
MEMO

Patrick Fultz
Duncan Gray
Peter Riley
Steven Di Manni
Gary Scheiner
Nancy Harhut

Subject: Caples Call For Entry – Hot talent

Dear Fellow Judges,

I have good news and bad news.

First the good news. Our search for the world's greatest direct marketing creatives is over! My scout in Portland came across Spire Express agency and it was there she found the work of Bowen Depke and – oh my word – Bowen's work is so beautifully crafted I think maybe elves make it in the dead of night and leave it out the following morning in return for little shoes.

Legend has it that one of Bowen's direct mail pieces was so good that the recipient's wife left him for the mailman. In my next life I'm coming back as an envelope so Bowen can lick me.

Now for the bad news. We have no clue as to whether Bowen will enter any of that genius work into the XXIX John Caples Awards.

I want you to contact Bowen and get that awards entry and don't take "NO" for an answer. I mean it!

Sally

**They're calling you the
midwife because you
always deliver!
A friend**

A WORD FROM THE JOHN CAPLES AWARDS PRESIDENT

Whew! THREE fantastic Donors for our XXIX Caples CFE: 20:20 London, with a hilarious, multi-page concept; Toppan, with a Xerox printer that can personalize anything; Conformer Expansion Products and Printex Packaging with a patented see-thru envelope. Finding a compelling new way to solicit a qualified response; making new and different techs work with each other; and then combining everything in a familiar, but newly intriguing package with an

unexpected touch – that was the XXIX Caples challenge. Our Donors are geniuses! They did it! And so the hunt is on for the best Response advertising available in this universe. That's why we must have your work, your entries, YOUR brilliance. Hurry! Grab the early-bird discounts and enter now. I can hardly wait for Caples Night to see what you've won!
xx and

THE JOHN CAPLES AWARDS

The John Caples Awards are named in recognition of the outstanding creativity of the founding father of direct marketing, John Caples. An internationally acclaimed author, John defined direct marketing response advertising, and spent many years promoting recognition

for creatives who work within this rigid discipline. In honor of John Caples, our awards are only given to active members of winning creative teams.

CAPLES BOARD AND COMMITTEE

OFFICERS

BOARD CHAIR/PRESIDENT/CEO
Andi Emerson, President
The Emerson Marketing Agency
E: aae@emersonia.com

CHIEF FINANCIAL OFFICER
Michael Moroney, President
Moroney & Vermont
E: moroney@creativehalworks.net

CORPORATE SECRETARY
Juanita T. James, VP/DM Strategy
& Business Development
Pitney Bowes, Inc.
E: juanita.james@pb.com

EVP/CHIEF OPERATING OFFICER
Patrick Fultz, President/CCO
Grayhair Direct
E: pfulz@grayhairdirect.com

DIRECTORS
SVP/STRATEGY & DEVELOPMENT
Lawrence W Kimmel, Chairman/CEO
Grey Direct
E: kimmel@grey.com

SVP/INTERNATIONAL
Sid Liebenson, EVP
Director of Marketing – Drift
E: sliebenson@drift.net.com

SVP/JUDGING DIVISION
Gary Scheiner, EVP, ECD
FCB
E: gscheiner@fcb.com

VP/AWARDS SHOWCASE
Paul Furman, President/CD
Freelance Furman & Friends
E: paulfurman@optonline.net

VP/BOARD MEMBER AT LARGE
Stephan Juhasz, Ind. Sales Rep
Precision Technologies
E: sajuhasz@aol.com

VP/CREATIVE
Steven D Mann, SVP/CD
McCallery, Gottlieb & Lane
E: sdmann@mgny.com

VP/EVENTS

Lange Taylor, VP/
Associate Marketing Director
Digitas
E: ltaylor@digitas.com

VP/FUND RAISING
Peggy Nadler, Pres
Peggy Nadler Assoc., Inc.
E: peggy@peggnadler.com

VP/WEBSITE
Jon Fox, President
X Communications
E: jfox@xworld.com

DIRECTOR EMERITUS
Lee Epstein, Chairman
DMDF, Inc.
E: lee.epstein@dmdf.org

DIRECTOR EMERITUS
Loren Granville, VP/Eastern Sales
Bankrate, Inc.
E: lgranville@bankrate.com

COMMITTEE

XXIX GENERAL CHAIR
Ian Beer, CSO, U.S.
TEQUILA
E: ian.beer@tequila.com

ARCHIVIST
Marcia Guest, Chief Poochah
Scream'n' Lobsters Studio
E: mguest@pld.net

AWARDS
Gary Bimblick, Pres.
B & R Productions
E: gbimblick@brpromo.com

COMMUNITY RELATIONS
Kathleen Blalek, Asst. AC
SankyDirect
E: kbalek@sankydirect.com

DATABASE

Rock Savage, Prop.
Disembodied Brain in The Basement
E: dsembodiedbrain@yahoo.com

DESIGNER – BOOK/DISPLAYS

Kristina Tenner, Partner
Design Elements
E: kenten10@tjtm.com

EDITOR/WRITER – BOOK
Druanne Dillon, President
D.H. Dillon, Inc.
E: druanne.dillon@verizon.net

ENTRY PROCESSING
George McGreal
Fulfillment Plus
E: george.mcgral@fulfillmentplusny.com

FUND RAISING – UK
Mal Mildenhall, Commercial Director
ProximityWorld
E: maldenhall.m@proximitylondon.com

PUBLIC RELATIONS
Ray Roel, Associate Director,
Worldwide Communications
McCann Worldgroup
E: ray.roel@mccann.com

REGISTRATION
Stu Boysen, Exec. VP
Heka Communications
E: stuboyen@earthlink.net

TRAVEL ARRANGEMENTS
Connie Greenspan, EVP
Alltour International
New York, New York 10020
800/847-7486 (US only)
E: connie.greenspan@alltour.com

VOLUNTEERS
Terry Fiore, Assistant Professor/
Chair, DM Department
Fashion Institute of Technology
New York, NY 10001
E: terrance_fiore@fitnyc.edu

WEBSITE
Amy Prosen, Associate Producer
X Communications
E: aprosen@xworld.com

JUDGING DIVISION

DIRECTOR
Gary Schaner, EVP/ECD
FCB New York
E: gschaner@fcb.com

CHAIR – ROUNDS 1 and 2
Valeria Foley, SVP/CD – Doner
E: vfoley@donerus.com

CHAIR – ROUND 3
David Hackett, SVP/Grp CD
Euro RSCG 4D
E: dave.hackett@EuroRSCG.com

CHIEF JUDGE – UNITED STATES
Peter White, EVP/GCD
Wunderman, NY
E: peter_white@wunderman.com

CHIEF JUDGE – EUROPE/AFRICA
Duncan Gray, ECD
Proximity, London
E: grayd@proximitylondon.com

CHIEF JUDGE – PACIFIC RIM/ASIA
Jim Thomas, CD – Clemenger BBDO
E: jim.thomas@clemengerbbdo.co.nz

CHAIR – U.S. INTERACTIVE
Mat Zucker, ECD – R/GA
E: mat.zucker@rga.com

CHAIR – INTERNATIONAL INTERACTIVE
Peter Riley, ECD – 20:20 London
E: peter.riley@2020london.co.uk

CHAIR – EAST COAST
Nancy Harhut, SVP/
ECD Relationship Marketing
Hill Holiday
E: nharhut@hhcc.com

CHAIR – MIDWEST
Ron Copeland, CDMO
Rodgers Townsend
E: rcopeland@rodderstownsand.com

CHAIR – WEST COAST
Jonathan Butts, ECD – Publicis Dialog
E: jonathan.butts@publicis-usa.com

DONORS

CFE Printing Sponsor
Xerox Corporation
800 Phillips Road,
Webster, NY 14580
1-800-ASK-XEROX
www.xerox.com/creative

CFE Printing
Toppan Printing Company
America, Inc.
1100 Randolph Road
Somerset, NJ 08873
P 732-469-8400
F 732-469-1808
www.ta.toppan.com/

Envelope Patented Design
Conformer Expansion Products
60 Cuttermill Road Suite 509
Great Neck, NY 11021
516-504-6300 x307
bnakofsky@conforminc.com
www.conforminc.com

Envelope Printing and Manufacturing
Printex Packaging Corporation
555 Raymond Drive
Islandia, New York 11749
P 631-234-4300
F 631-234-4840
www.printexpackaging.com

Envelope Material
Klockner Pentaplast
3585 Klockner Road
Gordonsville, VA 22942
540.832.3600 540.832.5656
www.kplfilms.com

Lettershop and Data Work
Tom McCauly
Com-Pak Services
385 New Albany Road
Moorestown, NJ 08057-1120
T 856-802-1900 F 856-802-1040
mccaulyt@com-pak.com
www.com-pak.com

Mail Tracking
Cameron Belamy
President
Grayhair Software
124 Gailther Dr. Suite #160
Mt Laurel, NJ 08054
T 856-727-9372
F 856-727-1315
cbelamy@grayhairssoftware.com
www.grayhairssoftware.com

ENTER AT WWW.CAPLES.ORG