is important to fmi direct inc. and to our industry as it ensures that we are continually building and implementing business practices which lead to a better future for all life on our planet. Additionally, the accreditation is important to many of our clients who share a similar vision, knowledge and willingness to make the changes necessary in favor of environmental stewardship.

The MFSA accreditation process opened our eyes to environmental best practices and led to a desire to get involved in our community. fmi direct inc. has supported nonprofit organizations with pro bono direct mail services, participated in trash pickups to clean up local parks, helped with charity walks and we will continue to get involved in community projects," said Lisa Formica, President of fmi direct inc., Philadelphia, PA.

fmi direct marketing solutions inc. is a leading marketing service provider, specializing in direct mail, web and mobile. For more information on fmi direct inc. visit [www.fmidm.com](http://www.fmidm.com)

## SPECIAL THANK YOU TO OUR MEETING SPONSORS

### March Luncheon

#### Marketing in a Global Environment

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Brian Tarlecki, (800) MAIL-287

### March Workshop

#### Pay-Per-Click Marketing for Beginners

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and

Goodman Marketing Partners  
Denise Williams, (610) 913-0445

### April Luncheon

#### Top Marketing Trends in 2012

Sponsor - DMW Direct  
Mark Mandia, (610) 407-0407

**Princeton Fulfillment Solutions, LLC**, an integrated marketing solutions company in Robbinsville, NJ, has acquired Phoenix Marketing Services, Inc., of Claremont, CA, and Phoenix de México, Rosarito, Baja California, Mexico.

The two companies and Princeton allPoints, now become operating entities of The Princeton Companies, headquartered in Robbinsville, NJ. The combined companies merge specialized, dedicated teams of marketing experts and new technologies into one organization that, together, will meet the rapidly changing marketing requirements of mid- to large-size companies nationwide.

Kevin McPhillips, president of The Princeton Companies. notes that 40 percent of the U.S. population now lives within 400 miles of one of these two locations. And population within just those areas has grown 39 percent since 2000 alone.

Phoenix Marketing was founded in 1976 by Cindy and Dave Casey. David Bynum will remain in his role as president of Phoenix Marketing and will lead the West Coast division.

The Princeton Companies were supported in this acquisition by Michael E. Jacoby, senior managing director and shareholder, Phoenix Management Services; Jim Bortolotti, chief lending officer, First Choice Bank; David Light, president, AGEX Financial, Llc; and Bradley S. Rodos, partner, Fox Rothschild, LLP.

The Princeton Companies is a nationwide integrated marketing solutions provider headquartered in Robbinsville, NJ, specializing in creative services, web portal development, digital output, campaign management, fulfillment and direct mail services to best-in-class companies both large and small. For more information, contact The Princeton Companies, 14 Applegate Drive, Robbinsville, NJ 08691, call 609.890.6900 or e-mail [info@princetoncos.com](mailto:info@princetoncos.com).

# PDMA Mentor for a Day Internship Program

The Mentor for a Day program's intent is to fill the gap between students who are looking into the field of Direct Marketing and PDMA member firms who need to identify new talent to continue to grow and prosper. The Mentor for a Day program will provide both the employer and the student the opportunity to spend a day together at the sponsoring firm's facilities. Students will be able to visit multiple firms to network with industry insiders and understand the business models of PDMA firms. Sponsoring firms will be able to meet multiple pre-screened students each semester. This program will facilitate professional networking between students studying direct marketing and area firms who want to identify new talent.

## Benefits to Students:

- Opportunity to visit several greater Philadelphia area firm's facilities
- Develop a network of professional contacts from your visits
- Gain a better understanding of the direct marketing industry
- Perfect way to get yourself noticed by PDMA member firms

## Benefits to PDMA member firms:

- Students are recommended by professors from area Universities
- Students who have demonstrated high interest in direct marketing/interactive
- Provides firms with a full day to visit with potential internship/job candidates

## How will students be selected?

To facilitate the goals of the program, each participating University will select two students to participate in the program each year. This will insure that candidates for the program are professional and represent the best of your program. In selecting students to recommend for this honor, please consider the following:

1. Students should have a specific interest in direct marketing industry.
2. Students looking in the greater Philadelphia market's job market are encouraged.
3. Students who contributed or have won a team's collegiate competition are highly encouraged to participate.

## How can PDMA member firms get involved?

Current members of PDMA may indicate their interest in the 'Mentor for a Day' program by submitting an application provided on the PDMA website. Along with the application, firms should submit a proposed agenda for the student's visit. Students will be most interested with a balance of networking and understanding how your business operates. To this end, we suggest some of the following activities for your proposed agenda:

- Networking opportunities with management or executive team
- Tours of facilities
- Job shadowing opportunities with entry level or mid-level staff
- Meeting with entry level managers
- Observe a client meeting
- Other operational activities

**Visit [www.the-pdma.org](http://www.the-pdma.org) to download the Internship Forms.**

## PDMA Career Center

The Career Center is an online resource for both Job Seekers and Employers. If you are a PDMA member, you may post your resume or job opening for free locally. If you post it nationally you may do so at a reduced rate.

Visit [www.the-pdma.org](http://www.the-pdma.org).

### Job Seekers

PDMA members have the ability to search the job database, post resumes and submit real-time online applications.

- Advanced job searching options
- Control over your career advancement
- Increased exposure for your résumé
- Optional e-mail alerts of new jobs

### Employers

PDMA is your online resource for top direct marketing professionals. Post your next job opening on the PDMA Online Career Center.

- Quick and easy job posting
- Quality candidates
- Online reports with job activity statistics
- Simple pricing options

**Visit [www.the-pdma.org](http://www.the-pdma.org) and then click the Career Center tab.**

## Visit the PDMA Web site at [www.the-pdma.org](http://www.the-pdma.org) and ...

- Check out the NEW Member Exclusive Center
- Visit the Career Center—jobs posted locally AND nationally
- Register for an event or meeting
- Download valuable case studies or white papers... and more!

# Know Your Customer: Marketing to Non-Profits

By Joanna Smith

So, you have decided to expand your business by offering your direct marketing services to non-profits. The most important advice you can ever receive is the same as when you enter into any new market: know your customer.

There is no “one-size-fits-all” non profit. It may be a community soccer league or an art museum or a university hospital or a national charity. For each, marketing is essential to their success. There are many advantages to supplying non-profits with services:

## They are stable

Once a non-profit is established, it rarely goes out of business. With strong leadership and mission, non-profits can continue for years. Unlike family businesses, they are structured with multi-member boards and are not subject to second generational owners losing interest in continuing the organization.

They pay

Non profits generally are not subject to seasonal selling cycles like retail businesses. Budgets are composed and approved by boards, resulting in financial responsibility and stability.

## They are loyal

When a good supplier is found and good relationships are established, non-profits can become good repeat customers.

In order to be successful when working with non-profits, you must understand their uniqueness. They are no more the same as for-profit companies than children are mini-adults. Following are some preconceptions that you must put aside in order to be a successful supplier to non-profits.

Non-profits don't have to make money. In a for-profit firm, money made goes to the owners. In a non-profit, it goes back in to the organization. A non-profit, like any for-profit business, that loses money will not be in existence for long. They must constantly watch their bottom line.

Non-profits don't have to compete for customers. Non-profits have two

customers, the people whom they serve and the donors who fund them. If they fail to produce results for either there are new entries into the market every day eager to take their place.

The Philadelphia Protestant Home (PPH), where I have been director of marketing since 2009, was founded in 1889 and was one of the pioneers in providing housing and care for senior adults. Today, PPH is one of 140 continuing care retirement communities (CCRCs) in eastern Pennsylvania. Additionally, because PPH promises our residents that they will never have to leave if they outlive their resources, we must raise funds to keep that promise. With thousands of non-profits reaching out to donors and potential donors, fund raisers need to be skillful and creative in reaching out to their target audiences.

## Competition? You bet!

Non-profits can get away with a lot because they aren't structured or regulated. In order to obtain the non-profit IRS status, an organization must follow strict guidelines, regardless of size. Each must have a board of directors and publicly disclose its financial information.

Just because an organization is a non profit, it is not exempt from federal, state and local laws and government inspections. PPH receives regular surprise visits from city, state, and federal Departments of Health and other regulatory agencies.

As part of its philanthropic efforts, PPH offers regulated financial instrument programs such as charitable gift annuities to donors. Of course, ethically and legally every dollar raised must be applied to its designated use.

There are two organizations whose mission it is to provide public, independent financial evaluations of non-profits for donors: Charity Navigators and GuideStar. When researching non-profits, these two organizations are a good place to start.

Employees of non-profits are not as educated or skilled as those in private industry. Employees of non-profits hold advanced degrees in all professional areas,

including finance, medicine, marketing, social service, and management.

Non-profit employees don't really have to perform. Non-profit employees must be creative, disciplined, and versatile multi-taskers because they must satisfy multiple customers with diverse wants in a structured environment and with limited resources.

Non-profits are all the same. A non-profit can be a social service provider, a community arts program, an Ivy League university, a nationwide philanthropy, or a community banking institution.

Non-profits don't really contribute that much to the economy. The University of Pennsylvania is the largest employer in the city of Philadelphia. In 2009, the Philadelphia Economy League estimated that Philadelphia-area artistic non-profits alone contributed \$564 million in spending, provided 11,000 jobs, and paid \$16 million in state and local taxes. In 2010, The Philadelphia Protestant Home provided meaningful employment for 559 people, who paid \$499,828 in city wage taxes and \$373,715 in state taxes. A recent University of Pennsylvania study of 12 religious congregations estimated that they provided \$50,577,098 in annual economic benefits to their communities.

Keep these ideas in mind and providing marketing services to non-profits can be a very successful part of your business. 🚀

Joanna Smith is Director of Marketing and Special Events for The Philadelphia Protestant Home, a continuing care retirement community in Northeast Philadelphia. She has worked in marketing and development for a variety of non-profits in the Philadelphia area, including Salus University, the Montgomery County Association for Retarded Citizens, and Interserve USA.



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#### Advertising

For advertising rates and schedules for all PDMA publications and sponsorships, contact PDMA at 215-472-1668. All ads must be submitted by the 15th of the month prior to the publication month.

To join this impressive list of direct marketing experts, place your ad today. Email the PDMA office at [Contact@the-pdma.org](mailto:Contact@the-pdma.org).

## Position Yourself for Business Advertise in the 2012 PDMA Membership Directory

**Ad Deadline: May 1, 2012**

The PDMA 2012 Membership Directory will be published in May 2012 and mailed to all PDMA members and advertisers. More than 1,000 select influential direct marketing professionals will receive this book throughout the year. The PDMA Membership Directory will list member's name and business name, address, telephone, fax, email, website and company description of all renewed and current members.

There will be two member listings—one alphabetically by last name and one alphabetically by company name. Ads will be placed between these two listings and will be printed in COLOR! To place your ad, download the Directory Ad Placement Form from the PDMA website or contact the PDMA office.

Don't miss out on this business to business opportunity!

### Ad Rates for the 2012 Directory—Deadline May 1, 2012

Ad Size	Width/Height	Directory Rate
Back Cover	7 ¼ x 10"	\$1,475
Inside Front & Back Covers	7 ¼ x 10"	\$1,200
Full Page	7 ¼ x 10"	\$825*
½ Page Horizontal	7 ¼ x 4 ¾"	\$375
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¼ Page Horizontal	7 ¼ x 2 ½"	\$300
¼ Page Vertical	3 ½ x 4 ¾"	\$300
Business Card (Horizontal)	3 ½ x 2 ¼"	\$125

\*Platinum Member Companies receive \$100 off a full-page ad.

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#### SPRING 2012

PDMA *DirectViews* is published quarterly by and for members of the Philadelphia Direct Marketing Association and other interested direct marketers. For more information, visit [www.the-pdma.org](http://www.the-pdma.org).



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