



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

# **e-News Weekly**

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*September 11, 2008*



## The Power of Certification

I hope all ERA members are aware of the new member benefit being launched at ERA's Annual Convention this month and will take advantage of the eight classes being offered, all within your convention registration fee. Please click [here to view the syllabus of classes and topics](#).

The ERA Certification & Accreditation Program, or ERA University™, serves to increase consumer confidence, business value, and standards. As George Fettig of Bosley, one of the founding members of the Accreditation Advisory Council and among the first Certified Electronic Retailers™ said, *"I have found that encouraging staff to become a Certified Electronic Retailer leads to increased employee morale, by emphasizing the value the company places on education and industry knowledge. Asking staff to become certified demonstrates that the company respects and values the employee, and leads to greater job satisfaction and retention."*

I cannot encourage you enough to partake of this program as it is proved that a quality certification program not only demonstrates ERA leadership in best practices, industry credibility, brand recognition, and consumer confidence, but also offers benefits to you and your company directly. Research supports that certification leads to between 8-10% increased lead generation, sales augmented by 6-15%, 2-5% increased revenue per customer, customer retention rates of 60-70%, and customer satisfaction leads to lower service and support costs. In addition, data suggests, as a result of certification, employee loyalty is increased, performance is enhanced by 35%, and that 40% of new hires value career development opportunities when seeking a new employer. These and other benefits are immediate advantages to you.

As leaders in direct-to-consumer commerce, all classes offered at the ERA University are taught by ERA expert members and this is your opportunity to grow your expertise across all disciplines of direct response marketing. [Register now](#) for these and a myriad of stimulating and pertinent offerings in Las Vegas.

### Edwin Garrubbo

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

## Digital Transition Update – Wilmington, N.C

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## ERA Calendar



**Sept. 15, 2008**  
**2:30-3:30**  
**Eastern Time**  
**ERA Webinar:**

**The Consumer Product Safety Improvement Act of 2008 and You**



**Sept. 18, 2008**  
**2:30-3:30**  
**Eastern Time**  
**ERA Webinar:**

**The New Multi-Channel Imperative: How to Reduce Channel Conflict, Drive Sales and Capture Web-Empowered Shoppers**



**Sept. 21-23, 2008**  
**ERA's 18<sup>th</sup> Annual Convention**  
**Paris Hotel**  
**Las Vegas, NV**

**Additional hotel options available!**



Wilmington is now the first city with fully digital TV. Yesterday's transition provided some interesting insight into how the national switch will go in February. On the upside, it seems that very few of the people who had problems were unaware of the transition. However, there were still a few issues that persisted.

Probably the more difficult issue is antenna strength. This is particularly a problem in rural areas. Even having a converter box might not be enough for a clear picture if the antenna strength is not great enough. Fortunately, websites like [antennaweb.org](http://antennaweb.org) are available for consumers so they can assess whether they might need more antenna strength.

Another issue is converter boxes must be properly set to receive signals. People who are using digital converter boxes for the first time must properly program them in order to receive signals. The new stations go by tenths (6.1, 6.2) rather than whole numbers. This issue can be easily resolved. It is important for education efforts to continue from now until February.

Tomiyo Turner  
ERA Government Affairs

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## This Issue's New ERA Minute Video

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Steve Edelstein, CEO of The Logical Step, shares three key points you should follow when managing a successful DR campaign. Watch the video [here](#).

To find out how to submit your own ERA Minute, contact Peter Howson at [phowson@retailing.org](mailto:phowson@retailing.org) or call 703.908.1033.



**Oct. 13, 2008**  
**6:00-7:30**

**Member  
Networking  
Reception  
Shadow Bar,  
Caesars Palace  
Las Vegas**

**ERA welcomes our  
newest members:**

HCI Direct  
Canada Post  
Competitive Edge Media  
Diray TV



## Industry News

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

### CHANNELS



#### **'Distributed Web' featured at DEMOfall**

According to the folks behind DEMOfall 08, the next generation of the Internet will be all about collaboration, and participants at the conference here got a good taste Tuesday of what that could mean.

*SiliconValley.com*



#### **Networked Insights CEO: Influencers Are Our Holy Grail**

With such a difficult group to target, Networked Insights enables the advertiser/consumer relationship to be established with noninvasive ease, organically engaging people and creating insightful communities.

*Adotas*



#### **Google Chrome Privacy Settings Foretell Major E-Commerce Headaches**

One of the biggest ongoing headaches for E-Commerce execs has been customizable options for browsers, pop-up blockers, firewalls, spyware blockers and any other applet that is hawked to consumers.

*Evan Schuman*



#### **AT&T, Verizon Add Social Networking Hubs**

AT&T and Verizon Wireless both announced new mobile social networking offerings this week as part of efforts to woo young consumers and boost mobile Web use. The carriers' new applications--powered by mobile media company Intercasting Corp.--give users a single source for accessing multiple social networks including MySpace.

*MediaPost*

### TRENDS



#### **Radio's Off-Air Revenue Surpasses Forecast**

Off-Air revenue (previously referred to as Non-Spot) has surpassed last year's mid-year forecast by the Radio Advertising Bureau (RAB) , and is expected to approach \$2B by the end of 2008 - nearly a full year ahead of the predicted timeline.

*Center for Media Research*

### BUSINESS



### [Warehouse robots increase productivity](#)

The little wheeled bots bring products to shipping clerks, who say they like the assistance. Online retailer Zappos.com is one of several companies using them to get orders out faster.

*Marketplace*



### [How Circuit City Uses How-To Videos to Boost Customer Loyalty](#)

Eretail websites usually promote products, not host content. But Circuit City is finding that customer-friendly how-to videos can boost loyalty, conversions and revenue.

*Search Engine Guide*



### [How To Maintain Online Brand Continuity](#)

Do you know where your brand is online? Or, more importantly, is the money you've invested in honing your marketing content enabling you to reach and engage consumers that are researching your product or planning to buy? Statistics show you have a reason to worry.

*Adotas*

## INDUSTRY



### [Web now retail necessity](#)

Rick Martis' Physical Addictions supplement store in Indialantic does a brisk walk-in retail business, but his customer base has grown well beyond the municipal borders.

*Florida Today*



### [Amazon scores real deal on theoretical first ladies' bios](#)

Amazon.com Inc. struck a deal with a midsize publisher to offer separate biographies of the two potential first ladies on an exclusive basis to users of Amazon's Kindle electronic-book reader.

*Florida Today*



### [Google Shakes Up TV Ad Picture With NBC Deal](#)

Google has clinched a deal with NBC that will enable it to push its ad platform much more energetically for television. The search giant is using pretty much the same technology and business model that have worked so successfully online to shape its local advertising endeavor.

*e-Commerce Times*

## GOVERNMENT AFFAIRS



### [DoJ Interest in Google-Yahoo Deal Intensifies](#)

Yahoo and Google are exuding confidence that their search-advertising deal will pass regulatory muster, but the drumbeat of a DoJ investigation is beginning to sound in the distance, and it's surely causing some jitters among executives and investors alike.

*e-Commerce Times*

## INTERNATIONAL



### **Overstock.com launches service in 34 countries**

Online retailer Overstock.com Inc. on Tuesday said it launched capabilities that enable it to sell to consumers in 34 countries. The discounter said the new markets include Canada, the U.K. and the members of the European Union. The site locates users and displays pricing in their local currency, automatically adjusted to daily exchange rate fluctuations.

*Boston Globe*

## **Member Press Releases**

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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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### **Marketing Director, MediaPower, Inc. (Portland, Maine)**

MediaPower has matured into a consumer products company with a focus on selling directly to consumers through multiple channels such as Radio, Television, Print, Catalog, and Internet. Currently, we are seeking a Marketing Director to play a key role in seeking out opportunities that provide sustainable long term revenue strategies for our company utilizing our unique product mix and value proposition.

You will have an opportunity to work and manage a team of talented professionals to help take a thriving, entrepreneurial company to the next stage of its development. Strong creative skills; ranging from concept development to design & copy to editorial review is expected. You must also be a stickler for detail. You will oversee the creative process, from creation through execution of print advertising, direct mail, catalogs, e-mail, website promotions, vendor negotiations and department budgeting. Must demonstrate the ability to react quickly to changing needs in a fast paced, entrepreneurial, dynamic environment. Requires a BS Degree in Marketing or related field with a minimum of 5-10 years of related experience.

### **Operations Director (Finance/IT), MediaPower, Inc. (Portland, Maine)**

Direct the strategic and tactical financial and IT activities to support an inbound/outbound call center. Align with and support other management staff functions in the development and implementation of short-term and long-term plans to meet business objectives. Directs the strategic and operational planning and development of annual and capital operating budgets for the business. Works with other department managers to assist with technical interface between the company and outside partners to ensure technical issues such as network outages, and connectivity/phone systems/server issues are resolved in a timely manner. This position requires a high degree of flexibility and inclination to react quickly to changing needs in a fast paced, entrepreneurial, dynamic environment. Proficient at using Problem Solving tools, performing root cause analysis, and implementing corrective actions. Bachelors Degree required. 5-10 years management and leadership experience preferred.

## 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).



Advertisement

# IMPACT YOUR BOTTOM LINE

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### 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.](#)



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

