



**CMA Ottawa invites you to a luncheon on
Tuesday, November 25, 2008**

Consumer Choice and Consumer Privacy: Implications for Canadian Marketers

With

Wally Hill

**CMA's Vice President of
Public Affairs and Communications**

Join CMA's Vice-President of Public Affairs and Communications, Wally Hill as he explores the key consumer marketing issues facing Canadian businesses, including the review of Canada's federal privacy law, the impact of the National Do Not Call List and the likelihood of anti-spam legislation.

As Vice-President of Public Affairs and Communications, Wally Hill has responsibility for the strategy and program development for CMA's activity in the public policy arena. His portfolio includes the Association's government relations, communications programs for members and the public, as well as the CMA's Ethics & Privacy and Postal Issues Committees, CMA's special-interest Councils and related research activities.

Wally's private sector background includes senior management positions with a major Canadian financial institution, as well as several years in the communications and government relations consulting business. Prior to that, he worked as a senior advisor at a number of federal government ministries, and he has served as Chief of Staff to the Minister of Industry, and the Government House Leader & Minister Responsible for Canada Post Corporation.

When: Tuesday, November 25th, 2008 from 11:45 a.m. to 2:15 p.m.

Where: Hampton Inn and Conference Centre, 100 Coventry Rd, Ottawa

Cost: \$ 35.00 for CMA members, \$ 50.00 for non-members

Plenty of free parking (Includes lunch, coffee, dessert, and a great opportunity to network with many other local marketing professionals.)

Presented by Canadian Marketing Association – Ottawa Chapter. The CMA hosts monthly networking and educational luncheons and seminars throughout the year. The CMA is a place of dynamic exchange among direct, interactive and customer contact marketing users, creators, managers and suppliers.

Please see reverse for registration form

Please register me for:
Consumer Choice and Consumer Privacy: Implications for Canadian Marketers
With
Wally Hill

CMA's Vice President of Public Affairs and Communications

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Hampton Inn & Conference Centre, 100 Coventry Rd, Ottawa, Ontario

Name: _____

Co. Name: _____

City _____ Province _____ Postal code _____

E-mail _____ Telephone _____ Fax _____

Please list all attendees in your party:

CMA Members: \$ 35.00

Non - Members: \$ 50.00

Please reserve: _____ seats _____ member(s) _____ non-member(s)

VISA Mastercard

Total \$ _____

Card # _____ Expiry date _____

Signature _____

Become a member of the CMA Ottawa Chapter and take advantage of the many benefits of membership, including reduced luncheon costs.
If you are interested, please check the box below and someone will contact you.
 I am interested in becoming a member of the CMA Ottawa Chapter.

Please RSVP to Joanne Thurlbeck FAX (613) 248-4667

EMAIL: jothurlbeck@rogers.com

Limited attendance: Registration is on a first come-first served basis.
If you are unable to attend please send someone else in your place.
No shows will be invoiced.



For a list of upcoming events visit: www.cmaottawa.com