

**Media Contacts:**

Brad Wills  
Wills & Associates, Inc.  
Tel. 301.767.1919  
[bwills@wills-pr.com](mailto:bwills@wills-pr.com)



**2009 ERA D2C Convention to Highlight Achievements of Women in the Direct Response Industry**

***Show to Feature Women in Business Pavilion in Exhibit Hall and Day-Long Educational Symposium***

**ARLINGTON, Va. – August 25, 2009** – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, is underscoring the contributions of women in the direct response business at the 2009 ERA D2C Convention with the debut of a day-long educational symposium and the Women in Business Pavilion in the exhibit hall.

“Women have been taking the direct response industry by storm, creating new opportunities for themselves and forging a path for others,” said Julie Coons, ERA’s president and CEO. “We believe that the symposium and exhibits in the pavilion will inspire other women to pursue their dreams of achieving success in this market.”

Opening the 2009 ERA D2C Convention on Sunday, September 13, is the Women in Business Symposium. The symposium opens with a session featuring Paula Begoun, best-selling author and CEO and founder of Paula’s Choice Cosmetics and Beautypedia.com. Following a networking luncheon is a panel discussion with “Women in Direct Response,” which includes speakers such as Fern Lee of Factor Nutrition Labs LLC, Collette Liantonio of Concepts TV, Maria Kennedy of Discovery Communications, Joan Renfrow of Onyx Productions Direct and Ava Seavey of Avalanche Creative Services Inc.

On Monday, September 14 and Tuesday, September 15, attendees have the opportunity to connect with past, current and future women leaders in the direct response industry at the Women in Business Pavilion in booth 1000 in the exhibit hall. The Women in Business Pavilion – co-sponsored by ERA and Manatt, Phelps & Philips LLP – offers D2C participants and

attendees a dynamic meeting environment on the show floor to network with peers, meet with invited guests, build new relationships and make important business connections.

“New this year, the Women in Business Pavilion offers 2009 ERA D2C Convention attendees the opportunity to network with women at the forefront of the direct response industry, and learn more about how they are building successful direct response businesses,” said Linda Goldstein, a partner at Manatt, Phelps & Phillips. “We are proud to host the Pavilion that highlights the extraordinary achievements of women in this industry.”

For more information about the 2009 ERA D2C Convention, or to register, please visit [www.D2Cshow.org](http://www.D2Cshow.org). Stay connected by following us on:

-  <http://twitter.com/d2c09>
-  <http://www.facebook.com/pages/ERA-D2C-Convention/126939091060>

#### **About the 2009 ERA D2C Convention**

The Electronic Retailing Association’s 2009 ERA D2C Convention is the 19th annual show where the industry’s top technology innovators, manufacturers, buyers and marketers meet to learn about the hottest trends in the direct-to-consumer marketplace and meet with partners and potential customers to seal critical business relationships. The event will feature more than 2,500 attendees and 125 exhibitors, a variety of educational sessions on cutting-edge e-retailing strategies and expansive networking opportunities, as well as wide variety of events on the trade show floor. For more information, please visit [www.D2Cshow.org](http://www.D2Cshow.org).

#### **About the Electronic Retailing Association**

Representing a more than \$300 billion market, the Electronic Retailing Association (ERA) is the only trade association in the U.S. and internationally that represents leaders of the direct-to-consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. ERA members include some of the industry's most prominent retail merchants, including Acorn Corporation, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Jewelry Television, QVC, ShopNBC, and Thane. For more information about ERA, please visit [www.retailing.org](http://www.retailing.org).