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chicago association of direct marketing

**Get Results Now!**

## Upcoming CADM Events

***Register Today!***

**Dear Jeff,**

Join us for our upcoming events! Come on out to a CADM event...meet new/old friends...get inspired...learn something new! We have a lot of choices...

### **Shifting Battlegrounds in Direct Mail vs. Email Marketing: March 10th "Second Wednesday" Luncheon**



Join us TOMORROW, Wednesday, March 10th, as Chuck Thomas, President of CTCreative, Inc., takes a look at the pluses and minuses, the pros and cons of direct mail vs. email marketing. We'll look at the statistics and investigate sociological trends that are pushing consumers and buyers to new heights of email protection, and driving people to connect with people in a community they trust. [Click here for details, pricing, and to register online.](#)

Our March "Second Wednesday" luncheon is generously sponsored by...



**JAPS-OLSON COMPANY**

*Commercial Printing and Direct Mail Specialists*

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### **The Evolving World of Multichannel Digital Sales and Marketing: April 14th "Second Wednesday" Luncheon**

Join us on Wednesday, April 14th, as Cass Baker, EVP/Marketing of Leapfrog Online, takes us into the evolving world of multichannel digital sales and marketing in today's ever-changing world. Consumers are changing how they buy goods and services, and a single direct marketing tactic can deliver many different consumer buying patterns. These patterns are changing rapidly, and to be a successful marketer you must think and understand far beyond a tactic or group of tactics, you must think about multichannel selling. [Click here for details, pricing, and to register online.](#)

### **Coming Soon...Details on our Annual Conference: May 5, 2010 at theWit Hotel**

Watch your mail and e-mail over the next few weeks as we release details!



**Other Key Dates for CADM Events...**

[March 10, April 14, May 12, June 9 - "Second Wednesday" Luncheons](#)

[May 4 - CADM Spotlight Awards Event \(theWit Hotel\)](#)

[May 5 - Results2010 - CADM's Annual Integrated Marketing Event \(theWit Hotel\)](#)

June (TBA) - Tempo Awards Ceremony

You can always check out the [Events page of our web site at this link](#). Sponsorship inquiries are encouraged!

***Did you know that CADM's midyear membership rates are now in effect? Try us out for the next few months at just \$85/person and get immediate ROI when you register for an event at the member-only rate! [Click here for details and to join!](#)***

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CADM | 203 North Wabash Avenue | Suite 2100 | Chicago | IL | 60601