



ERA Awards: Recognition, Respect and Revelry.

There is much to experience at the ERA Annual Convention: the best educational content in the industry, a vast and diverse tradeshow, lively keynote presentations and festive networking. But a popular and favorite highlight is the ERA Annual Awards gala ceremony, a convention tradition and finale to the event experience.

Several hundred attend the gala awards ceremony each year to recognize our industry's best of the year in radio, television and online direct response campaigns. By winning an ERA Award, your success is honored and celebrated not only during the ceremony itself but throughout the entire direct response community.

But your chance for industry recognition and respect only comes through your participation in the awards process. With nearly two dozen categories to choose from and six simple steps to follow, you should take this opportunity to showcase your product, campaign and company on ERA's center stage.

But you have only three weeks to submit for the ERA Awards. The deadline is June 20 and you can access the complete submission packet [here](#). Best of luck and we hope to see you in September!

Edwin Garrubbo, Board Chair

CEO, Creative Commerce, LLC

www.retailing.org

Place your DR campaign on ERA's Center Stage!

C O N T E N T S

[ERA Awards: **Deadline 6/20**](#)

[ERA's 18th Annual Convention: 9/21-23](#)

[ERA Europe Home Shopping Conference: 6/22-23](#)

[NYC Networking Reception: 6/10](#)

[Networking Reception Santa Monica: 7/16](#)

[ERA Webinar: 6/19](#)

[Electronic Retailer Blog](#)

[Government Affairs](#)

[Industry News](#)

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Upcoming ERA Events

June 10, 2008

ERA New York City Networking Cocktail Reception
6:30 p.m. - 8:30 p.m. EDT

June 19, 2008

ERA's Webinar Series - The Product, The Production and The Star: The 3 Things You Need for DR Success
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
6:30 p.m. - 8:00 p.m. PDT

Sept. 21-23, 2008

ERA's 18th Annual Convention
Paris Hotel

**2008 ERA Awards
Deadline June 20**

Las Vegas, NV

Recognizing the best in television, radio and online direct response campaigns.

The ERA Annual Awards program is the industry's premier platform for honoring the best productions and campaigns. Is your campaign a winner? Access the [ERA Awards](#)

[Submission Packet here](#). Send in your submission by **June 20** and you could take center stage in September during the ERA Annual Convention!

The premier event for the electronic retailing industry. Register Now!

**ERA Annual Convention 2008
Retailers Rock with ERA!
September 21-23
Paris Hotel, Las Vegas**

Your participation in the ERA Annual Convention is among the smartest investments you'll make all year. Why? You'll learn how to capitalize on the latest trends and technologies, customize industry best practices to suit your business model and network with more than 3,000 of the sharpest minds in the industry. One location offers you countless solutions.

Sunday, September 21

6:00 – 9:00 pm: ERA PAC Leadership Event

Mandalay Bay Hotel (House of Blues' Foundation Room)
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.

Monday, September 22

9:00 am – 5:00 pm: **Exhibit Hall Open**

New! Asia Pavilion—Network with 120 Asia region retailers and learn how to best conduct business in Asia.

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 Certification and Accreditation Program 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: Looking at the Big Picture: How to Be Successful over Multiple Channels**

11:30 am – 1:00 pm: General Session: **Bill Maher**, Political Comedian and host of HBO's *Real Time with Bill Maher* interviews **Joe Abruzzese**, President, Advertising Sales, US Networks, Discovery Communications

2:00 – 3:00 pm: **Master Class: New Media 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 and Retailer Prospect Reception (by invitation only)

5:00 – 6:30 pm: **Welcome Reception Poolside**

Tuesday, September 23

9:00 am – 5:00 pm: **Exhibit Hall Open**

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

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

10:00 – 11:00 am: **Master Class: International Emerging Markets: Core Issues**

11:30 am – 1:00 pm: General Session: **Raul Vazquez**, President & CEO, Walmart.com interviewed by **Nathan Fagre**, Esq., SVP & General Counsel of ValueVision Media, Inc. & Chief Legal & Compliance Officer, ShopNBC

2:00 – 3:00 pm: **Master Class: DRO (Online) Advertising: Understanding Analytics, Search, Cost-per-Acquisition for DR Practitioners**

4:00 – 5:00 pm: All Councils Meeting

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

[Register online today.](#)

For sponsorship and exhibiting opportunities, visit <http://www.retailing.org/annual> or contact [Karla Kelly](#) at 703.908.1026

ERA Europe Monte Carlo Conference

ERA Europe Electronic Home Shopping Conference 2008
June 22-23
Fairmont Hotel
Monte Carlo

Relevance, Elegance and Friendly Networking

Take advantage of fresh ideas and new contacts from the leader in electronic retailing while you visit one of the leading destinations in Europe. Highlights include the Advanced Pre-Conference Seminar with Rodrigo Sepulveda Schultz, CEO and Founder, VPOD.TV, Business Club & Exhibit Floor, 90-minute Monday and Tuesday sessions, Gala Opening Dinner, Keynote

Presentation with European trend guru Anne Lise Kjaer, Networking Night White Cruise and Dinner, Farewell Party and much more. [Register now](#) for an unforgettable experience in a memorable location.

ERA Member Networking Receptions

June 10 / 6:30 – 8:30 pm
7 Times Square, New York City
(offices of Manatt, Phelps & Phillips, LLP)

Connect with industry colleagues and meet new friends. Perfect for those attending DM Days in New York. Free for ERA members and retailers. Non-member suppliers: \$99. [Non-member suppliers who join ERA within 30 days of the event will

receive a credit of the \$99 registration fee towards their membership dues.]

RSVP to Katie White: kwhite@retailing.org / phone: 703.841.8284

NYC Reception Sponsors

July 16, 6:30 – 8:00 pm
Casa del Mar
Santa Monica, California

The Casa del Mar - Hotel by the Sea is the picturesque backdrop for an evening of building new relationships and catching up with industry colleagues and old friends.

Free for ERA members and retailers.

Non-member suppliers: \$99. [Non-

member suppliers who join ERA within 30 days of the event will receive a credit of the \$99 registration fee towards their membership dues.]

RSVP to Katie White: kwhite@retailing.org / phone: 703.841.8284

June 19 Webinar: The Product, The Production and The Star: The 3 Things You Need for DR Success (And How to Get Them When You're Starting with Nothing!)

June 19, 2:30 – 3:00 pm EST

Spend 30 minutes and explore how to get started in Direct Response from the comfort of your office.

Speakers: **Neil Gordon**, Executive in

Charge of Production, Sylmark, Inc.; **Paul Greenberg**, Chief Creative Officer, Thane Direct; **Blair Taylor**, Agent, Commerical Talent.

ERA Members: Free

Nonmembers: \$99

[Register here.](#)

This Week on Electronic Retailer's Blog

Are you missing new customers by fishing with the wrong size net? Enjoy a few pictures from ERA's Government Affairs Fly-In. Direct Response, Radiohead & Rain. Live shopping bloopers. Mastering the marketing mix. [Join the discussion today](#) – we dare you!

Behavioral Advertising

I have had some calls recently from people who want to know more about Behavioral Advertising. For those of you who haven't been following the debate, Behavioral Advertising is a form of online advertising that follows web users around as they surf the web.

For example, someone who has priced flights on an airline's website might be shown a travel-related ad when he surfs to the next website in which he's interested, which might be a sports & leisure website.

Recently, the Federal Trade Commission (FTC) proposed five governing principles for behavioral advertising, encouraged industry to develop self regulation around these principles and requested comments on the costs and benefits of offering choice for Behavioral Advertising. ERA has deep concerns that the FTC asked the industry to develop self-regulation around the proposed principles without demonstrating consumer harm. In fact, the principles (consumer choice requirements) could dramatically reduce relevant advertising, limit new applications and degrade customer service. While currently there are no Behavioral Advertising bills before Congress, we believe that a

better understanding of the issue is imperative as policy decisions are developed in this area.

Bill McClellan

Vice President of Government Affairs

Industry News

[CHANNELSTRENDS](#)[BUSINESSINDUSTRY](#) [GOVERNMENT AFFAIRS](#)[INTERNATIONAL](#)

CHANNELS

- [**Entering Virtual Worlds for Real-Life Pitches**](#)

IN 2002, when Electronic Arts signed a multimillion-dollar agreement with McDonald's to place virtual burgers in an online version of its popular Sims video game, the move drew protests from players who resented the commercial intrusion.

New York Times

- [**Microsoft: Global Smartphone Adoption Could Push Windows Mobile Sales 50 Percent**](#)

Microsoft expects a huge surge in Windows Mobile global sales over the next two years. However, the software giant faces competition from Symbian and Linux-based mobile platforms, including Google's yet-to-be-released Android.

eCommerceTimes

- [**Why Video Should Be A Core Search Marketing Tool**](#)

During the past year-plus of working with scores of small and medium sized businesses (SMBs) on testing and then launching online video advertising campaigns, we have compiled a short list of common myths associated with online video advertising, implications for search and what it means to the SMB sector.

Search Engine Land

- [**3G network will add to iPhone's appeal**](#)

Buzz about the new iPhone - expected to be released in June - has less to do with the phone itself than its use of AT&T's 3G network. That 3G network, which refers to a third generation of wireless networks, would dramatically improve the performance of some

iPhone features, such as Web browsing. Apple's current iPhone uses AT&T's Edge Network, a 2.5G network that undermines some of the device's most appealing technology - such as the display of full Web pages - because of relatively slow download speeds.

SiliconValley.com

TRENDS

- **[Shopping Cart Abandonment Rises](#)**

When buying online first became mainstream, one of the most watched metrics for online merchants was the shopping cart abandonment rate. Through site security, consumer education and word-of-mouth about positive experiences, online retailers reduced the percentage of consumers who placed items in their carts but did not end up buying them.

eMarketer

- **[Minorities Dominate Use of New Media](#)**

According to BIGresearch's most recent Simultaneous Media Survey, African Americans, Hispanics, Asians and Whites not only use traditional media differently, their adoption of new media is also quite unique. When it comes to traditional media, types of TV shows watched as well as radio formats listened to most often differ by consumer group.

Center for Media Research

- **[The rise of the unpredictable consumer](#)**

Companies struggling to keep pace with rapid changes in products, markets and competition are now having to cope with change in the arena most indispensable to their success: their customers.

International Herald Tribune

BUSINESS

- **[Thinking Bigger](#)**

After a long build-up, I think we're finally at the real beginning of a new era in computing. The previous (nearly) 10 years have laid an important foundation, by which I mean on-demand computing, but if you thought that was it, I think the next few years could blow you away.

CRMBuyer

- [The Positive 'R' Words](#)

A down cycle in the economy can be a challenge for business, slowing sales activity. A recession can, however, also present the chance for other "R" words -- and they might help your business seize opportunities to grow, writes branding expert Naseem Javed.

eCommerceTimes

- [The Other CRM](#)

The other CRM? Cause-related marketing -- as in, you buy my product, and I'll help your cause. On another note, those grocery store club cards you're carrying around in your wallet are good for more than special discounts for loyal customers. Some grocers are now contacting their card-carrying shoppers proactively to let them know of product recalls.

CRMBuyer

INDUSTRY

- [Amazon to launch streaming video soon](#)

Amazon.com, the largest Internet retailer, will launch a streaming video service in the next few weeks to augment its digital offerings, the company's chief executive said on Wednesday.

MSNBC

- [AFTRA Reaches Deal With Movie, TV Producers](#)

The American Federation of Television and Radio Artists, which represents most of the shows on cable TV and a handful of prime-time broadcast shows, has reached a tentative three-year agreement with the Alliance of Motion Picture and Television Producers.

AdAge

- [Interactive Vitality Pushes Internet Ad Revenues Up 26% in 2007](#)

According to the IAB Internet Advertising Report, conducted by PricewaterhouseCoopers, released in May, 2008, Internet advertising revenues in the United States totaled \$21.2 billion for the full year 2007. For the fourth consecutive year, revenues posted record results, with total revenues for the 2007 fourth quarter increasing 13 percent from the third-quarter and 24 percent from the 2006 fourth-quarter total. Full year 2007 Internet advertising revenues were up 26 percent versus full year 2006 revenues of \$16.9 billion.

Center for Media Research

- [Liveblogging: Yahoo's Decker and Yang](#)

After a funny film featuring nearly every luminary under the sun giving Yang and Decker advice (Buffet, Stringer, Zuckerberg, etc) Yang and Decker took the stage and Walt immediately asked them about the MSFT deal. Yang agreed that they could not get to a price, but that there were other issues as well, regulatory is one that came up, but I can imagine others (ie, approach to open source, total installs of Outlook at Yahoo, etc.!).

BattelleMedia.com

GOVERNMENT AFFAIRS

- [Why Should I Lobby My Peers?](#)

As part of one of the larger, more established agencies in the Hispanic market, I've always been proud of the fact that we always have a presence in the awards circuit. We are certainly not the most-awarded, and nobody is calling us a "hotshop," but we're always in the running. I am told by those in the know that to get over this hump I need to lobby.

AdAge

- [Citysearch Sued](#)

Citysearch.com has been busy. The company is defrauding its advertising customers of millions of dollars by turning a reported "blind eye" to click fraud, and supposedly encouraging the practice according to a lawsuit filed in the Los Angeles Superior Court by Kabateck Brown Kellner, LLP.

Adotas

- [Yahoo Sues Alleged Spammers](#)

Yahoo filed the suit on May 16 in the U.S. District Court for the Southern District of New York, citing the Federal Trademark Act and the Can-Spam Act. Yahoo accused the defendants of instructing recipients to contact third parties to arrange for the prize payout, only to have the third party charge "hundreds of dollars" in processing fees and mailing charges to receive the prize money.

Adotas

- [Senators Want Detailed Credit Card Fee Info](#)

Several U.S. senators want Visa Inc and MasterCard Inc, the dominant electronic payment companies, to break down detailed costs associated with transactions called interchange

fees, according to letters obtained by Reuters on Tuesday.

New York Times

INTERNATIONAL

- [Canada: Net neutrality bill hits House of Commons](#)

The NDP has followed through with its promise to introduce legislation to the House of Commons that seeks to keep the internet open and free from control by service providers.

CBC

Member Press Releases

- [THE GLOBAL D.R. GROUP will be debuting 4 NEW Innovative Consumer Products at the upcoming 2008 ERA European Conference held in Monte Carlo June 22-24 at the Fairmont Hotel.](#)
- [Smart Inventions and Impact Products Announce Retail Rollout of Engrave-It, Fueled By Success of New Infomercial \(PDF\)](#)

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](#)

Product Acquisitions Manager

Highly Motivated. Strong organizational skills. Sales experience. Responsible for sourcing new products for overseas distribution through new and existing suppliers. Communicate with current suppliers and handle all customer needs. Excellent communication skills. Please contact deborah.goc@giservices.tv.

Looking for a Sales Executive for EUROPE.

PREMIER SOLUTIONS, www.premiersolutions.com <<http://www.premiersolutions.com/>>, from Miami Florida, is looking for a full time SALES PERSON. **EXCELLENT opportunity to make**

some serious money. The person must live in Europe and have experience in the DRTV Industry. Those people interested please e-mail us your resume at jorge@premiersolutions.com.

PER INQUIRY RADIO, TV, PRINT AND INTERNET CLIENTS NEEDED.

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

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