



Eleanor and Ralph waste another perfectly good evening trying to decide which of them is right-brained or left-brained.

Join us for dinner at the Marriott SE
 and learn about either Big Business Marketing
 For Small Budgets (left brain exercises) or Using
 Color to Build Your Brand (right brain exercises).
 Are you up to the challenge?

Stimulate your Brain at
 RMDMAs October 1st
 Dinner Meeting.

Rocky Mountain Direct Marketing Association
 PO Box 620822
 Littleton, CO 80162-0822

PRSR STD
 U.S. POSTAGE
 PAID
 PERMIT NO.
 489
 DENVER, CO

Go Ahead. Pick your Brain. Which Side? You Choose

Left Brain

Dinner Topic 1: Jeanette McMurtry, author and Principal of The McMurtry Group, will show small business owners how to

- Get to know customers inside and out
- Influence the decision process
- Personalize your brand

Her presentation will show small businesses how to affordably execute some of the same tactics and techniques used by global brands to secure customers for a lifetime.



Speaker

Jeanette McMurtry, MBA, Principal of The McMurtry Group, provides marketing and public relations support for entrepreneurs, small businesses, and Fortune 500 companies. Author of *Big Business Marketing for Small Business Budgets*, published by McGraw-Hill, Jeanette has been nationally recognized for innovative, results-generating lifetime marketing campaigns. Jeanette can be reached at jeanette@mcmurtrygroup.com.

Right Brain

Dinner Topic 2: Diane Roggow, Principal and founder of Market Illuminations, will teach you how to deal with the use of color within sales, advertising, marketing, and branding in order to improve your bottom line. She will provide an overview and brief description of the top 12 color families within the U.S. culture, including case studies and advertisements for the group to critique.



Speaker

Diane Roggow, Principal and Founder of Market Illuminations, provides specialized training and expertise on color, identity and branding strategies. Her company, Market Illuminations, focuses on the strategy, psychology and trending of color, branding strategies and implementation and identity architectures. Diane has over 20 years experience in management, marketing and servicing to the retail, wholesale, residential and small business markets.

Where: Marriott SE, I-25 and Hampden, 6363 East Hampden Ave, Denver.

Date: Wednesday, October 1st

3:00 – 4:30pm

Direct Marketing Current Practices on E-mail Marketing Tactics and Techniques to Enhance Response

4:45 – 5:45pm

Social Hour sponsored by Abacus Direct, a division of DoubleClick.
Two Free Drinks for everyone registered for current practices or dinner.

6:00 – 7:30pm

Concurrent dinner sessions (pick one)

Topic 1: Big Business Marketing for Small Business Budgets
OR

Topic 2: Using Color to Build Your Brand

DM Current Practices	Pricing
RMDMA Member	\$29.00
Nonmember	\$29.00

Dinner (By Sept. 19)	Pricing
RMDMA Member	\$37.50
Non-member	\$47.50

Dinner (After Sept. 19)	Pricing
RMDMA Member	\$42.50
Non-member	\$50.00

NOT A MEMBER?

For an information packet, call 303-914-8407



Register today 303-914-8407 or online www.rmdma.org

Rocky Mountain Direct Marketing Association PO Box 620822 Littleton, CO 90162-0822

What's different this month?

Why a dinner meeting? Some members have requested we try something different and skip lunch (dieters we think). (right brain answer)

Why two presentations instead of one? RMDMA wants to have something for everyone. You choose which you would you rather learn about, color and it's impact on consumers or marketing techniques and tactics? (left brain answer)

Why at the Marriott SE? Wanted to let the folks down South save some gas money for a change. (left brain answer)

Please register me for the October 1 Event at the Marriot;

DM CURRENT PRACTICES SESSION ON E-MAIL MARKETING \$29/PERSON # ATTENDING _____

DINNER OPTION 1: BIG BUSINESS/SMALL BUDGETS # ATTENDING _____ \$ _____

DINNER OPTION 2: USING COLOR TO BUILD BRAND # ATTENDING _____ \$ _____

TOTAL \$: _____ I'M PAYING WITH: VISA MASTERCARD AMEX

CREDIT CARD# _____ EXP. DATE _____

NAME ON CARD _____ SIGNATURE _____

COMPANY _____

PHONE _____ FAX _____ EMAIL _____

FAX To: 720-922-9414 or call 303-914-8407 www.rmdma.org (secure website)