

# Conference Presentations

## ***Aeroplan – The Evolution of a Frequent Flyer Program to Coalition Program and Global Leader in Loyalty***

Steve Allmen and Jeff Vanderheiden, both General Managers at Aeroplan, will share the unique and exciting story of how a frequent flyer program emerged from bankruptcy protection of their air carrier to become the largest Coalition Loyalty program in North America. You will also hear how, through the development of partnerships, new business models, Lifestage programs, advances in CRM capabilities and strong technology partnerships, they became a true global leader in loyalty.

## ***Albertsons – How to Recession Proof your Marketing***

Mike Hendry, Vice President Marketing at Albertsons, and Eric Holmen of SmartReply will deliver a short course primer on how to infuse your marketing mix with trust, loyalty and choice. You will discover revolutionary new strategies creating unprecedented levels of customer loyalty and trust—the very ingredients a retailer needs to survive a turbulent market. Hear state of the art integration strategies that are giving retailers new levels of control over marketing and customer relationships; proven marketing methods today's retailers are using to increase average purchase and competitive advantage, and why the "Choice Effect" may help you weather a recession market; what it is, how it works, and its impact on your bottom line.

## ***AT&T – Achieving a Perfect Data Environment***

AT&T Mobility's Senior Director of Direct Marketing, Keith Shumann, will join Rod Ford of CognitiveDATA to explain how the largest wireless company in the U.S. reached its goals of reducing marketing acquisition expense and achieving higher flexibility in retail store selections, and how they achieved a nearly perfect data environment across its 1,800 retail stores. You will also hear how this data repository fuels increased customer acquisition, increased flexibility in campaign selections, and more.

## ***Bank of America – Zero Liability: dream or reality?***

Whether you're revamping an existing loyalty product and earning model, or creating a new one that needs to compete—come hear how the alternative to WorldPoints, Perks Advantage, has Bank of America develop a zero-liability solution for strategic credit card portfolios. Come learn from Linda Mahoney, Senior Vice President at Bank of America, and Michael Hemsey of Kobie, how they achieve best practices and how this approach to portfolios has expanded to other customized offerings. Come learn about innovations across the 3Es: Enterprise loyalty strategies, Engagement strategies, and Economic drivers, plus 'Loyalty Alchemy' – Taking your Enterprise Loyalty Ideas from Concept to Implementation to Innovation.

## ***Best Buy – Change at the Speed of Retail: The Customer-Centric Journey***

Best Buy operates over 1,100 stores in North America and is expanding internationally in China, Puerto Rico and Mexico. During this session you'll learn from Matt Smith, Vice President Financial Services and Loyalty Marketing, how the company is evolving from a product-centric to customer-centric business, and see the steps this successful specialty retailer is taking to drive the evolution. Matt will include examples of leveraging data assets and building multi-dimensional views of customers to drive customer insights into the business. Additionally, you'll get a glimpse into the role that the Reward Zone loyalty program and 1-to-1 marketing activities play in building deeper relationships with consumers.

## ***The Gap – Retail Loyalty in Hot Demographic Segments: Where & How They Buy***

Scott Key, Vice President of Relationship Marketing at Gap, Inc., discusses the cross-branded loyalty program they built for Gap, Banana Republic and Old Navy around a private-label credit card. He will discuss the challenges of implementing an enterprise-wide loyalty strategy in a brand-centered retail organization. You'll learn how Gap measures customer loyalty across their brands, what customer insights they've gained, and the cultural and operational hurdles they overcame. You will also hear from Colloquy, the results of the latest retail research that explores the hottest segments in marketing to reveal the drivers of retail loyalty.

14TH ANNUAL FRED NEWELL  
CUSTOMER RELATIONSHIP  
MANAGEMENT CONFERENCE

CHICAGO JUNE 11-13, 2008

"I loved the high level of content and the quality of attendees. Measuring of ROI, seeing what other retailers are doing, and new perspectives are always great."

Christy Ehlers,  
Sally Beauty Company

"Lots of relevant content shared from other retailers — with a willingness to share and the honest approach."

Lucy Witte, The Container Store

"Information shared by speakers is in-depth and CRM-specific."

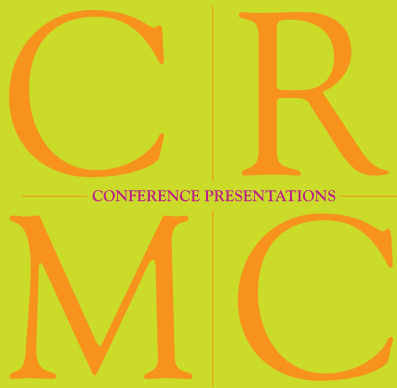
Felicity Lewis, David Yurman

"Plenty of networking and a sense of openness among clients as well as vendors."

Daniel Nasharr, Acxiom

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## **Macy's & 1-800 Flowers – Achieving Market Share in a Recessionary Economy**

During this session, you will hear innovative approaches to protect and grow customer share, even in a shrinking-pie environment. Gregg Aamoth, Vice President Marketing Systems at Macy's, will join Lisa Hendrickson from 1-800 Flowers to show, by example, how now may actually be the best time to grow market share. The key is to understand each of your individual customer's shopping behavior—with you and your competition. Learn through example how to identify and protect the critical base of your most loyal customers, and expand your share of your customers' wallets—while your competitors hit the brakes.

## **Mother's Work – Building Customer Loyalty Beyond its Expected Lifecycle**

Adam Bashe of Mothers Work and Matt Massaua of Barclays explain how Mothers Work built their business from a mail-order maternity catalog company to four retail store concepts, an online presence, and leased departments in major department stores, to capture nearly 60% of the 1.8M first time mothers in the US in a given year. You will also learn about their new concept store, Destination Maternity™, as well as how a loyalty program with a college savings incentive extended the lifetime of their customer. Finally, you will hear how Mothers Work used a loyalty program for college savings to extend their customer lifetime value beyond the typical nine months.

## **National Vision – Getting your Customers to See the Benefit of your Loyalty Program**

After purchasing America's Best in 2005, National Vision was intrigued by the three year membership club that was supposed to keep customers loyal to America's Best. Conversion rates were high, but retention in the club was quite low. The club was created as a loyalty program, but executed as short term cash generator and no concern for keeping customers long term. Paul Gross, Vice President, will explain how they started a fresh program to remind their customers the value of membership and to encourage them to use their benefits.

## **PetSmart – PetPerks – Keeping it Fresh and Relevant**

Come hear how PetSmart constantly evolves their PetPerks loyalty program to keep members involved and increase trackable data. Erica Thompson, Vice President of Customer Relationship marketing, will explain how they revamped the 2+ year old program by rolling out new benefits, adding a credit card program, and retraining their store associates.

## **Regis Salons – Creating Multiple CRM Initiatives in a Crowded Beauty Industry Marketplace**

Regis Corporation is the undisputed global leader in the beauty industry, and in an intensely competitive marketplace, the critical challenge is to nurture and maintain the strong loyalty of the existing base as well as to entice new customers. In this presentation, you will hear how Mary Kiley, Senior Vice President International Marketing, garnered internal approval to move forward with the implementation of a systems-based CRM initiative tailored to the behaviors and preferences of unique Regis owned salon brand customers. Doug Kershner of SHC Direct will also share how having access to strategic data analysis has allowed for nurturing of those customers of greatest immediate and potential importance to the brand.

## **Larry Weber, author – Marketing to the Social Web**

The explosion in social media—as evidenced by the growth of social networks such as Facebook and MySpace and the proliferation of more than 70 million blogs—is having a profound impact on how consumer perceptions are shaped and purchase decisions influenced. Larry will discuss the implications for marketers of the shift from traditional to mainstream media and how retailers can move beyond gimmicky approaches and leverage social media to build deeper and more meaningful long-term relationships with their customers.

## **Yankelovich – A Passion for Precision: The Consumer Empowerment Revolution Hits Full Stride**

The consumer empowerment revolution is over...and consumers have won. Consumers have assumed control and now face the reality of making control work. In this presentation, Yankelovich President J. Walker Smith will provide a look into the future of consumer behavior in the age of consumer empowerment.

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**"Kudos to you and your staff!**

**The CRMC was great and offered me the opportunity to make a number of fresh connections."**

Dave Rinaldi, Customer Communications Group

**"Always a great source for ideas and making contacts"**

John Schmidtke, Walgreen Co.

**"I attended the conference and really enjoyed it.**

**It was one of the most valuable conferences I have been to in quite a while"**

Bob Konsewicz, MasterCard Advisors

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# Conference Registration

Register now for CRMC 2008 by filling out this form or visiting [www.loyalty.vg](http://www.loyalty.vg).

CRMC 2008 will begin at 11AM (registration) and 2PM (opening presentation) on Wednesday, June 11th. We will adjourn on Friday, June 13th, at 12PM. The conference will be held at the Westin River North in Chicago, 320 North Dearborn Street, Chicago, Illinois, 60610.

Please call the hotel at 1-800-233-4100 to make your room reservations. Identify yourself as a CRMC participant to receive our special \$295/night CRMC participant rate. The special rate expires May 24, 2008. We do expect the hotel to sell out so be sure to make your reservation in a timely manner.

### 1. PLEASE ENTER INFORMATION AS IT SHOULD APPEAR ON YOUR BADGE:

Name	<input type="text"/>		
Title	<input type="text"/>		
Company	<input type="text"/>		
Address	<input type="text"/>		
City	<input type="text"/>		
State	<input type="text"/>	Zip	<input type="text"/>
Phone	<input type="text"/>	Fax	<input type="text"/>
Email	<input type="text"/>		

### 2. CHECK CONFERENCE FEE THAT APPLIES:

<input type="checkbox"/> first registration	<input type="checkbox"/> additional registration
<input type="checkbox"/> retailer \$995	<input type="checkbox"/> retailer only \$795
<input type="checkbox"/> non-retailer \$1495	

Prior participant?  Yes  No Promotional Code

\*Please note: all registration discounts are taken from a median price of \$1,250.00

### 3. PAYMENT INFORMATION:

Please charge my:

VISA  MasterCard  AmEx  Diner's Club  Discover

Credit card number

Expiration date

Cardholder's name

Full refunds will be given for cancellation minus a \$50 administrative fee.

PLEASE FAX FORM TO: (305) 470-7434

Questions? Contact Devon Wylie at [devon.wylie@loyalty.vg](mailto:devon.wylie@loyalty.vg)

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CHICAGO JUNE 11-13, 2008

"Wanted to drop you a note to say what a great conference you had again this year. Once again you balanced speakers with vendors and fun. CRMC continues to deliver relevant topics in a fantastic environment. Looking forward to next year!"  
Steven Allmen, Aeroplan

"Great content, very good case studies, and a high level of attendees"  
Jay Mooney, ExactTarget

"Lots of attendee networking and feeling of belonging to a community. Lots to learn here and take away"  
Dianne Binford, 1-800 Flowers

"The conference is packed with content and always relevant. Many conferences I attend every other year. This one I can attend annually with the confidence that it will be time well spent"  
Dan Singer, Stage Stores

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