



**CMA Ottawa invites you to a luncheon on
Monday, September 29, 2008**

The ROI of Green

**Rosalie McGovern
Canada Post**

Making environmentally responsible decisions is increasingly important from a social, economic, and ethical perspective. This session will cover environmental issues that impact the direct mail industry and demonstrate how excellence and best practices in targeting, data hygiene and customer preferences can reduce costs and increase ROI.

Rosalie McGovern Rosalie McGovern joined Canada Post Corporation in 2007 as GM, Marketing and Business Development, Direct Marketing. She is responsible for Marketing Strategy and Segmentation for the Direct Line of Business.

Prior to joining Canada Post, Rosalie was at RBC from 2000 to 2007 where she held various roles including leading Marketing Strategy for credit card products and the Marketing Communications team.

Rosalie has won over 15 Canadian and international industry awards and was an instructor for the CMA's Advanced Marketing Program. She is on the Board of Directors of the CMA and is Chair of the Direct Marketing Council.



When: **Monday, September 29th, 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

ROI of Green

With

Rosalie McGovern, General Manager – Canada Post Corporation,

Monday, September 29th, 2008 – 11:45 a.m. to 2:15 p.m. @

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 _____ members _____ non-members

VISA Mastercard

Total \$ _____

Card # _____ Expiry date _____

Signature _____

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.

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

