

SILVER APPLES LUNCHEON  
AND AWARDS PRESENTATION

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Good afternoon, everyone. My name is JoAnne Monfradi Dunn and I'd like to welcome you to the 20th Annual Silver Apple Awards.

Today, we take a little time from our busy lives to honor some extraordinary men and women who have given so much of their lives to the industry we all share.

Today, we take a little time to stop and look back at the heritage and history of our Club and the rich legacy of leaders who inspired us then and who continue to inspire us now.

And lastly ... we take a little time to recognize the people who make up direct marketing's future.

If nothing else, our Club is a testament to a long tradition of accomplishment and excellence that we can all be proud of.

Holding this event in November, less than two weeks before Thanksgiving, seems very appropriate to me. There's much to be thankful for.

Budgets for next year are done -- or should be. Looking out over this audience, I see the faces of many friends that I've had the pleasure of knowing and working with. Many, if not all of us, enjoy the warmth and love of family. Business prospects for next year are looking up. We're all still here.

Whatever problems we may have -- big or small -- were not enough to stop us from gathering together and celebrating with our own. For these things and many others, I'm grateful.

Twenty years ago, the Silver Apples were established as a way of recognizing outstanding contributions to our organization. Then, as today, they were bestowed on high achievers who demanded the best of themselves -- and who, in turn, exemplified the meaning of the word winner.

In thinking about today's celebration, I was trying to come up with a theme or a unifying sentiment that would tie all our honorees together.

I came up with three things that befit all of them.

First, there is a confident sense of purpose. It's easy to come up with ideas. It's much harder to turn those ideas into reality and to give them a life of their own. Today's honorees understand how to win people over to their vision and to put together teams that not only succeed but prevail.

Second, there is a passion that drives everything they do. When you're building a company from the ground up, you need a drive to keep going in the face of overwhelming odds, naysayers and your own internal doubts. As someone who has spent the last three years building my own company, I'm able to recognize it when I see it. Today's honorees embody the zeal and determination to get the job done.

Third, there is a desire to give something back. No one in this business -- or any business, for that matter -- makes it on their own. We've all gotten breaks in our careers. If you're like me, you find that the best way to repay that debt is by a generosity of spirit to the community you're a part of. Today's honorees have devoted themselves tirelessly to the direct marketing industry. Whether serving on boards or teaching in classrooms ... whether fighting for new legislation or making new policies ... whether establishing scholarships or simply volunteering at a Club event ... they have shown themselves to be people of character.

There's a good reason why their names will join the list of past winners.

Earlier, I mentioned the future of direct marketing. I want to take a minute right now to talk about it.

Last week, I had the privilege of hosting the Student Career Forum sponsored by the Direct Marketing Day Foundation.

More than 300 students from local colleges and universities came together to hear some of our brightest pioneers and practitioners talk about direct marketing and how these young minds could have a rewarding career in the field.

I wish you could have been there. The energy in that auditorium was staggering to behold. These kids -- everyone under 25 is a kid to me -- these kids drank in every word that fell from the stage. They were bright and inquisitive and passionate and involved and curious and energized and a lot of other things.

And I thought to myself: I'm looking at the future of direct marketing. I'm looking at tomorrow's Silver Apple winners. Because if the kids in that room represent just a fraction of the talent that's out there, then our industry will be in great shape for at least another generation.

They demonstrated all the characteristics I observe in today's winners. And while those kids will have to wait 25 years to get their awards, today's honorees have already put in their time ... taught us by their example ... earned our respect ... and deserve their privileged place in the heritage and history of our Club.

On behalf of the board and the Past Presidents Council, I want to thank you for joining us in toasting their glory.

This year's Silver Apple recipients were chosen, as they always are, by the Past Presidents Council of the DMCNY. The nomination and selection process was led by my stalwart colleague John von Achen. Once again, John, you handled the assignment with grace and intelligence and I'd like to thank you for your hard work.

I'd like to take a moment to acknowledge the Past Presidents, many of whom are here today. As I call your name -- please stand. And please hold your applause until the last name is read.

Mike Buoncristiano

Bill Carney

Jeff Danowitz

Bill Denhard

Lee Epstein

Neil Mason

John Palmer

Jim Prendergast

Jerry Reitman

Brian Snider

Ralph Stevens

Penny Vane

Tom Zucas

Thanks to each of you for your on-going efforts in supporting the Club and our industry.

An event this size would be impossible without the contributions, fortitude and participation of a small band of dedicated people. Please join me in thanking the following:



[names to come]

I made mention before that we have a lot to be thankful for. You've just heard why -- extraordinary people. You'll hear about more of them today ... which brings me to our first speaker.

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## [INTRODUCTION OF VITO FORTUNA BY JOANNE]

If today's event is a recognition of professional accomplishment, then Vito Fortuna is entitled to be included in that recognition. Vito took the helm at a time when we were suffering financially and membership was dropping. Through hard work and conscientious planning, Vito helped bring about the rebirth of the Club. In the process, he reminded us how great this organization can be when you have the right people doing good work. Please give a warm welcome to the president of the Direct Marketing Club of New York, Vito Fortuna.

## [INTRODUCTION OF JIM PRENDERGAST BY JOANNE]

When the history of the Direct Marketing Club is written, Jim Prendergast will occupy a central role. As a Past President, Jim led the Club with courage and conviction. He has given so much of his time, that I don't know if his full-time position is running his own company or being a professional volunteer. What I do know is that we're richer for his contributions. To deliver today's invocation, please welcome our own direct marketing laureate, Jim Prendergast.

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Lunch is served ...

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## [INTRODUCTION OF VIDEO PRESENTATION BY JOANNE]

It's been said that the camera never lies -- which is either a good thing or a bad thing, depending on the type of hair day you're having. But more importantly, video preserves our Club's past and gives us a record of the faces and events that comprise our heritage. None of this would be possible without the insight and direction of the man behind the camera, Hank Hoke. Long before MTV, Hank realized the importance of the visual media and dedicated himself to becoming a skilled craftsman with a superb eye for catching just the right detail. Luckily for us, he applied that skill and dedication to the industry that he loves and challenges so much, direct marketing. Let's see -- did I forget anything? Oh, yeah. In his spare time, Hank relaxes by running a publishing company called Hoke Communications.

What you're about to see is our friends in front of the camera ... captured forever by our good friend behind the camera, Mr. Hank Hoke. Thank you, Hank.

[VIDEO PRESENTATION]

## [INTRODUCTION OF JOHN VON ACHEN BY JOANNE]

Whenever I see Hank's work, I'm amazed at what he's caught on tape -- and amazed even more at the amount of time and energy expended in the production studio to edit all that footage. Thank you, Hank, for almost single-handedly giving us a video archive that will last forever.

Before we start our main event, I'd like to add just one housekeeping note: for the first time in Club history, we'd like to end on time at 2:30. For the enjoyment of all, please be considerate of our honorees and set your cell phones on mute. And we'd appreciate it if you can stay until the end of the presentation. End of lecture.

I'd like to ask my co-presenter to join me now.

In addition to being the most recent past president of the DMCNY and this year's Silver Apple Event Chair -- John von Achen has more energy than a playground full of ten-year-olds and a twinkle in his eye that's just as mischievous.

Please welcome my friend and partner in crime, John von Achen.

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## [INTRODUCTION OF PENNY VANE BY JOHN]

Thank you, JoAnne. It's a pleasure to be able to share the stage with you again and bestow the Silver Apples on some very deserving colleagues. And thanks to all of you for your attendance today. It means a lot to us.

It can truly be said of today's first Silver Apple recipient that direct marketing runs in her blood. Instead of learning about our industry in school, Penny Vane learned her trade over the dinner table as the daughter of Peter Vane, one of direct marketing's early pioneers and himself a Silver Apple winner.

After working at her father's agency for 12 years, Penny launched her own company -- Cohn & Wells -- where she grew billings to almost \$100 million.

Not content to start only one company in her life, Penny founded Vane & Friends in 1997, which provides strategic and creative services to both clients and agencies.

If that weren't enough, Penny won the support of her colleagues by serving as the president of the Direct Marketing Club of New York, the president of the Association of Direct Marketing Agencies and as a board member of the John Caples International Awards for more than 15 years. As the mother of two boys ... neither of whom show an interest in following in the family business ... Penny reports that she is hard at work convincing them otherwise -- child welfare agencies, please note. Please join me in congratulating Penny Vane on winning a 2004 Silver Apple Award.

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## [INTRODUCTION OF ROBERT WIENTZEN BY JOANNE]

It's safe to say that everyone sitting here today -- indeed, everyone in our industry -- has been touched by our next Silver Apple recipient.

As president and chief executive officer of the Direct Marketing Association for almost eight years, Bob Wientzen demonstrated that he is a man of vision. Because of his foresight, our industry has won the right to self-regulation in matters of privacy, at home and abroad. He was an early advocate of electronic marketing.

During a 27-year career at Proctor & Gamble, he pioneered the use of direct marketing -- so much so, that they now maintain one of the world's largest consumer databases and regularly spend more money in direct response advertising and promotions than they do on television advertising.

Bob's vision extends to the world at large, too: He is chairman of the Paper Industry Association Council, which fights for earth-friendly industry practices. He has been a steadfast supporter of the Direct Marketing Club of New York and of direct marketing clubs around the country. The man is determined to make the world a better place. Please join me in congratulating Robert Wientzen on winning a 2004 Silver Apple Award.

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## [INTRODUCTION OF KATHY DUGGAN-JOSEPHS BY JOHN]

As every direct marketer knows ... without a good list, your promotion will go nowhere. Our next recipient knows this, too, and has devoted her career to matching the right list to the right mailing.

Kathy Duggan-Josephs started her career at Doubleday Book Clubs, where she helped create one of the first automated list rental processing programs in the industry.

In 1981, Kathy founded D-J Associates, offering personalized list brokerage and list management services to catalogs and other direct marketers. Thanks to her efforts, D-J Associates has been actively involved in the launch and growth of many premier catalogs in the industry, making their owners very successful in the process.

Here's another example of this business being a family thing: Kathy's husband Rich is the creator of BOOMS, the most widely-used software in the list industry. When she's

not offering her incredible expertise on list matters, Kathy devotes her time to many industry groups, including The DMA, Catalog Council and List Leaders ... and has been a familiar face as a judge in the Echos competition. Please join me in congratulating Kathy Duggan-Josephs on winning a 2004 Silver Apple Award.

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[INTRODUCTION OF CORPORATE AWARD / HORAH GROUP  
BY JOANNE]

It's now my pleasure to introduce the recipient of this year's Silver Apple for corporate contributions to the industry.

When The Horah Group was founded in 1981, the world was a very different place. Few people used personal computers, e-mail was non-existent, there was more time to read our promotions, and formats like the magalog had yet to really hit their stride. The landscape has changed dramatically since then -- and riding the crest of that dramatic wave has been The Horah Group.

From the beginning, The Horah Group's mission was to exceed its clients' expectations for service, quality and timeliness. From strategic planning to creative development ... list procurement to postal planning ... printing to analysis ... The Horah Group set a standard of innovative thinking, production competence and quality control that have helped hundreds of clients realize their goals.

In short, these guys know how to get the job done right -- and they are some of the nicest people you can expect to meet in this business. Please join me in congratulating Dick Goldsmith, founder and president of The Horah Group, on winning a 2004 Corporate Silver Apple Award.

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## [INTRODUCTION OF ALAN ZAMCHICK BY JOANNE]

Our next recipient shows us that when you're good at what you do, the industry takes notice, and rightly so.

Alan Zamchick joined CBS Publications as list marketing manager in 1981. In 1986, he became president of list management for WMI/Worldata. From there he became president of Household Targeting, a division of Unimail. He subsequently went back to CBS where he became list director, a position he holds to this day.

Folks, when you do your job well, the industry takes notice. You don't stay list director at a powerhouse like CBS Publications for almost twenty years unless you really know what you're doing. Please join me in congratulating Alan Zamchick on winning a 2004 Silver Apple Award.

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## [INTRODUCTION OF LINDA HUNTOON BY JOANNE]

Like many of us, our next recipient discovered direct marketing accidentally. Linda Huntoon began in the order department of Walter Karl. It didn't take her long to rise to vice president and to pioneer Proprietary Promotional Databases and Hotline Marketing Techniques.

In 1992, she became president of her own brokerage division at ClientLogic Specialists Marketing Services. As executive vice president for Direct Media, Inc., she maintains her own accounts while working with the Corporate Executive Team to develop systems and strategies to support all their clients.

Linda has shared her wisdom and experience as a speaker at industry events and as a writer for several trade publications. Like all our recipients, she has given back to our industry, notably The DMA, WDMI and as chair of the List/Database Council. In the middle of all this activity, she's



also found the time to raise four sons and indulge four grandchildren. Please join me in congratulating Linda Huntoon on winning a 2004 Silver Apple Award.

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## [INTRODUCTION OF JONAH GITLITZ BY JOANNE]

Our final Silver Apple recipient should be familiar to all of you. For almost 12 years, Jonah Gitlitz was president and chief executive officer of the Direct Marketing Association. During that time, he helped to increase The DMA's revenue from \$10 million to almost \$23 million dollars. He nearly doubled company membership.

Looking to fight the good fight, Jonah battled the Washington establishment on tax, privacy and consumer protection issues on behalf of the entire industry and did so with a gentleman's grace and tenacity.

Jonah's career is studded with one accomplishment after another. Prior to taking on The DMA's awesome responsibilities, Jonah was president and board member of the Lillian Vernon Corporation, managing editor of Television Digest and executive vice president of the American Advertising Federation. He has served on the board of both non-profit and for-profit organizations.

Among his many triumphs, he has been honored with the Mal Dunn Leadership Award, the Miles Kimball Medallion and been inducted into The DMA Hall of Fame. After today, he can add one more honor to his trophy room. Please join me in congratulating Jonah Gitlitz on winning a 2004 Silver Apple Award.

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## [CLOSING COMMENTS BY JOANNE]

Ladies and gentlemen ... that concludes the 2004 Silver Apple Awards ceremony. On behalf of the honorees and the men and women who helped make this event possible, I'd like to thank you for your attention and attendance today. Until we get together again, I wish all of you peace and prosperity. Thank you.

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