

But Wait, There's More!

Response ... On the Road

December is holiday party season in every business, including direct response. Last month, the *Response* team visited with industry leaders at a number of Southern California holiday events. Let's take a look at some of the action — Happy New Year!



Worldlink's Joey Hastie, Mercury Media's Chad Crammer, Fox's Bobby Hall and Ion Media's Jessica Ohana enjoy the Direct Marketing Advertising Community's (DMA) annual holiday soiree at The Wilshire in Santa Monica, Calif., on Dec. 8.



LiveOps' Steve Doumar, Cannella Response Television's Frank Cannella, DM Connect's Erin Brady, Cannella's Bill Raymond and Product Partners' Rick Shiu are all smiles during the Cannella West Coast holiday event at Tony's in Hollywood on Dec. 10.

Cannella Response Television's Roxanne Coble, Tina Nazarian and Bret Levy are bundled up for the season at the DMAC holiday event in Santa Monica.



Brad Erickson of New Day Marketing and Andrea Boggs of Telerep catch up during the DMAC holiday event on Dec. 8.



Response's Adam Carrillo chats with ION Media Networks' Meredith Gale, Christina Tan and Sheila May during the Cannella Response holiday party in Hollywood on Dec. 10.



Cannella Response Television's Rob Medved welcomes AOR Direct's Chris Dompier and Mike Horner, as well as West's Eric Stracener, to the company's holiday event at Tony's in Hollywood on Dec. 10.



LiveOps' Tom Sheppard, Direct Response Academy's Greg Sarnow and *Response's* Thomas Haire enjoy the festivities at the Dec. 10 Cannella party.

Picture DRTV's Fulfillment Leader

FULFILLMENT

AS SEEN ON
TV

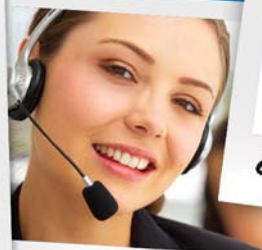
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