



DMA's 2008 SEMINAR LAUNCH SWEEPSTAKES



DMA LIST AND DATABASE COUNCIL TO HONOR ALC'S FRAN GREEN WITH 2007 LIST LEADER OF THE YEAR AWARD

New York City, June 6, 2007 — The Direct Marketing Association (DMA) List and Database Council is pleased to announce that Fran Green, president of Data Management for American List Counsel, Inc. (ALC), will be the recipient of the DMA List Leader of the Year Award for 2007.

The award, which recognizes outstanding contributions to the list and database industry, will be presented at the List Leader of the Year Awards Dinner on Wednesday, August 1, at the New York Marriott Marquis Times Square. The awards dinner follows *Fast Forward 2007*, the cutting-edge executive forum for list professionals, which also takes place all day August 1. *Fast Forward 2007* and the List Leader awards dinner conveniently precede List Day 2007, "List Day and Beyond," to be held August 2 at the Marriott Marquis.

"The criteria for choosing a List Leader of the Year include service to our industry, education, mentoring, and innovation — and Fran Green clearly satisfies them all," said Stefanie Pont, managing partner of Pont Media Direct, and chair of the DMA List and Database Council. "Over the years, Fran has proven herself to be not only an industry leader, but a personal mentor to many in our industry as well, and has stepped forward to address the challenges that direct marketing faces today. The DMA List and Database Council is pleased to honor Fran, who embodies all of the skills and ideals of a true List Leader."

An active member of the direct marketing community for more than 25 years, Green was the architect of ALC's unique approach to revenue maximization — employing extensive analysis and research, modeling, creative marketing, and selling strategies to consistently exceed expectations. Under her leadership, ALC's Data Management division has grown into an industry leader.

In order to foster strong relations between ALC's list owners and the brokerage community, Green also developed the "For Brokers Only" luncheon in 1996 — now the industry's premier event for brokers. In addition, she spearheaded *Fast Forward*, a conference for senior marketing information executives, which is now included on the permanent roster of DMA events.

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In the aftermath of Hurricane Katrina, Green developed a portal for donations from the list industry, Direct Marketers for Katrina Relief, which raised thousands of dollars for Habitat for Humanity's Operation Home Delivery.

Green is an active participant in industry organizations, and a frequent writer, speaker, and moderator. She is a member of the DMA List Leaders Group Board of Directors, and in that capacity is formulating a "best practices" approach to enhancing coverage of the list and database industry in the trade media.

Prior to her current position at ALC, Green was vice president and general manager of Zeller & Letica, a compilation and list brokerage firm.

Past recipients of the DMA List Leader of the Year include:

2006	Stefanie Pont, Managing Partner, Pont Media Direct
2005	Deb Goldstein, President, IDG List Services
2004	Donald Mokrynski, Former Chairman, Mokrynski Direct
2003	Chris Paradysz, CEO, ParadyszMatera, Inc.
2002	Ray Schultz, Editorial Director, Direct Magazine
2001	Ben Perez, President, Millard Group, Inc.

For more information about the List Leader of the Year Awards Dinner, which will take place on Wednesday, August 1, 2007, from 6:00 to 10:00 p.m. at the New York Marriott Marquis Times Square, please visit:

<http://www.the-dma.org/conferences/dmalistday/specialevents.shtml>.

About Fast Forward 2007

Fast Forward is the leading executive summit for marketing information business leaders. The primary mission of *Fast Forward* 2007, which will be held August 1 at the New York Marriott Marquis Times Square, is to help senior marketing information executives thrive in the future. The world of data is more exciting than ever. More and more companies are recognizing that customer knowledge is the key to increased loyalty and lifetime value. Now all businesses are deploying data and new technologies to drive their organizations forward.

This year, *Fast Forward* focuses on case studies from both traditional and non-traditional marketers who are successfully implementing innovative data-driven growth strategies. The program includes two interactive panel sessions as well as morning and afternoon keynotes. Christie Hefner, chairman and CEO, Playboy Enterprises, is the featured luncheon speaker.

To register, or for additional information about *Fast Forward* 2007, please visit: <http://www.the-dma.org/conferences/dmafastforward>.

About List Day 2007

List Day 2007, which will be held on Thursday, August 2, 2007, at the New York Marriott Marquis Times Square, will not just be about lists. Rather, the daylong event's focus will be on helping attendees close the loop on their customers and databases, and address challenges in smart, effective ways. "List Day and Beyond" will offer best practices, lessons learned, and new, innovative ideas. With expanded roundtables, attendees learn by sharing experiences with leading industry experts. Special sessions provide in-depth insight into topics that are top-of-mind in today's list world.

To register, or for additional information about List Day 2007, please visit: <http://www.the-dma.org/conferences/dmalistday>.

The DMA List and Database Council

The DMA List & Database Council provides a forum for its members to discuss key trends, issues, and technological developments relating to the use of mailing lists and databases. The mission of the council is to provide the opportunities and venues to educate, inform, and bring together list professionals nationwide. For additional information about the council, visit: <http://www.the-dma.org/councils/listdatacouncil>.

About Direct Marketing Association

The Direct Marketing Association (www.the-dma.org) is the leading global trade association of businesses and nonprofit organizations using and supporting multichannel direct marketing tools and techniques. DMA advocates standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers, and provides cutting-edge research, education, and networking opportunities to improve results throughout the end-to-end direct marketing process. Founded in 1917, DMA today represents more than 3,600 companies from dozens of vertical industries in the US and 50 other nations, including a majority of the Fortune 100 companies, as well as nonprofit organizations.

In 2006, marketers — commercial and nonprofit — spent \$166.5 billion on direct marketing in the United States. Measured against total US sales, these advertising expenditures generated \$1.93 trillion in incremental sales. Last year, direct marketing accounted for 10.3 percent of total US GDP. Also, there are today 1.7 million direct marketing employees in the US alone. Their collective sales efforts directly support 8.8 million other jobs. That accounts for 10.5 million US jobs.

The Power of Direct: Relevance. Responsibility. Results.

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