Response ... On the Road

February truly kicked off the direct response marketing industry's travel year, as many of the business' agency and vendor leaders descended on New Orleans for a two-day industry conference. The city's unparalleled history, eccentricities and amazing dining options made for a great time. At the same time, a few smaller get-togethers also turned up good business. Let's take a look to see who was out and about.

On Jan. 31, Little & Co. hosted a group of 20 industry leaders on a tour of some of New Orleans' most famous cemeteries, including the massive Metarie Cemetery (right, center). During the tour, West Direct's Doug Kline (left) and Litle's Tom Murphy explored a supposedly haunted tree.

On Feb. 2, APG's Mick Rispoli (left) hosted a dinner at Muriel's Jackson Square for Hawker Media's Brad Feldman, *Response*'s Thomas Haire, Threesource's Toby Cahill, *Response*'s John Yarrington, Mercury Media's Mark Biglow and West Direct's Eric Stracener.

On February 8, *Response*'s John Yarrington joined Euro RSCG Edge's Abed Abusaleh and Angela Norton, and Kevin Lyons of Lifetime/Opportunity Media at Laguna Beach, Calif.'s K'Ya restaurant.

On Jan. 30 and Jan. 31, a pair of groups enjoyed two of New Orleans' many "ghost and cemetery tour" options. Above, *Response*'s John Yarrington, Tracy Swanson and Synergixx's Scott Swanson, Thill Logistics' Nicola de la Salle and Karen Wilson, Media Design Group's Stacy Durand, Eve Gold and Synergixx's T.J. Muldoon, Todd Thill of Thill Logistics, *Response*'s Thomas Haire, and Mutiny Pictures' Michael Pierce and Seana Pierce started their tour at Lafitte's Blacksmith Bar on Jan. 30.

During the Jan. 30 French Quarter Ghost Tour, BJ Global's Romy Alahmari and Brandi Swenson (front) hang with *Response*'s John Yarrington, Mutiny Pictures' Michael Pierce and Synergixx's T.J. Muldoon.

On Jan. 31, Script to Screen's Alex Dinsmoor joined Dial 800's Barry Ross, *Response*'s John Yarrington, Datapak's Jeff McMann, SF Video's Steven Feinberg, Mercury Media's Mark Biglow, creative writer Rick Petry and Dial 800's James Diorio for dinner at Galatoire's.

On the final night in New Orleans, a group of industry leaders let their hair down at Bourbon Street's Krazy Korner. Here, Hawthorne Direct's Karla Crawford Kerr, Concepts TV Productions' Kristy Pinand-Dumpert and Moulton Logistics' Joel Crannell are all smiles.

A group of industry executives took an Airboat Adventure through the swamps near Lafitte, La., on Feb. 1. Here, airboat captain Louis shares some interesting facts about local flora and fauna (including the alligator population) with Mercury Media's Dan Danielson, Thill Logistics' Karen Wilson and Todd Thill and *Response*'s Adam Carrillo.

On Feb. 1, SF Video hosted a private event at New Orleans' House of Blues. Above, event host Steven Feinberg (left) and his wife Jenna (center) welcome Mercury Media's Mark Biglow (kneeling), *Response*'s Thomas Haire, Thill Logistics Nicola de la Salle and Steve Nober of Impact Radius.

A group of industry friends and colleagues joined for a dinner at the historic Commander's Palace on Feb. 1. Standing, left to right: IFS' Andy Arvidson, DRTV host Taylor Baldwin, *Response*'s Thomas Haire, Impact Radius' Steve Nober, *Response*'s Adam Carrillo, OrderMotion's Wendy LaHaye, *Response*'s John Yarrington, and Broadcast Communications Media's John Michaels and Doug Frankel. Seated, left to right: OrderMotion's Marty Fahey, Hawker Media's Brad "Tex" Feldman and JBT Media's Jessica Van Liew.

Below, Permission Interactive's Bob Greenstone joined Ideavillage's Andy Khubani and Lockard & Wechsler's Dick Wechsler at Super Bowl XLIV in Miami on Feb. 7.