Response ... On the Road

Early March was a busy travel time for the leaders of the direct response business. Industry events in back-to-back weeks took folks to New Orleans and Chicago — two towns that are no strangers to hosting conventioneers! In Chicago, *Response* and the Direct Response Marketing Alliance (DRMA) hosted a reception that drew more than 300 industry leaders to Vertigo Sky Lounge on March 7, during the International Home + Housewares Show. Who was out and about? Let's take a look!

Food Network star Emeril Lagasse was one of many celebrities to grace the show floor during the International Home + Housewares Show in Chicago.

Response Editor-in-Chief Thomas Haire once again moderated a panel during the Inventors Revue at the International Home + Housewares Show in Chicago on March 6. Dozens of inventors pitched their products to DR experts in front of an audience on the show floor.

Members of the Cannella Response Television and Christopher Morgan Fulfillment teams enjoy Chicago during the Housewares show on March 6.

Media Stream Direct's Eitan Cohen, Tower Media's Phil Rozansky and Media Design Group's Stacy Durand catch up at the DRMA Chicago Reception at Vertigo Sky Lounge on March 7.

Ontel's Amit Khubani plays to the camera during the filming of a DRMA promotional video at the alliance's Chicago Reception at Vertigo Sky Lounge.

GSI Commerce's Doug Wille (left center) and Mercury Media's Matt Hermes (right) chat with industry cohorts at the DRMA Chicago Reception.

A group of DR, housewares and invention leaders are all smiles at the DRMA Chicago Reception.

Venable's Roger Colaizzi (left) and Jeff Knowles (right) flank Sempris' Ray Watson and Litle & Co.'s Paul Finley at Vertigo Sky Lounge on March 7.

During an industry event in New Orleans, the *Response* team treated a group of industry leaders to a special "Cocktail Tour" on Feb. 28. Here, at the Court of Two Sisters, are (l-r): *Response*'s John Yarrington, TransFirst's Brian McGarry, *Response*'s Dan Donati, creative writer Rick Petry, Datapak's Jeff McMann, West Direct's Eric Stracener, *Response*'s Thomas Haire, APG's Mick Rispoli, Dial 800's James Diorio and Thill Logistics' Todd Thill.

K-Paul's Louisiana Kitchen in New Orleans hosted a huge networking dinner, co-sponsored by *Response*, on March 2 in New Orleans. Companies including SF Video, Ordermotion, TransFirst, ASOTV Mobile, Ontel, Thill Logistics and Mercury Media took part in the festivities.