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DMA LIST LEADERS GROUP ANNOUNCES 2008 CHAIR & VICE CHAIR

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December 18, 2007 — The Direct Marketing Association (DMA) List Leaders Group yesterday announced the election results for its 2008 chair and vice chair positions. Effective January 1, 2008, Jay Schwedelson, corporate vice president of Worldata, will take office as chairman, and Fran Green, chief revenue strategist at American List Counsel, Inc. (ALC), will serve as vice chair. Lee Kroll, president of Kroll Direct Marketing, is the group's 2007 chair.

"The DMA List Leaders Group chair and vice chair serve a valuable function, helping set the agenda for the group, which is a valuable forum for list company executives to share information in ways that both improve their business and support client needs," said Ken Ebeling, DMA vice president of member loyalty services. "Data and lists are the life force of multichannel direct marketing today. So, we are pleased to have this impressive lineup of chair, vice chair, and members, whose expertise will support DMA in helping move the list profession forward."

Schwedelson, through his leadership at Worldata, has been a prominent figure behind many advances in the list community — not only in direct mail list services, but also permission email marketing services and interactive marketing solutions. In 2007, Schwedelson was elected to the Direct Marketing Educational Foundation's (DMEF) Board of Trustees.

Green, DMA's 2007 List Leader of the Year, has been an active member of the direct marketing community for more than 25 years. In that time, Green developed the "For Brokers Only" luncheon to strengthen the relationship between ALC's list owners and brokers. She also spearheaded the development of DMA's *Fast Forward* conference.

In addition, three members were elected to the DMA List Leaders Group's Executive Committee: Elissa DeBrito, president of ParadyszMatera; Jeff Kobil, co-CEO of LDS Group Inc.; and Ben Perez, president of Millard Group Inc.

The members of the DMA List Leaders Group Executive Committee for 2008 are:



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The members of the DMA List Leaders Group Executive Committee for 2008 are:

- 2008 Chair: Jay Schwedelson, Corporate Vice President, Worldata
- 2008 Vice Chair: Fran Green, Chief Revenue Strategist, ALC
- 2007 Chair: Lee Kroll, President, Kroll Direct Marketing
- Elissa DeBrito, President, ParadyszMatera
- Jeff Kobil, Co-CEO, LDS Group Inc.
- Lon Mandel, CEO & President, Specialists Marketing Services
- Andrew Ostroy, Chairman & CEO, Belardi/Ostroy ALC
- Ben Perez, President, Millard Group
- Adrea Rubin, CEO, Adrea Rubin Marketing
- Martin Stein, President, RMI Direct Marketing

About the DMA List Leaders Group

The DMA List Leaders Group is a forum for senior-level list executives and owners to discuss trends and challenges in the list profession. Its mission is to help ensure the long-term viability of the mailing list business as a direct and interactive marketing medium and to conduct business with integrity, excellence, creativity, and entrepreneurialism in an ongoing effort to grow and foster the list community and the clients it serves. Not least on its agenda is the effort to spearhead many important activities on behalf of the list community as a whole, including working with federal legislators on direct marketing issues and platforms. For additional information about the group, visit <http://www.the-dma.org/groups/listleaders>

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