



Canada Post to kick off the CMA luncheon series on Tuesday September 25, 2007

The Ottawa Chapter of the CMA is please to announce that Laurene Cihosky, Senior Vice-President, Direct Marketing Advertising & Publishing Business at Canada Post, will be our first speaker of the 2007-2008 luncheon series.

An industry expert in direct mail and integrated direct marketing work, Ms. Cihosky joined Canada Post after working as Vice President, General Manager, and Vice President, Client Services the Blitz Direct Data & Promotion. Her previous roles included Vice President at Vickers & Benson Direct, and Group Account Director at MacLaren McCann Direct.

With this deep marketing expertise to draw on, Ms. Cihosky will be sharing her insight into **what we need to do to thrive in the new marketing paradigm**. Her talk will address the state of Direct Mail in Canada today, the impact technology has had, and how the shift in consumer dynamics is driving new trends and changing the landscape.



When: Tuesday, September 25, 2007
11:45 a.m. to 2:15 p.m.

NEW VENUE: The Hampton Inn Conference Centre,
200 Coventry Road, Ottawa, ON K1K 4S3

Cost: \$ 35.00 for CMA members, \$ 45.00 for non-members

Your registration includes lunch, coffee, dessert, and a great opportunity to network with many other local marketing professionals.

Please see reverse for the registration form.

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. For more information, please visit us online at www.cmaottawa.com

Please register me for the
CMA luncheon series 2007/2008 Kick Off event with special guest speaker

**Laurene Cihosky, Vice-President, Direct Marketing Advertising & Publishing
Business at Canada Post, speaking on the topic of 'what we need to do to
thrive in the new marketing paradigm'.**

Tuesday September 25, 2007 – 11:45 a.m. to 2:15 p.m.

Hampton Inn – 200 Coventry Rd, Ottawa, ON

Name: _____

Title and company/organization name: _____

City _____ Province _____ Postal _____

E-mail _____ Telephone _____ Fax _____

Please list all attendees in your party: _____

CMA Members: \$ 35.00	Non - Members: \$ 45.00
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Please reserve: _____ seats for _____ members _____ non-members

VISA Mastercard Total \$ _____

Card # _____ Expiry date _____

Signature _____

**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. Visit our web site at: www.cmaottawa.com

**Why not 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 indicate below and someone will contact you.**

I am interested in becoming a member of the CMA Ottawa Chapter.

SPECIAL THANKS TO OUR EVENT SPONSORS:

