



Retailers Rock with ERA!

Electronic Retailing is not only our name; it is our business. The electronic retailing industry remains competitive, innovative and positioned for steady growth even amid shaky economic times. And ERA is—and has always been—the leading authority for your business all year long.

We fight for your interests on Capitol Hill. We conduct and produce top-level industry research to help you expand your ROI. We deliver proven smart practices and dazzle you with high-energy entertainment at the ERA Annual Convention.

The 18th annual ERA Annual Convention is the industry's annual celebration of electronic retailing: an explosion of fresh ideas, creative strategy, emerging technologies, new leads and contacts...and a host of valued experiences you create. Our education will re-energize your focus. Our expo will re-ignite your planning. Our entertainment will recharge your spirit. Get ready to rock!

Barbara Tulipane, CAE

President & CEO
Electronic Retailing Association

Edwin Garrubbo, ERA Board Chair

CEO, Creative Commerce, LLC

www.retailing.org

2008 ERA Annual Convention
September 21-23
Paris Hotel, Las Vegas

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Upcoming ERA Events

May 19 & 20, 2008

ERA's Government Affairs Conference
Washington, D.C.

May 22, 2008

ERA's Webinar Series - Customer Service/Optimization
2:00 p.m. - 2:30 p.m. EDT

June 12, 2008

ERA's Webinar Series - Online Video and Social Networking
2:00 p.m. - 2:30 p.m. EDT

June 22-23, 2008

The Electronic Home Shopping Conference 2008
Fairmont Hotel
Monte Carlo

July 16, 2008

Networking Reception - Santa Monica
Casa del Mar
Santa Monica, CA

September 21, 2008

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

Registration Opens Today!

Sign Up Now and Participate in the
Electronic Retailing Industry's Premier Event

For the latest information, exhibitor list, rates, and much more,
go to <http://www.retailing.org/annual>

Got a Minute?

Check out the 60-second [ERA Annual Convention highlights video here](#).
produced by [IFSTV](#) for ERA.

2008 Annual Convention Schedule

Sunday, September 21

11:00 am – Noon: Finance Committee Meeting
Noon – 1:00 pm: Executive Committee Meeting
1:00 – 4:00 pm: Board of Directors Meeting
6:00 – 9:00 pm: ERA PAC Leadership Dinner
Foundation Room, Mandalay Bay Hotel

A buffet dinner, cocktails, a jazz trio and high-powered networking are all on the menu. Roundtrip transportation from the Paris Hotel is provided.

Sponsored by the ERA Past Chairs: Edwin Garrubbo; Jeff Knowles; Dan Danielson; Linda Goldstein; Jeff Giordano; Greg Renker; Jack Kirby, Rick Petry; and incoming chair Nathan Fagre. For more information, contact Bill McClellan.

Monday, September 22

9:00 am – 6:00 pm: Exhibit Hall open

Featuring the new Asia Pavilion, the ERA Exhibit Hall is chockfull of hundreds of marketing solutions, up-to-the-minute technologies and new services and resources to help you streamline process, reduce costs and gain new ground.

9:00 – 10:00 am: New! Concurrent Accreditation Courses

Developed as both a mechanism for validating accountability and value for the consumer and recognizing industry best practices, standards and principles, the ERA Accreditation Program will officially launch during the Convention. These courses will help attendees identify the educational competencies necessary for successful electronic retailing practice as well as prepare for the program's certification exam.

- New Technologies
- Customer Care
- Fulfillment/Call Center
- Media Buying

10:00 – 11:00 am: Master Class: Mobile Marketing

11:30 am – 1:00 pm: General Session & Luncheon: Bill Maher, Political Comedian

2:00 – 3:00 pm: Master Class: Social Networking Case Studies

3:00 – 4:00 pm: Government Affairs Committee Meeting

4:00 – 5:00 pm: Public Relations Committee Meeting

5:00 – 6:00 pm: New Member & Retailer Prospect Reception (By Invitation)

6:00 – 8:00 pm: Welcome Reception - Poolside!

Tuesday, September 23

9:00 am – 4:00 pm: Exhibit Hall Open

9:00 – 10:00 am: New! Concurrent Accreditation Courses

- Legal Aspects of Testimonials
- DRTV: Convergence
- Product Acquisition
- Advertising Agencies and Your Campaign

10:00 – 11:00 am: Master Class: New Media and DRTV

11:30 am – 1:00 pm: General Session & Luncheon: Raul Vazquez, President & CEO, Walmart.com.

Interviewer: Nathan Fagre, Esq., SVP & General Counsel of ValueVision Media, Inc. & Chief Legal & Compliance Officer, ShopNBC

2:00 – 3:00 pm: Master Class: Making Money on Online Video

4:00 – 5:00 pm: All Councils Meeting

7:00 pm – 9:30: ERA Awards Dinner and Ceremony

The celebratory finale, a perennial favorite, celebrates the year's best in TV, online and radio. Download a copy of the [ERA Awards brochure here](#) and don't miss the **June 20 award submission deadline**.

Sponsorship Opportunities Now Available

ERA has numerous offerings designed to maximize your participation in the 2008 ERA Annual Convention. Make this the year you make your mark at the Electronic Retailing industry's premiere event. For more information, contact [Karla Kelly](#) at 703.908.1026.

Industry News

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CHANNELS

- [**Amid Consumer Non-Interest, AT&T Readies Mobile TV**](#)

AT&T is reportedly ready to launch Qualcomm's MediaFLO, as its mobile TV service to rival Verizon's VCast. It will debut on two phones (LG and Samsung) and be available in 58 US markets. Ten channels will be featured, eight of which are common with VCast and two which are exclusive. Here are the common channels: CBS Mobile, Comedy Central, ESPN Mobile TV, Fox Mobile, MTV, NBC 2Go, NBC News 2Go and Nickelodeon.

Localmobilesearch.net

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- [**To Wit: Twittering**](#)

Short updates on social-networking sites have become a new sort of public writing, the equivalent of text-messaging the Web.

WashingtonPost.com

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- [**Taking Online Video Beyond YouTube**](#)

The majority of conversations I've engaged in lately at industry events like ad:tech San Francisco centered on one topic: video. One of those chats actually started with, "I can create a home video and slap it up on YouTube. What's different about your video marketing service?"

adotas.com

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- [**Juniper: 30% Will Use Local Search in Mobile**](#)

Local search is expected to account for 43% of cumulative mobile search advertising revenues between 2008 and 2013

localmobilesearch.net

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- [**Blogger's to do checklist before hitting the publish button**](#)

How many times have we hit publish on a blog and then realized we forgot to do something crucial, whether it is changing post slugs or a crucial spell check. Here is a quick checklist of what you should do before you hit publish.

jenniferslegg.com

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INTERNATIONAL

- [UK Public gets more savvy about data security](#)

People in the UK are becoming much savvier with their personal information, suggesting the recent spate of high-profile data breaches has had an impact.

ZDNet UK

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- [Canada E-Commerce Growing Quickly](#)

Online sales increased at a double-digit pace for the sixth consecutive year in 2007, according to Statistics Canada. Total private and public sector Internet sales hit an estimated C\$62.7 billion (\$58.6 billion), up 26% from 2006.

eMarketer.com

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- [India's largest retailer puts new focus on U.S. online market](#)

FutureBazaar.com, the main retail site of India's largest retailer, Pantaloon Retail, expects to relaunch on a new e-commerce platform this summer in a move to better serve Indian consumers in the U.S. as well as in India, CEO Sankarson Banerjee says.

InternetRetailer.com

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- [Mobile Music on Track in Germany](#)

The mobile music market in Germany has long focused on ringtones, but full-track downloads are selling in increasingly larger numbers.

eMarketer.com

TRENDS

- [Thank God for Product-Centric Leaders](#)

All you who have Google stock, take a moment to thank Larry and Sergey. You who have fallen in lust with your iPhone, stop and say a silent prayer for Steve Jobs. And you parents who spent many a peaceful hour thanks to your kids being glued to a Disney movie, face towards Disneyland and bow to Walt himself, may he rest in peace.

MediaPost.com

- [Over-the-Fence Influencing 2/3 of Moms and Moms-to-Be](#)

New research by BabyCenter and the Keller Fay Group, shows that today's pregnant women and new

moms engage in one-third more word of mouth conversations per day than the total public or women, and 60% of conversations among the studied group carry with them a recommendation to buy, try, or consider the brands under discussion.

MediaPost.com

- [US Consumers Wary of Online Payments](#)

Despite the growing popularity of online banking and shopping, the recent Gemalto Digital Trust Barometer found Americans could use a confidence boost: 38% of those surveyed do not trust online payments.

emarketer.com

BUSINESS

- [Are Your Analytics Reports Breaking News or Listing Facts?](#)

Your web analytics program works for you, not the other way around.

grokdotcom.com

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- [Bill Me Later: The 'Frictionless' Online Payment Alternative](#)

Bill Me Later, which allows users to provide limited information and to be billed later for purchases they make online, got a huge profile boost late in 2007 when Amazon announced it would offer the payment alternative and would make an investment in the company.

ecommercetimes.com

INDUSTRY

- [No economic slowdown on Internet](#)

Internet commerce continues its robust growth, defying a sluggish economy that's teetering on recession, Google's chief economist and several analysts said Friday.

MercuryNews.com

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- [Microsoft's Dowry On The Rise?](#)

It looks like Jerry Yang's reticence may just have bought him a bigger pay day. Microsoft is reportedly willing to raise its offer for the beleaguered Web portal from \$32 to \$33 a share (up from \$29.06 a share).

Adotas.com

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- [Apple's iTunes sells movies on DVD release date](#)

Apple Inc said on Thursday it would begin selling movie downloads on its iTunes service on the same day as the titles are released in DVD form, under agreements with most of the top Hollywood studios.

Reuters.com

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- [**Time Warner Turns Cable Unit Loose, Nurtures Lagging AOL**](#)
Time Warner plans to sell off its majority stake in Time Warner Cable. The media giant announced the spinoff as it released its first-quarter results, which include weaker profit and slightly higher revenue.

ecommercetimes.com

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- [**Economic Woes Fail to Throttle Comcast Earnings**](#)
Comcast surprised analysts with a report of solid earnings despite the economy's slowdown, and Wall Street responded by sending the cable carrier's shares higher in early trading. Excluding one-time gains, Comcast increased its profits by 9.5 percent.

ecommercetimes.com

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- [**New IAC's Ad Revenue Up Thanks To Google**](#)
While IAC/InterActiveCorp.'s net income was down by 13% to \$52.8 million in the first quarter, the "New IAC" as it would be called after its spinoff, was up 22% to \$392 million.

adotas.com

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- [**DHL and Borderlinx partner to simplify international e-commerce**](#)
Delivery and logistics company DHL International GmbH and U.K.-based Borderlinx, a company that helps businesses ship goods from a number of suppliers, have partnered to assist U.S. e-retailers selling internationally. The deal aims to make it easy for U.S. e-retailers to ship abroad, and for foreign consumers to know how much they will pay for shipping.

InternetRetailer.com

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- [**eFashion Solutions Chief Ed Foy on Giving Customers the CEO Treatment**](#)
In handling every aspect of multiple fashion designers' online businesses, eFashion Solutions makes sure that customer service is a top priority. The company's investments in customer touch points such as its call center, live chat and e-mail campaigns have helped it increase customer loyalty while building brand awareness, said CEO Ed Foy.

ecommercetimes.com

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GOVERNMENT AFFAIRS

- [**Here's what every online alcohol startup needs to know**](#)
When it comes to online retail, wine and spirits sales aren't the easiest areas in which to launch a

startup. The licensing and regulation hassles alone can make even the staunchest entrepreneurs think twice.

US News & World Report

Member Press Releases

- [NEW MEDIA MEASUREMENT CAPABILITIES GAINING TRACTION RAPIDLY, ACCORDING TO INDUSTRY REPORT](#)

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

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

EUROPEAN SALES, PREMIER SOLUTIONS

BASED IN Miami Florida, www.premiersolutions.com is looking for a full time SALES PERSON. **EXCELLENT SALARY + COMISSIONS**. The person must live in Europe in any country. Those people interested please e-mail us your resume at jorge@premiersolutions.com.

VP Acquisition/CRM

The VP Acquisition/CRM will be responsible for setting and meeting sales goals and developing and executing strategic business plans to enable the further acquisition, retention and backend development of the IDD customer base. Will also own P/L responsibility for IDD/DTC business. Responsible for Acquisition, Retention, Training and Customer Service.

Qualifications:

- Bachelor's Degree required; MBA preferred
- 7-10 years experience in direct response industry, management experience including staff development, project management and client/vendor relations
- Exceptional Team building and leadership skills
- Analytical, business and strategic planning skills
- Exceptional interpersonal skills

For complete job description visit:

http://www.bareescentualscareers.com/job_detail.asp?JobID=1166126&user_id=

Infomercial Producer, PREMIER SOLUTIONS

PREMIER SOLUTIONS is looking for a full time INFOMERCIAL PRODUCER to work full time at our newly post-production facility located in Miami Beach Florida. Those people interested please e-mail us your resume at jorge@premiersolutions.com.

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William Sullivan Advertising, specialist in per inquiry / remnant radio, TV, print and Internet advertising is looking for more clients to place per inquiry with us across the country. Presently we have over 50 satisfied clients using our per inquiry radio, TV, print and Internet service paying a specific price per lead. Feel free to read some of Bill's articles on DR Radio which had been published in Electronic Retailer Magazine http://www.williamsullivanadvertising.com/articles_0607.html. We are looking for more clients to place advertising in our per Inquiry program. We have a proven model for over 22 years making direct response advertising work for our large and expanding list of clients. For samples of our radio commercials please visit <http://www.williamsullivanadvertising.com/samples.html>. Our present client categories start from Natural Cures book to acne products to stress and anxiety relief programs to inventions companies to hair replacement and much more. We are dedicated to expanding our clients business and you can be a part of our growth. Contact Bill Sullivan at 973-379-8555 or email bill@williamsullivanadvertising.com.

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.

[Please follow this link to opt out of ERA mailings.](#)

Electronic Retailing Association

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

[Learn more about the Electronic Retailing Association.](#)

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never
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