

But Wait, There's More!

Response ... On the Road

October is often the last big travel month of the year in the direct response business, and with events in New York, San Diego and Santa Monica, Calif., this October was no different. Where was the action and who was there? Let's take a look!

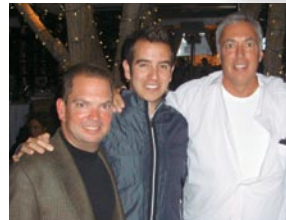


Above, Inter/Media's Joseph Poulos, Direct Partners' Roman Alemania, CoreMedia's Gabrielle Schueler, Leticia Lopez and Brian VonArx of Inter/Media join CoreMedia President and COO Jim Paull in Santa Monica.

On Oct. 22, *Response* sponsored a CoreMedia Systems user event in Santa Monica, Calif. Below, *Response*'s Adam Carrillo (right) chats with (from right) CoreMedia's David Blome and Marie Huisting and Icon Media's Jeff Bailes and Sean Sosa.



On Oct. 12, *Response*'s John Yarrington (center) and Thomas Haire (second from right) and Thill Logistics' Nicola de la Salle (center) joined Linda Goldstein of Manatt Phelps & Phillips (second from left), Michael Goldstein, Factor Nutrition's Fern Lee (third from left) and Lori Zeller for dinner at New York's Spice Market.



Response Magazine and West Direct hosted a dinner at Mastro's Ocean Club in Newport Coast, Calif., on Oct. 6. *Response*'s Adam Carrillo is flanked by West's Doug Kline and Jim Speidel.



On Oct. 13, Litle & Co. and Accertify hosted a special event at New York's Hudson Terrace, featuring guest speaker David Montague, an expert on E-commerce fraud. At right, Montague (left) chats with Litle & Co.'s Christina Wilson and Matt McDowell. Below, attendees enjoyed dinner and drinks at sunset.



Experian's Rick Erwin (left) and Ed Connolly (far right) flank *Response*'s John Yarrington, Partners Marketing's George Bardenheier and Jerry Jones and Data University's Mark Graham during the annual Experian party during the Direct Marketing Association (DMA) conference in San Diego on Oct. 19.



At the same event, held poolside at the Hilton Bayfront, *Response*'s Thomas Haire (second from left) joins Brown Printing's Steve Berg, Ed Schulz and Palle Weber, Experian's Jennifer Marshall and *Target Marketing*'s Heather Fletcher.



Response's John Yarrington chats with Waldorf Crawford's Marcia Waldorf and Jim Crawford, as well as Goodmail Systems' Mike Rogers and Tom Grams during Goodmail's DMA show cocktail event on Oct. 19 at San Diego's Hard Rock Hotel.



BJ Global's B.J. Fazeli (third from right) welcomed a group of DR industry leaders from Thill Logistics, *Response* and BJ Global to his new winery in Temecula, Calif., on Oct. 17.