



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

# **e-News Weekly**

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*September 11, 2008*



## A Very Good Year...

As we try to make sense out of the headlines describing the current economic and political pandemonium, I would like to dedicate my final letter as Chairman of the ERA Board of Directors to reflect on ERA's own positive 'headlines' from the past year. While the world spins around us, I am proud of the successes and progress that ERA has delivered this year and applaud the members, fellow volunteer leaders, staff, and supporters of the industry who have worked in tandem to achieve these accomplishments. Because of everyone's hard work, the organization is well positioned for growth and leadership in the coming years.

- The fabric of every trade association lies with its member community and the **ERA Membership** experienced record growth and retention: finishing the year with 434 companies across the globe, up from 376 in 2006-2007 and a retention rate of 83% (vs. 73% last year).
- The 2007 **ERA Annual Convention** experienced an all-time high attendance of over 2700 participants with retailers representing an impressive 54% and next week's Convention offers far more rich content than ever, including courses devoted to the new **ERA Certification and Accreditation Program**. This newly-launched initiative recognizes and rewards the individuals and companies that adhere to industry best practices, standards and principles.
- **Electronic Retailer** magazine remains the premier publication for our industry, holding a steady market share of 71% and strengthening its reach through the Electronic Retailer Blog, eZine, market-specific supplements, online publications and roundtable forums.
- The March 2008 **eRetailer Summit**, retooled and re-branded, highlighted trends in e-commerce, video advertising, blogs, social networking, customer loyalty and profiling and enjoyed an 11% growth in attendance.
- **ERA Government Affairs**, through weekly alerts and the May Fly-In on Capitol Hill, kept legislators and the industry aware of the issues affecting our business models, including behavioral advertising, the Streamlined Sales Tax Project (SSTP) and Net Neutrality.

## CONTENTS

[Government Affairs](#)

[ERA Minute](#)

[Industry News](#)

[Member Press Releases](#)

[Classified Ads](#)

## ERA Calendar



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



Oct. 2, 2008  
2:00 - 3:00 PM  
Eastern Time

ERA Webinar:  
The Consumer  
Product Safety  
Improvement Act  
of 2008 and You



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

Member  
Networking  
Reception Shadow  
Bar, Caesars  
Palace Las Vegas

**ERA welcomes our  
newest members:**

Custom Toll Free  
Airshowbuzz  
Lexad Group



- From monthly webinars, seminars and exclusive reports from Forrester Research, **ERA Education and Research** provided e-retailers and suppliers with up-to-the-minute hot topics, trends and proven practices.
- The re-design of the **ERA website** allows for easier navigation and enhanced functionalities for both members and site visitors. The **ERA YouTube**<sup>®</sup> channel and the ERA Minute, developed by the Public Relations Committee, further brand ERA using web-based platforms.

I am fortunate to have had the opportunity to serve the Electronic Retailing Association and its members. Many thanks to all who have contributed to ERA's success. The best is yet to come.

## **Edwin Garrubbo**

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

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## **Senate Contemplates Broadband Bill**

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This Tuesday the Senate Commerce, Science, and Transportation Committee heard testimony on the importance of expanding Broadband access. They heard testimony from experts on the importance of broadband access to decreasing economic disparity and providing for economic growth. Some of the testimony focused on how far behind the US is compared to other developed nations when it comes to broadband

deployment.

Much of the testimony also focused on the importance of passing Chairman Inouye's Broadband Data Improvement Act before Congress adjourns. This would provide for an inventory of current broadband deployment. A comprehensive study that also takes into account the speed of connections offered would help develop a better policy to expand broadband access.

Tomiyo Turner

## This Issue's New ERA Minute Video

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### **This Week's ERA Minute**

Gene Silverman, Vice President, Hawthorne Direct, shares how both presidential candidates might consider utilizing advanced DR advertising techniques to help boost their messaging. Visit the [ERA YouTube Channel to watch](#).

To submit your own ERA Minute, contact Peter Howson at [phowson@retailing.org](mailto:phowson@retailing.org).

## Industry News

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

### CHANNELS



#### [Electric Sheep CEO Sibley Verbeck on the Virtual Shopping Mall](#)

Right now, virtual worlds may be most appealing to children, and most of the more successful virtual worlds are those that cater to kids, says Sibley Verbeck, CEO of The Electric Sheep Company. However, look for more retail virtual world applications in the near future.

*e-Commerce Times*



#### [How-To: Covering Brand Bases on Twitter](#)

"Microblogging" site Twitter, which enables users to publish anything under a 140-character limit, has over a million users per month, with 200,000 users posting about 3 million messages per day, according to March figures.

*MarketingVOX*

### TRENDS



#### [Report: Display Down 6% Year-Over-Year](#)

Uh-oh. Looks like Wall Street's woes may affect online advertising after all — they already have in the first two quarters of this year. Nielsen Online has just released a report noting a 27% decline in display advertising spending by financial companies

*Adotas*



#### [Study: Stores Brace For Worst Holiday Since 1991](#)

A new forecast isn't just predicting a lousy holiday for retailers, it's calling for the weakest Christmas in 17 years, since the financial meltdown of 1991.

*Marketing Daily*



#### [Porn Passed Over As Web Users Become Social](#)

Social networking sites are the hottest attraction on the Internet, dethroning pornography and highlighting a major change in how people communicate, according to a web guru.

*Adotas*

### BUSINESS



### [How the Web Can Help You Fight Greenwashing](#)

Dubious marketing claims about environmental benefits are ranking many consumers. Two sites aim to give you the straight dope

*BusinessWeek*

## INDUSTRY



### [Overstock adds CommerceHub platform](#)

Online discount retailer Overstock.com will now use CommerceHub's Supply-on-Demand integration and fulfillment platform.

*DMNews*



### [Wholesalers Set Up Shop Online to Tap Consumers](#)

When sales at his wholesale business started to wane, Eli Mechlovitz decided to take a direct approach. Mr. Mechlovitz and his family had been selling glass and tiles wholesale in the New York area for more than 20 years. But as the real-estate bubble began to burst, the company's retail clients started losing shoppers and slashing orders.

*Wall Street Journal*



### [Turn's New Targeting Pricing Model Can Lift Click-Throughs By 28%](#)

Interactive advertising market Turn has released what it's calling online advertising industry's first dynamic pricing solution for behavioral targeting.

*Adotas*

## GOVERNMENT AFFAIRS



### [Google May Plunge Ahead With Yahoo Deal Sans Gov't Blessing](#)

Regardless of whether government antitrust dealers need more time to inspect its online ad deal with Yahoo, Google has announced it likely won't make further delays beyond the Oct. 11 deadline spelled out in its contract with the rival search engine

*e-Commerce Times*



### [Will The FCC Ruin Product Placement?](#)

As you read this, many are lobbying big government to save "us" (as in "the people") from "them" (as in "we," crafty advertisers). It's this political element that almost guarantees self-contradictory posturing from both sides of the aisle.

*Adotas*

## INTERNATIONAL



### [Controversial Phorm Gets Green Light](#)

As NebuAd continues to feel the sting of defeat over its ad-targeting practices in the U.S. (and the loss of several employees and its CEO), competitor Phorm is being given the go-ahead in the U.K. for essentially the same targeting methods.

*Adotas*

## Member Press Releases

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- [Jorge Hané's REDUCE FAT-FAST, a home run in Chile!](#)
- [THE GLOBAL D.R. GROUP will be launching 9 NEW Innovative Consumer Products during this year's 18th annual ERA Convention](#)
- [dComm Productions Teams Up with International Commerce Agency to Produce and Distribute Total Gym International Infomercial](#) (PDF)
- [NORTHERN RESPONSE \(INTERNATIONAL\) LTD. ANNOUNCES INTERNATIONAL ROLL OUT OF BEACH BODY'S #1 HIT INFOMERCIAL "TEN MINUTE TRAINER"](#) (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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### 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**

koeppel**direct**

### **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  
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