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chicago association of direct marketing

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## Upcoming CADM Events

***Register Today!***

**Dear Jeff,**

Join us for our upcoming events! Come on out to a CADM event...meet new/old friends...get inspired...learn something new! We have a lot of choices...

### **CADM Annual Meeting on August 12th to Feature Chuck Underwood, Author of *The Generational Imperative*.**

Join is for a special event on Thursday, August 12th, as we feature Chuck Underwood as our keynote speaker on "The Generational Imperative for DM."

In the 1980s, they were "theorists". And there were only 5 or 6 of them. In the '90s, a few of them began to conduct the formal research that would prove their theories. In the 2000s, their discipline skyrocketed to prominence. Chuck Underwood, one of



those few pioneering scholars and one of the nation's elite generational consultants, will present an introduction to Generational Marketing Strategy. He'll explain how generations begin and end, identify our nation's five living generations: the G. I.'s, Silents, Boomers, GenX, and Millennials. The essence of successful Generational Marketing is to understand what happened to that generation during its unique formative years, identify the powerful generational core values that emerged from those unique

times and teachings, and then craft your marketing message so as to resonate with those core values. Open to CADM members, non-members, and guests! Venue: Petterino's Restaurant, Chicago. [Click here for details and to register online.](#)

Other highlights of our Annual Meeting & Volunteer Recognition Luncheon:

- Presentation of the 2010 Natalie P. Holmes Volunteer of the Year Award to Lynn Storey
- Transition of CADM leadership from 2009-10 President Cyndi Greenglass to 2010-11 President Ron Marsh
- Recognition of retiring Board members and introduction of 2010-11 Board

Thanks to our Annual Meeting sponsor, KnowledgeBase Marketing!



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### **CADM Book Club Announces Next Two Books & Meetings**

The CADM Book Club continues to grow! Open to CADM members at no charge, here are the next two scheduled events:

**[Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes](#)** by *Katya Andresen* - *Thursday, August 12 - 8:00 am to 9:30 am - DePaul University (downtown campus)*

**[Accelerated Disruption: Understanding the True Speed of Innovation](#)** by *Eric Lefkofsky* - *Thursday, October 14 - 8:00 am to 9:30 am - TargetCom, 444 North Michigan Avenue, Chicago*

### **September 15th Monthly Luncheon: "The Allure of Emerging Media for the Multicultural Audience"**

Details just [posted on our web site!](#) Join us on the *third Wednesday* (due to the Labor Day holiday) at a new venue -- Maggiano's Restaurant. We're still finalizing the panel presentation, but [check out who we've confirmed so far...](#)and stay tuned as we update the panel! We'll feature a discussion highlighting the success of emerging media in multicultural groups examined against standard cultural frameworks and ethnic identity models. Panelists will include leaders in social media, Web, and mobile marketing. (Sponsorship available!)

### **THANK YOU!**

As always, we value and appreciate our members' support by renewing their membership, referring new members to us, and sponsoring and attending our events!

Thank you,

### **Chicago Association of Direct Marketing**

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