



**Electronic Retailing Association**  
*Leaders in Direct-to-Consumer Commerce*

# **e-News Weekly**

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*July 31, 2008*



## MORE ANNUAL CONVENTION BENEFITS

As chair, I am always encouraging ERA to offer relevant and timely benefits to its members. And I am pleased to announce that this year at the Annual Convention, we are offering a full-day's legal seminar, representing 8.5 CLE credits for all our attorneys, that is included in the Conference registration rates, a clear \$495 savings benefit on the usual fee. The seminar, entitled, **PRACTICAL KNOWLEDGE FOR THE NEW TECHNOLOGY LANDSCAPE**, takes place on Monday, September 22, from 8:00am-5:30pm in Las Vegas. This seminar will offer participants up-to-date information on Behavioral Advertising, FTC regulations concerning new and emerging technology, such as social networking and user-generated content as well as an update on Direct Response Advertising Self-Regulation Issues. Experts from the FTC as well as Linda Goldstein (Mannat, Phelps & Phillips, LLP); Stu Ingis (Venable LLP); Alysa Zeltzer Hutnik (Kelley Drye & Warren); Mark Lerner, Esq. (Satterlee Stephens Burke & Burke LLP); Greg Sater (Rutter Hobbs); Peter Marinello (ERSP Director, NARC); and, Brian Murphy (Frankfurt Kurnit Klein & Selz, PC).

And of course, that's just one of the many benefits that ERA has developed for the Convention. For members looking to do business in Asia, ERA's Asia Committee is hosting the Asia Pavilion on the tradeshow floor. This will give you an opportunity to meet direct to consumer practitioners from countries across the Asian market. Whether you want to learn about manufacturing, export/import rules, inter-cultural communications, how to conduct effective business and develop strong relationships, better understanding parallel imports or ways to combat counterfeiting, the Asia Pavilion will offer you educational seminars, introduce you to those who wish to do business in the United States, and assist you in answering a multitude of questions. And, on Tuesday, September 23, please join the Asia Committee for a networking reception from 4:00pm-5:00pm in the Pavilion.

I cannot encourage you enough to register for the Convention now to participate in the many content-rich sessions and networking events. As you know, we have new pricing for ERA's Annual Convention. Now is the time to register because these new pricing incentives are only good through the **early-bird registration period ending August 31st**. [Click here to register](#). "Operators" are standing by!

I look forward to seeing each of you there.

### Edwin Garrubbo

CEO Creative Commerce, LLC  
Chairman, Electronic Retailing Association  
[www.retailing.org](http://www.retailing.org)

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## Upcoming ERA Events



**August 21, 2008**

ERA's  
Webinar Series - The Business of  
Climate Change  
2:30 - 3:00 p.m. EDT

**Sept. 21-23, 2008**

ERA's 18<sup>th</sup> Annual Convention  
Paris Hotel  
Las Vegas, NV





## Don't Miss: Legal Seminar

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### ERA Annual Convention

**Hotel Registration deadline August 21!**

**Early Bird Registration Deadline August 31!**

September 22

Bally's, Las Vegas

This year's education offerings at the ERA Annual Convention will include a seminar charting the legal shoals and reefs of today's electronic retailing universe. Come join us for this full day of in-depth education and receive **8.5 CLE Credits!** We will be covering a variety of topics including:

- Ethical impacts of behavioral advertising
- Legal issues of emerging advertising platforms
- Data security trends
- Issues arising from Web 2.0 and social networking
- FTC Enforcement update
- IP Protection and counterfeiting issues

There will also be a luncheon keynote address from an FTC Representative and a review of the IP Advertising cases of the year! All of this and so much more is included in your registration to the ERA Annual Convention. [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



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## View the New ERA Minute Video!

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George Brianka of Avalanche Creative Services explains why you should not play it safe when creating a commercial. Instead, use courage in your creative and you could see huge sales. It's all in your ERA Minute, an initiative of the ERA Public Relations Committee.

View the new ERA Minute video [here](#).



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Interested in creating and showcasing your own ERA Minute. Contact Tom Quash at [tquash@retailing.org](mailto:tquash@retailing.org) or at 703.908.1031.

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## This week on *Electronic Retailer's* Blog

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Will It Blend? (HoneyShed.com); ERA Santa Monica Networking Reception Pics; Technology Experts Testify: Members of Congress Look Confused; Thinking about adding electronic processing capabilities? There's a lot you should know.

Join the discussion today at [www.electronicretailerblog.com](http://www.electronicretailerblog.com). We dare you!

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## August 21 Webinar: The Business of Climate Change

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August 21, 2:30 – 3:30 pm EST

The session will cover the introduction of climate change as a business opportunity, not a political issue. We will identify recent research on consumer behavior changes to support the opportunity. We will address how these opportunities are for businesses that are consumer facing as well as B2B and the supply chain impact. We will discuss the idea of competitive advantages and talk about what some of the big brands are doing currently to seize the opportunity. We will quickly review legislation and changes both in the U.S.A., as well as global initiatives as well.

Speakers: **Steve Nober** , Founder, EcoBrand Marketing Services

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

ERA Members: Free

Nonmembers: \$99

[Register here.](#)

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## NRSC Focus on the Internet



Earlier this week ERA had a meeting with the executive director of the National Republican Senatorial Committee (NRSC), Scott Bensing. In addition to getting some perspective on how the 2008 Senate races are playing out, we were delighted to hear that Senate Republicans are doing more to use the Internet for campaigns. Currently, the NRSC is producing and developing [Internet videos](#) that demonstrate the candidates' positions on important issues – often forcing voters to take a second look at claims made in television ads. Bensing stressed that online videos are an

important and cost-effective way to share information with voters. He also said online campaigning will become an essential part of any general campaign strategy.

Of course, this is good for voters, but what does this mean for ERA members? It is important for lawmakers to think of the Internet as something that does not inherently benefit one party more than the other. What is perhaps paramount is that industry representatives continue to communicate and share ideas with both parties, regardless of current balance of power. No matter what happens in November and beyond, both parties are essential to forming good policy. Internet policy must be shaped in a way that benefits consumers and businesses, rather than in a way that reflects temporary electoral trends.

Tomiyo Turner  
ERA Government Affairs

## Industry News

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### CHANNELS



#### [WidgetBucks Unveils New Skin Platform](#)

WidgetBucks is on a mission to help publishers and bloggers enhance their ad inventory. The ad widget company has unveiled a new ad widget skin platform designed to provide bloggers and publishers with more flexibility within their ad inventory.

*Adotas*



#### [With security at risk, a push to patch the Web](#)

Since a secret emergency meeting of computer security experts at Microsoft's headquarters in March, Dan Kaminsky has been urging companies around the world to fix a potentially dangerous flaw in the basic plumbing of the Internet. While Internet service providers are racing to fix the problem, which makes it possible for criminals to divert users to fake Web sites where personal and financial information can be stolen, Kaminsky worries that they have not moved quickly enough.

*International Herald Tribune*

### TRENDS



#### [Three Screen Viewing Climbs](#)

A recent study by The Nielsen Company, showing US video and TV usage across three screens, Television, Internet and Mobile devices, reports that screen time of the average American continues to increase, with TV users watching more TV than ever before, while also spending 9% more time using the Internet from last year.

*Center for Media Research.com*



#### [Organic market shows signs of a slowdown](#)

The organic trend appears to have reached a plateau as consumer interest is waning and attention turns to other food categories such as fresh, local and fair trade, a new report claims.

*FoodNavigator.com*



#### [Study: Skinny Women Better for Bottom Line](#)

Thin is still in for advertising, new research suggests, unless you're trying to sell cookies or self-esteem. Women who had just seen thin models were nearly four times more likely to turn down a snack pack of Oreo cookies offered as thanks for their participation in the study than women who hadn't. A study by business professors at Villanova University and the College of New Jersey, inspired by Dove's "Campaign for Real Beauty," shows that ads featuring thin models made women feel worse about themselves but better about the brands featured.

AdAge.com



### [How long can Americans stick to newfound frugality?](#)

Adrienne Radtke plans to keep riding her bike to work even if gas prices drop. Steve Pizzini got rid of his Cadillac Escalade in favor of a 16-year-old Acura and doesn't expect to have another gas-guzzler. "I had a paradigm shift," said Pizzini, a financial analyst. "I spent the money on a nice car. But to me, it's not worth it. I don't think I will go that route again."

*BaltimoreSun.com*

## BUSINESS



### [Ads Perform Better on Branded Content Sites](#)

At a time of growing concern that the rise of ad networks is commoditizing branded content, the Online Publishers Association has released a report showing that ads perform better when they're placed on branded content sites.

*MediaWeek.com*



### [Shoppers to face higher prices on holiday goods](#)

Christmas in July? Maybe not a bad idea this year. Retailers are already talking about price increases of up to 15 percent this year on holiday goods, from staples like tree ornaments and toys to luxury gifts like European handbags and clothing. The main cause? It's the same old chestnut, soaring energy prices.

*Boston.com*



### [BT's Ribbit Buy: Voice Applications Get Hopping](#)

British Telecom's purchase of Ribbit could foretell a significant and positive change in CRM technology, writes CRM Buyer columnist Denis Pombriant. Ribbit makes software for integrating voice as a data type into applications. As CRM professionals become more cell phone oriented, more voice apps means less thumb-typing and more functionality.

*CRMBuyer.com*



### [5 Tips for Data Diving in Google Analytics](#)

I used to run websites for a living. I was responsible for the performance of those sites, and I was the de facto "web analytics guy" within my company. But I wasn't a full-time Web Analyst, and I had lots of other strategic and operational things to do. Sound familiar?

*Grok.com*

## INDUSTRY



### [Amazon Offers Other Sites Use of Its Payment Service](#)

Amazon wants its customers to take their wallets with them when they leave the giant Web store. Related Times Topics: Amazon.com Inc. The Seattle-based online retailer unveiled on Tuesday a new payment service that it will offer other online retailers to use on their Web sites. That means the 81 million customers who have already given Amazon.com their payment details, like credit card numbers and shipping addresses, will be able to use that information, without re-entering it, to buy products on any site that uses the new service.

*New York Times*

## GOVERNMENT AFFAIRS



### [FCC to Rule Comcast Can't Block Web Videos](#)

Federal regulators are set to announce this week that Comcast Corp. wrongly slowed some of its customers' Internet traffic, in a victory for consumer groups and high-tech companies that have fought to keep Web traffic free from interference.

*Wall Street Journal.com*



### [House Votes to Let FDA Regulate Tobacco Industry](#)

The House approved legislation yesterday that would for the first time empower the Food and Drug Administration to regulate the tobacco industry, a measure long sought by anti-smoking advocates.

*WashingtonPost.com*

## INTERNATIONAL



### [Online company to again go global](#)

Drugstore.com Inc. will start selling its products in 34 countries by the end of 2008, after reaching a deal with a New York international e-commerce provider. The downtown Bellevue-based company has partnered with E4X Inc. to sell over-the-counter products. Drugstore.com subsidiaries Beauty.com and VisionDirect.com are not part of the deal.

*Seattle Post Intelligencer*

## Member Press Releases

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- [Hawthorne Direct Names Mandy Wagler Account Management Operations Manager \(PDF\)](#)

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](#)

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### 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](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](mailto: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](mailto:phowson@retailing.org).

### Advertising Opportunities

If you are interested in advertising, please contact Peter Howson, [phowson@retailing.org](mailto: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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spam.  
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sell our  
lists.  
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