

State of the ERA

Here's a trivia question for you: Why do most non-profits' fiscal years begin in July and end in June? Answer: Because, in the early days, non-profits could not afford accounting services during the "busy season" and opted for a fiscal calendar that varied from the rest of the

business community. By utilizing accounting firms during these "off times," they got bargain priced audits. Although discounted fees are a thing of the past, many non-profits, like ERA, have maintained a July – June fiscal year. I am pleased to report that once again ERA received a stellar audit, the results of which can be found in the 2006-2007 Annual Report. In the past we have mailed you the Annual Report, but with our effort to become "green," [this year's report is only available online](#) (PDF).

The report reminds me of ERA's many accomplishments last year; of particular importance, ERA renewed its focus and commitment to growing the industry for electronic retailers and marketers while preserving support for the supplier community. This commitment is important as ERA remains the only non-profit organization – supported entirely by its members – dedicated to the leaders in direct-to-consumer commerce. To illustrate this renewed focus, ERA not only developed a new logo and tagline, but it also revamped its dues structure to ensure that all D2C companies could participate in its efforts.

As you review this past year's accomplishments, I hope that you share our pride about what this industry has become. Electronic retailing is less about the channel and all about providing consumers with choice and convenience. 2006-2007 leveraged ERA's legislative positions, international growth, research and education, and networking strength to create a strong, vibrant community. I am excited about the challenges and opportunities that the future brings. With sales for electronic retailing in 2006-2007 estimated at \$300 billion-

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Upcoming ERA Events

February 21, 2008

ERA's Webinar Series - Going Mobile with Minimal Investment

March 2-4, 2008

eRetailer Summit
InterContinental Hotel
Miami, FL

March 20, 2008

ERA's Webinar Series - Search Engine

April 17, 2008

ERA's Webinar Series - Legal Considerations of Blogs

April 29, 2008

ERA's Legal Series

May 22, 2008

ERA's Webinar Series - Customer

plus, ERA's leadership promises to provide you with innovation, and progressive, cutting edge strategies to help you increase sales, enjoy a positive regulatory and legislative climate, and to ensure that your customers benefit from a positive shopping experience.

Thanks for your participation. We look forward to another great year.

Edwin Garrubbo, Board Chair
CEO, Creative Commerce, LLC

ERA Legal Series: Practical Knowledge for the New Technologies Landscape (Approved 9.5 CLE)

ERA is pleased to announce a new, one-day legal program on Tuesday, April 29th, from 8:00 a.m.-5:15 p.m. at the American Conference Center in New York City located at 780 Third Avenue. The seminar will shed light on the most recent FTC developments and offer practical insights and in-depth legal solutions in the area of emerging technologies. A wide range of issues will be covered, including:

- Impact of New Technologies and Behavior Advertising
- Avoiding Third-Party Liability
- Data Security Issues
- Key Issues of Ownership, Trademark, and Copyright of Ideas
- Online Testimonials
- Update on the Big Direct Response Advertising Self-Regulation Cases of the Year
- Complying with FTC Regulations in Electronic Retailing
- FTC Updates on Behavior Marketing Initiatives

Our distinguished faculty includes experts from the FTC, NARC, and representatives from these prominent legal firms: Manatt, Phelps & Phillips, LLC, Venable LLP, Kelley Drye Collier Shannon, Satterlee Stephens Burke & Burke LLP, Frankfurt Kurnit Klein & Selz, and Baker & Hostetler, LLP.

In addition, attendees will receive 9.5 CLE credits hours. The program has been approved in accordance with the requirements of the New York State Continuing Legal

Service/Optimization

June 12, 2008

ERA's Webinar Series - Online
Video and Social Networking

September 21, 2008

ERA's 18th Annual Convention
Paris Hotel
Las Vegas, NV

Education Board for a maximum of 9.5 credit hours. ERA gratefully acknowledges Manatt Phelps & Phillips, LLC as the New York accredited CLE provider for the event.

The registration fee for the event is \$495 for ERA members, \$600 for non-members, and \$99 for government employees. For more information on the legal series, please contact Marilyn Sawyer at 703.908.1035 or msawyer@retailing.org.

ERA Webinar on Mobile Commerce – February 21st, 2008

"I appreciate ERA's leadership in providing such an important educational benefit to its members! ERA's Web Analytics webinar fulfilled all my expectations, offering a concise, insightful overview of this most critical arena for eCommerce analysis that will benefit all that attended.– Tim Hawthorne, CEO, hawthorne direct" – on the January 17 ERA webinar.

ERA's webinar series titled "Demystifying New Technologies to Increase Sales" will present its second interactive webinar on February 21st at 2:30 p.m. EST. This webinar, featuring Daniel Wright, highlights the increasing revenue from mobile commerce, which eclipsed \$1.2 billion in the US for the second quarter of 2007. According to Juniper Research, revenues from mobile commerce will generate over \$63 billion from worldwide sales by 2010. In 2007 the number of unique mobile internet users surpassed 31 million and over 2.9 million subscribers visited a shopping/auction site on their phone. During the webinar, Daniel Wright will discuss how retailers can go mobile with minimal investment.

During this webinar, you will learn:

- Why the time to enter the mobile arena is now
- Simple and cost-effective steps to set-up your own m-commerce site
- Marketing techniques to ensure consumer awareness and transactions

The session is designed for one-on-one interaction with the speaker to answer specific questions.

This is a free ERA member benefit. Non-members may participate for \$99.

For more information or to register for the event, please contact Katie White at kwhite@retailing.org.

Members may view the recorded January 17th webinar on WEB ANALYTICS - MASTER ONLINE MARKETING by going to [ERA's members-only site](#).

Annual Convention: Exhibit Sales Open for ERA's 2008 Annual Convention in Las Vegas!

ERA is delighted to announce exhibit sales for its 18th Annual Convention at the Paris Hotel & Casino in Las Vegas September 21-23, 2008! ERA is planning exciting events and attractions designed to keep attendees on the show floor, including the Networking for Knowledge Center, New Product Hot Spot, and the new Asia Pavilion. Exhibiting at the ERA show is the sure way to showcase your company as a leader in the direct-to-consumer industry.

All 2007 exhibitors receive an exclusive early bird rate, and the ability to capitalize on your space selection thru the history points system. ERA members, please see the exciting new Platinum membership benefits package designed to give you marquis exposure while saving you money on your investment! Click [here for Platinum Benefits & Points Program Overview](#). The Platinum membership upgrade is the quickest way to catapult your standing in the history points system for prime booth selection. Click here to see the history point system. The deadline to submit your contract is March 31st. Any contracts received after that date, will be assigned on a first-come-first served basis and the rates will increase by 3% per 100 square feet. Please see the [floor plan](#) (PDF) and [exhibitor contract](#) (PDF).

For all non-members, JOIN the Electronic Retailing Association by March 31st and exhibit at the discounted member rate! [Click here](#) (PDF) for the supplier membership application.

If you have any questions, please contact Christy Hopkins, chopkins@retailing.org, or Karla Kelly, kkelly@retailing.org, for assistance.

Have You Heard? *Electronic Retailer Magazine* has Launched an Online Blog Community!

This week on the blog: [Don't Think TV vs. Internet - Think](#)

[Video No Joking Matter... Embracing New Media Without Losing Relevance or Sales](#) [D.C. Getting Hipper By the Minute](#)

Engage yourself with today's multi-channel marketing leaders. [Join the discussion](#) – we dare you!

Research at Your Fingertips: Convergence, Customer-Centric Marketing, and New Technology

In its continuing endeavor to support retailers, ERA provided members with the valuable benefit of 24 new research reports (2 per month in 2007) which presented pragmatic and forward-thinking advice on the latest trends and innovative strategies to allow the direct-to-consumer retailer to grow their business. Through an exclusive agreement with Forrester Research, these research papers offer members a resource to assess existing technologies, gather the latest information on emerging markets and products, and to understand the business implications of technology change. For the new year, ERA will continue this program.

ERA has highlighted the top five Forrester Research reports from last year for your information and to maintain a compelling competitive advantage. We believe that these particular reports are significant for the following reasons:

- Research shows that over 42% of online shoppers are active in at least one other channel.
- The average transaction of a multi-channel shopper is \$466 in comparison to \$313 for a single channel customer.
- More than 54% of online consumers use the Internet to research their purchases and 38% actually buy online.
- More than 50% of consumers indicate that ease of finding relevant content and function is a top priority.
- Thirty-four percent of adult social networking site users read blogs weekly or more.
- Forty-two percent of Gen Yers use social networking sites.
- More than 50% of retailers will use customer loyalty programs in the future to promote sales.

For more in depth data and findings, please find brief abstracts of the five showcased Forrester Research reports. The complete reports, along with the other 2007 and 2008 papers, are found on the [ERA members-only site](#).

Selling toys? Pay attention. [ERA's Government Affairs](#)

For the past week, we have been hard at work and at Hill meetings on a new issue that could impact the e-retail community. Last year, due to public backlash from unsafe products legislation was introduced in both the House & Senate to reform the Consumer Product Safety Council (CPSC) - (currently discussions revolve around [S2045](#) (PDF)). While we applaud the effort to improve Product Safety the devil is always in the details. We share the concerns of the larger Retail & Manufacturing community revolving around the levels of proposed fines for non-compliance (\$100 million) as well as new disclosure provisions for retailers to the CPSC. However, of real concern is a provision that would in effect require e-retailers to include and have potential liability for warning labels for Internet & Catalog advertising of certain toys and games. ERA has joined with other concerned parties and have held a series of meetings with hill offices working on the legislation in an attempt to temper potential harm to the industry and are hopeful that these efforts will prove fruitful.

Industry News

[CONVERGENCEBUSINESSMOBILE](#) [ONLINE MARKETING](#)

CONVERGENCE

- [Two Out of Five Retailers Don't Have a Store](#)
According to a recent report by the Direct Marketing Association (DMA), entitled "Channel Integration and Benchmarks in the Retail Industry," to be successful, retailers need to merge and synchronize all channels in terms of consistent brand message, timing, creativity of promotions, loyalty programs, and fulfillment.

Center for Media Research

BUSINESS

- **[Marketers Can Take Advantage of Poor Economic Climate](#)**

A RECESSION MAY OR MAY not be on its way--or already here--but either way, marketers might be well advised to be proactive with their plans. And the strong ones may even sense an opportunity to increase their market shares.

MediaPost Publications

- **[The Dark Days of Yahoo](#)**

Yesterday, Yahoo Inc. announced that its fourth quarter profit declined just over 23%, while many of the firm's competitors experienced growth in the same time period. Company shares declined about 8.7%, or \$1.81 to \$19, a number that continues to fluctuate, dipping to a 10% drop.

Adotas

- **[Hungry? Impatient? Track Your Pizza's Progress](#)**

In a nation ever eager to track delivery of everything from FedEx packages to Amazon.com orders, it's now come down to tonight's pizza. The move by Domino's is aimed at its youthful target: consumers under age 30 who spend gobs of time online. "I guess they'll sell a ton of pizzas to people with no social life who are sitting in front of computers," says Christopher Muller of the University of Central Florida.

CRM Buyer

- **[The Global Entrepreneurial Spirit and the Web](#)**

"Web experts and designers from less developed nations have created small yet rapidly growing businesses that assist small to medium-size businesses with their Web site design, coding, illustrations, and even live technical support," says Adam Toren, president of YoungEntrepreneur.com.

www.ecommercetimes.com

- **[Questions Raised Over Revenue Growth from Modern Advertising](#)**

Arguments over the prospects for modern-day advertising - on social networks, video games and mobile phones - are raising questions about a revenue stream on which many telecommunications, media and technology groups are pinning their hopes.

www.ft.com

- **[Pharma Biz Cops to \\$5 Billion Drug Problem](#)**

The pharmaceutical industry is finally acknowledging that it needs a new marketing prescription after a perfect storm of waning patience in Congress, incredulousness from the medical community and growing angst among a skeptical public. It's all led the \$5 billion direct-to-consumer ad business to concede it has a drug problem.

Advertising Age

MOBILE

- [The Inside Line on Wireless Marketing and Advertising](#)
Speaking of bad questions... Last week I prattled on about interview and panel "Qs" that lead to boring or empty "As."

MediaPost's Mobile Insider

ONLINE MARKETING

- [E-mail Opt-outs Can Be Opportunity to Engage: EEC](#)
Only 66% of retailers use the e-mail opt-out process to engage subscribers in other options, according to the Email Experience Council's first annual Retail Email Unsubscribe Benchmark Study.

DMNews

-
- [MySpace to Get Widgets](#)
In February, MySpace will become a stronger rival for Facebook as it will be launching an open platform for outside software developers. This service is the main differentiator between the two social networks and the move that made Facebook grow in popularity.

Adotas

- [Joining a Niche Conversation, Part 3: Don't Be Afraid to Edit Archived Blog Posts](#)
A few days ago, I posed the question Are Bloggers and Blogs Ruining the English Language? In hindsight, only an hour after posting, I realized that I missed an opportunity and made a mistake with that article.

Performancing

Member Press Releases

- [Cannella Response Television is Agency for Half of the Top 10 Ranked Shows in Latest IMS](#)

News from ERA

Institutional Fact-Finding? Getting Started - Where To Go?

[Report of Infomercial Rankings](#) (PDF)

- [Cesari Direct Increases Revenue, Announces Expanded Operations & Staff](#) (PDF)

ERA IS NOT RESPONSIBLE FOR THE CONTENT OF PRESS RELEASES. NOR INFORMATION AS A RESULT OF LINKING TO INDIVIDUAL COMPANY WEBSITES.

In today's era of electronic speed public trust, institutional goodwill, brands and corporate reputations, which took decades to build, can be shattered in hours or even minutes. The scenario is all too familiar. A situation arises in a company, which could become embarrassing. Unsubstantiated facts become public, rumors run rampant, and allegations, verified or not, are thrown about like convictions. The public demand for clarification or for the truth is immediate and unrelenting. If the response is neither adequate nor credible, public trust and confidence may be lost, and stock values for publicly traded companies negatively impacted. In such situations, taking time out in gathering the facts can quiet a damaging public spectacle. This can be effectively achieved through institutional fact-finding resources.

[Read more.](#)

[More News...](#)

Classified Ads [Advertise in ERA's E-News Weekly](#)

Senior Marketing Analyst, Mercury Media

Analyze, report & develop metrics that measure direct marketing effectiveness of clients' accounts, support continued improvement of results; design & analyze activities associated w/ direct response TV campaigns by monitoring performance on a daily/weekly/monthly basis, tracking effectiveness of implemented changes; establish marketing segmentation analysis & modeling; set up queries & graphics to generate territory sales analysis, planning & design; generate reports & recommendations based on qualitative & quantitative research findings. MBA+2 years' experience in related fields. Email resume@mercurymedia.com, Mercury Media, Santa Monica, CA 90401

Submissions

Are you an ERA member? As a membership benefit, you can submit press releases, company/personnel announcements and calendar items to be published in the E-News Weekly. Please contact Peter Howson, phowson@retailing.org.

Advertising Opportunities

If you are interested in advertising, please contact Peter Howson, phowson@retailing.org.

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Contact us: Monday – Friday 8:30 am – 5:00 pm ET

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