

But Wait, There's More!

Response ... On the Road

As always, the holiday season was a busy time for the direct response industry cocktail circuit. From coast to coast, revelers celebrated the end of another year and looked ahead to 2013. The event calendar was highlighted by the DRMA Winter Bash in New York on Dec. 11, where nearly 400 industry insiders turned out to celebrate and salute Member of the Year Nancy Lazkani of Icon Media Direct.



During the DRMA Winter Bash on Dec. 11 at New York Beer Co., Venable's Jeff Knowles, Ontel's Amit Khubani and Louie Brofsky, Before the Stores' Amar Khubani, Cannella Response Television's Caitlin Cooper, Ontel's Roger Israni and TELEBrands' Shail Prasad share a smile.



Icon Media Direct's Nancy Lazkani (third from right) celebrates her announcement as DRMA Member of the Year on Dec. 11 in New York. Joining her are *Response's* Thomas Haire, her son Jeff, her husband Joe, her daughter Sara and *Response's* John Yarrington.

John Yarrington of *Response* welcomes Mark Sullivan of Viacom Media Networks, the Winter Bash's title sponsor, to the New York Beer Co.



Six of the other nine nominees for the 2012 DRMA Member of the Year Award were also on hand at the Winter Bash on Dec. 11 in New York, including Curtis Kleinman of Swipe Payment Solutions, James Diorio of Dial800, Jane Schloth of OrderMotion, Gary Latz of a2b Fulfillment, Chuck Wilkins of Venable and Adam Warren of OpenJar Concepts.



Swipe Payment Solutions' fall mixer on Nov. 29 in Pacific Palisades, Calif., welcomed more than 100 industry insiders, including (above) Grand Slam Direct's Frank Battisti and Rob Albert, and Moulton Logistics' Loren Crannel, as well as (at right) Broadcast Communications Media's Ron Guerra and Doug Frankel, a2b Fulfillment's Debbie Skerly and Cannella Response Television's Sari Montrone.



BJ Fazeli of BJ Global Direct and his wife, Wendy, celebrate the opening of their Fazeli Cellars tasting room in Temecula, Calif., on Dec. 15.

Eric Arroyo of Murad chats with hosts John Cabrinha and Dan Danielson at Mercury Media's annual holiday soiree in Santa Monica, Calif., on Dec. 6.

