



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

e-News Weekly

July 3, 2008



Memo from Monte Carlo

The recent and re-branded **ERA Electronic Home Shopping Conference** delivered on all fronts. Held June 22-24 in Monte Carlo, this unique international industry event—the ERA Europe conference and trade show—encompassed all forms and formats of direct-to-consumer electronic retailing, delivering exceptional quality and content whether you were a retailer, marketer or supplier. The number of speakers doubled: 20 this year compared to 10 in 2007, with two keynote presenters (global marketing guru James Taylor and futurist Anne Lise Kjaer) instead of last year's one.

Apart from the rich content and expert speakers, the event is about making business connections. There were an unprecedented number of networking opportunities, including the memorable Premier Solutions White Cruise, a spectacular one-hour journey along the elegant coast between Monte Carlo and Ville Franche sur Mer, a small fishermen city. Here, 120 attendees enjoyed a local festival and sampled southern French cuisine.

Despite global economic worries, this year's Conference, under the passionate leadership of the ERA Europe Board and its chairman Branimir Brkljac, has now established its own brand and style. The feedback has been positive and supportive, and as always, ERA member input helps shape a positive experience for all. By fostering an environment that allows for e-retailing professionals to gain access to best practices and new ideas as well as communicate directly with colleagues, ERA is helping to drive, grow and shape the future of electronic retailing.

Finally, on a personal note, I am happy to report that making Monte Carlo the home for the ERA Electronic Home Shopping Conference for several consecutive years has proved to be a great solution to the difficulty we have faced in choosing past locations for the event. Monaco allows for a "Switzerland" like neutrality among Europeans, and also provides both excitement and energy for international attendees. This decision has allowed ERA Europe to focus on the show's content, rather than location. The Mediterranean beauty provides an ideal backdrop for discussions about creativity, new ideas, and the future. Next year, The Electronic Home Shopping Conference will be back in Monte Carlo, starting on June 30, 2009, a perfect business prelude to the July 4th holiday.

See you there.

Ed Garrubbo

CEO, Creative Commerce and ERA Board Chairman

www.retailing.org

P.S. Visit the [Conference web site](#), for video clips, keynote presentations and downloads.

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Upcoming ERA Events



July 16, 2008
Networking Reception
- Santa Monica
6:00 - 8:00 p.m. PDT

July 17, 2008
ERA's Webinar Series -
Recession-Proof Your Business
2:00 - 2:30 p.m. EDT

Sept. 21-23, 2008
ERA's 18th Annual Convention
Paris Hotel
Las Vegas, NV





Don't miss THE Event of the Year!

**ERA
2008**
Paris Hotel,

Annual Convention

September 21-23
Las Vegas

ERA's annual celebration of electronic retailing defines the industry. It is an explosion of fresh ideas, creative strategy and emerging technologies. It is a host of valued experiences that you create. It is the proven destination for new leads and contacts.

- Our education will re-energize your focus.
- Our expo will re-ignite your planning.
- Our entertainment will re-charge your spirit.

[Register for the ERA Annual Convention online today.](#) *Retailers Rock with ERA!*

Registration questions? Contact [Jodi LeBlanc](#) at 703.908.1029

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

Enjoy Networking by the Sea

ERA Member Networking Reception

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

Nothing goes together like cold drinks, gentle ocean breezes, and ERA Networking! 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

This week on *Electronic Retailer's Blog*

Party pictures on Facebook: The young professional Facebook paradox. Rick Petry needs a hip replacement! A French Court erects new barriers to e-commerce with the eBay debacle. A UK television ad depicting a same-sex kiss was pulled from the air after more than 200 complaints were received by the UK Advertising Standard Authority. Was Heinz wrong to create the ad? Or wrong to pull it?

Join the discussion today at www.electronicretailerblog.com. We dare you!

ERA New Member Offer Extended

Last year's special new member offer of \$1900 for the first year was a tremendous success and brought in over 100 new members. We have extended the offer, which includes a free full registration to one of ERA's US conferences, for another year. For information about ERA membership and all of the benefits that come with it, you can take a look at our [website](#). If you have other questions don't hesitate to contact [Robin Greenspan](#) at 703.908.1036, [Katie White](#) at 703.841.8284, or [Karla Kelly](#) at 703.908.1026.

VOTE FOR THE ERA BOARD SLATE

This year, the committee received 10 outstanding nominations with three seats to fill. The Committee vetted these candidates via a thorough process over the last six months. The committee's strategic objective included selecting two retailer and one supplier candidates who represented companies that do business on the Internet, through multi-channel, radio and television media. Just by way of note, George Fettig was formerly a member of the Nominating Committee but resigned to pursue a nomination for a Board seat.

[Board Ballots](#) were emailed to the primary contact of all ERA member companies. If you have not received a ballot or need an [additional copy](#),



please contact [Sigi Friedman](#) at 703.908.1021

Please fax your ballot to the attention of Sigi Friedman at 703-841-1860, by Monday, July 21, 2008.

July 17 Webinar: Recession-Proof Your Business

July 17, 2:30 – 3:30 pm EST

The impact of a slow-down is already apparent – delayed project start dates, slower paying customers, and a discounting of prices by your competitors. Businesses are beginning the process of “downsizing” their revenue expectations. But, is that the right approach? In reality, there are 10 activities that a business owner can implement today that will immediately increase their revenues, decrease their operational costs and boost corporate profitability. Explore these tips for optimizing your business operations.

Speakers: **Brad Dawson**, Managing Director, LTV Dynamics

Moderator: **Ed Garrubbo**, CEO Creative Commerce, ERA Board Chair

ERA Members: Free

Nonmembers: \$99

[Register here.](#)

Happy Independence Day!



The Fourth of July has many time honored traditions: barbeque, fireworks, parades, and, of course, a full week off for members of Congress. Senior staffers are often on vacation. Meanwhile, junior staffers deal with a peak season for constituent visits. This means they dedicate most of the day to explaining architectural details to people with children who came to Congress hoping they would see the President. In short, there is a complete legislative shutdown.

ERA, on the other hand, goes right on working for you. Right now we are gearing up for future advocacy by working on this year's [Leadership Dinner](#) at the [ERA Annual Convention](#). The Leadership Dinner is the primary

mechanism that grows our Political Action Committee (PAC). We have an exciting event planned this year on Sunday, September 21st at the exclusive, members-only [House of Blues Foundation Room](#).

In addition to supporting ERA's legislative agenda, this is a great opportunity to meet the industry's leaders. We look forward to telling you more. But, before we can send you an invitation, we need your [Five Year Federal Compliance Form](#). This is a form the Federal Election Commission requires before any invitations can be sent. If you have any questions about this form or about ERA's PAC and related events, please contact Tomi Turner at tturner@retailing.org or 703.380.8453.

Tomiyo Turner
ERA Government Affairs

Industry News

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

CHANNELS



[The Devil's in the 3G iPhone Details](#)

AT&T unveiled specific pricing details for Apple's 3G iPhone on Tuesday. Although the price of a new 8 GB 3G iPhone will be \$199 for some customers, others could pay as much as \$699 for a 16 GB 3G iPhone without an AT&T contract.

MacNews World



[FYI: Sponsoring Content, Context Are Not The Same](#)

Sometimes you experience a new product online, and the penny drops on a whole new understanding of how media is changing. I recently had just such an experience, and you should have it too.

Adotas



[IndieClick: "No Ads Are Better Than Bad Ads"](#)

IndieClick invokes a "My Way" (think Sid Vicious not Frank Sinatra's buttery version) battle cry and vision for its business model that its audience of 13 to 35 year old entertainment/culture/social networking fiends can surely relate to. Which is probably why it's managed to successfully monetize the social arena.

Adotas



[MySpace Signs Up Glam New Member: Cartier](#)

Cartier, a brand better known for diamond necklaces and \$10,000 watches, will advertise its latest collection, Love by Cartier, in a deal which was done out of MySpace's office in France but will span multiple countries.

Advertising Age

TRENDS



[Segment Driven Target Marketing Facilitated by Online Advertising](#)

A recent Compete survey on segment-driven marketing found that marketers are focusing their segmentation efforts in online and search engine marketing activities -

Center for Media Research

BUSINESS



[Preparing to Hoard New Top Level Domain Names?](#)

Last week there was a lot of buzz generated by the ICANN announcement that they would open up the web to allow for an "unlimited number" of new Top-Level-Domains (aka TLDs such as .com or .org or .info, for example) to be created.

Search Engine Round Table

INDUSTRY



[Why People Hate Us](#)

A few years ago, I remember having a conversation with the folks at affair of ad:tech. At this particular show, they were explaining to me one of the more recently launched products aimed at content owners who wanted to leverage search to drive more visitors. It was especially geared towards newspaper sites who produce timely and ever changing material.

Adotas



[How Seth MacFarlane Will Help Breathe New Life Into Old Ads](#)

News of a Google-powered Seth MacFarlane content-syndication play hit the The New York Times today. It describes how Google will turn its AdSense display ad units into mini film units that will run MacFarlane-created videos, bringing advertisers that sponsor the content along for the ride.

Advertising Age



[Yahoo faces scrutiny of Google deal, new moves by Microsoft](#)

Just weeks after talks with Microsoft collapsed and Yahoo appeared ready to chart a new course, a new wave of uncertainty hit the company Tuesday night.

SiliconValley.com

GOVERNMENT AFFAIRS



[Before Senate Hearing, Center To Debate Behavior Targeting](#)

The Senate Commerce Committee's hearing on Internet behavioral advertising scheduled for July 9 has prompted Public Knowledge, Free Press and Center for Democracy and Technology (CDT) to hold a briefing the day prior to debate online tracking and technology that captures the Web-surfing behavior of consumers.

Marketing Daily



[What Would Jefferson and Franklin Think?](#)

Last week, the Democratic National Committee announced that Comcast, the convention's official cable TV and VOD provider, would produce and distribute bilingual convention coverage to millions worldwide.

Advertising Age

Member Press Releases

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](#)

Seeking Direct Response Marketing Assistant Manager

Iceland Health is seeking an individual with 2-4 years experience in the DR industry. DRTV experience required. DR radio, print, mail and Internet experienced preferred as well. Seeking an individual who knows their way around our industry and many of the players in it. Candidate should be interested in learning everything about DR from the marketer's prospective and to develop the skills necessary for managerial responsibility at Iceland Health. Should be prepared to handle marketing, advertising and data analysis projects from day 1. This is a full-time position only. Choice of working from home up to 4 days a week or in our office in Purchase, New York. Must live in the NY/NJ/CT area in order to attend weekly meetings 1 day a week in Purchase. Salary plus full corporate benefits package. A great opportunity to learn the business from a successful and fast-growing DR marketer. Send resume and references to mark@icelandhealth.com.

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.



IMPACT YOUR BOTTOM LINE

koeppeldirect

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.](#)



We
never
spam.
We
never
sell our
lists.
[Read
our
privacy
policy](#)