

## But Wait, There's More!

### Response ... On the Road

The best of the direct response industry gathered Sept. 22 at Las Vegas' Haze nightclub to celebrate the Second Annual Direct Response Marketing Alliance (DRMA) Marketer of the Year Award. The event was one of many that week in Las Vegas where industry insiders danced, drank and networked the night away.

Below, party-goers surround Rick Petry, third from right, who produced the reveal video for the Second Annual DRMA Marketer of the Year Award and nominees.



Ron Levy of LG Development Inc., Marissa Monticolo of Synergix, Shari Altman of Altman Dedicated Direct, Jennifer Nading of Synergix, Aaron Rand and Shawn Reed of Synergix catch up Sept. 22 at Haze.



Mike Rally from Treehouse, Andres Calvo of Voltage NYC, Paco Sinta of HLG Solutions, and Michael Montgomery and Joseph Gray of REVShare are all smiles at the Marketer of the Year cocktail event.



Robert Logie of Studio Moderna, second from left, Lara Pennington of Planeta Directo and Brendan McCarthy of Creative Nations catch up with a friend at Haze nightclub.



Party-goers celebrate the win for Your Baby Can, which was named the Second Annual DRMA Marketer of the Year.



Heidi Ferguson of Koepfel Direct, Michelle Newcomb of Bose and Sarah Ledger of Hawthorne Direct mingle with the crowd during the cocktail and networking event for the DRMA Marketer of the Year Award.



WorldLink Media's Dan Casey, Lindsey Davis, Chrissy Doyle, Greg Chassman and Jessica Docter make an appearance at the DRMA Marketer of the Year party.



Response publisher John Yarrington, BJ Fazeli of BJ Global Direct, FitnessIQ's Johann Verheem and Bryan Sweeney, Adam Carrillo of Response, Michael Santry and Denise Kovac of Your Baby Can, Response editor-in-chief Thomas Haire and Michael Lin of FitnessIQ gather on stage for the naming of the MoY winner.







Fuse TV's Jason Miller and Sue Rasmussen, here with Adam Carrillo of *Response*, hosted a party Sept. 22 at Blush Boutique in Las Vegas.



Marty Fahey, Jane Schloth and Michaela Harkey host OrderMotion's Suite Party, Sept. 22 in Las Vegas.



Direct Response Academy's Greg Sarnow (seated, right) and Integrated Marketing's Rus Sarnoff (second from left) enjoy dinner Sept. 20 at Rao with John Yarrington, Thomas Haire and Adam Carrillo of *Response Magazine*.



At left, Maria Kennedy of Discovery Networks smiles with Thomas Haire and Adam Carrillo of *Response* during the Discovery Party Sept. 21 at Surrender in Encore at Las Vegas. Above, a crew of partygoers, including Mike Horner and Chris Dompier of AOR Direct and Rick Shiu of Beachbody, enjoy the Discovery party.



The Williams Worldwide TV and BJ Global Direct teams enjoyed a fabulous group dinner at Julian Serrano at Las Vegas' Aria on Sept. 21.



Dan Danielson and Mark Biglow of Mercury Media (center), with John Yarrington and Thomas Haire of *Response*, enjoyed the Los Angeles Angels-Oakland A's game on Sept. 27 in Anaheim, Calif.



The team from law firm Venable hosted a cocktail event at the Wynn Las Vegas on Sept. 23.

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