

## Response ... On the Road

As always, the annual Direct Marketing Association trade expo dominated the October calendar. The *Response* team was in Chicago for the event, including taking part in a panel discussion on multi-screen marketing and sponsoring an international cocktail and networking party.



The DMI/GMA Direct Margarita Invitational event during the DMA show in Chicago drew a solid crowd to Zapatista on Oct. 14, including Euroleads' Arnaud LeLann, Ulrike and Stephan Merz of D2M Merz, *Response's* John Yarrington, Thomas Haire and Dan Donati, and Cannella Response Television's Caitlin Cooper.



Mercury Media executive and long-time DR industry leader Barry Jacobs (above) was inducted into the Temple University Gallery of Success on Oct. 4 in Philadelphia. He was chosen as the School of Media & Communication honoree for the 16<sup>th</sup> annual event.



A. Eicoff & Co.'s Matt Cote, Comcast Spotlight's Tim Silvia and *Response's* Thomas Haire chat during a panel discussion at the DMA show in Chicago on Oct. 14.



DMI/GMA leader Matt Edgar (left) welcomes Mark Bridges and Amber Farmer to Zapatista in Chicago on Oct. 14.



*Response's* Dan Donati, Data Services Inc.'s Keith Messer, *Response's* John Yarrington and PacNet Services' Brendan Mahar enjoy the DMI/GMA event in Chicago.