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**NEW MEMBERS**
Maria Grantham  
American Council Exercise

Karina Lorenz  
Consultant

Chris Hoag and Claudia Teran  
North American Communication

Doug Hansen  
On Target Marketing

Dixie Cutright, Terrie Garcia, Jay Garner, and Bonnie Papa  
Pacific Communication Concepts, Inc.

Paul Watkins  
Quad/Graphics, Inc.

Randall Amerine  
The Kerry Collection

Lawrence Sundram  
Unitrin Direct

John Stein  
West of Five Creative Solutions

**UPCOMING EVENTS**

**Monthly Luncheon** — Third Tuesday of the month (except in Dec.)  
at 11:30 a.m. at the La Jolla Radisson, 3299 Holiday Court

**October 16**  
“How to Build Your Web Site Traffic Without Relying on Search Engines” Presented by Russ Phelps of The Idea Factory

**November 20**  
“Internet Ad Research, Print and Copy Testing” Presented by Dr. Sandra Marshall of Eye Tracking Company

**December 11**  
(Second Tuesday) 10:30 a.m. Silent Auction; Speaker will be the recipient of the Margaret Sellers Award Direct Marketing by the Numbers — Database-Driven Creative that Gets Results” Presented by Laurie Beasely of Beasley Direct Marketing, Inc.

**January 15**  
Board Meetings — Monday following luncheon at the La Jolla Radisson, 3299 Holiday Court

**SDDMA supports SAFE**  
www.aboutsafe.org

**“HOW TO BUILD...” continued from page 1**

- How to set up joint ventures and affiliate programs to create large waves of traffic

  Don’t miss this hands-on presentation by one of the masters of direct marketing. Russ Phelps is a Del Mar-based marketing consultant and advertising copywriter who has worked with more than 600 companies since 1978. His clients include Fortune 500 companies and many smaller businesses and entrepreneurs. He has created thousands of marketing campaigns for direct mail, print, publicity, Internet, e-mail, TV, radio, back-end marketing, and ancillary marketing.

  Three years ago, Russ says he was “dragged kicking and screaming” into the online world, where he was delighted to find that direct response marketing principles, intelligently applied to this new medium, are still the most effective way to profit on the Internet. Russ may be reached at www.russphelps.com or by calling (858) 831-1668.

  Mark the date—October 16, 11:30 a.m. — and register today for this powerful presentation that could add major dollars to your bottom line!

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**UPCOMING EVENTS**

**Join SDDMA. Get $200 of DM magazines free!**

**NEW MEMBERS**

Please welcome these new members to SDDMA:

Maria Grantham  
American Council Exercise

Karina Lorenz  
Consultant

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