



ADVOCACY SUPERACHIEVER CHRIS GASSETT

ERA PROTECTS AND GROWS MARKETING'S BEST SELLERS.



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

For 20 years, ERA has been a steadfast advocate by maintaining productive working relationships with governing legislative bodies and regulatory agencies to effect change for the greater good. HSN is among the many members that regard advocacy as one of ERA's most valuable attributes.

HSN, a longtime member, sheds light on some of the legal issues that have created the biggest challenge in its day-to-day operations, and discusses how ERA's involvement with advocacy has made a significant impact on its overall business. retailing.org/superachievers

SUPERACHIEVERS

ADVOCACY

Chris Gasset, HSN



SUPERACHIEVERS

ACCESS²

WISDOM

ADVOCACY

SELF-REGULATION

THE CHALLENGE

As a leading interactive multichannel retailer and television shopping network, HSN must comply with any legislation and initiatives concerning e-commerce, advertising regulations, privacy, data security and many other issues affecting the direct-to-consumer marketing industry. And because many regulations change so rapidly, it's often challenging to keep pace with the new laws and regulations as they develop. Just ask Chris Gasset, VP/senior counsel at HSN.

THE OBJECTIVES

To overcome this obstacle, HSN established three key objectives, according to Gasset. The first objective is to gain as much insight into these evolving areas of the multichannel/e-commerce regulatory and legal framework by attending ERA-sponsored events and discussing them with fellow ERA members. Secondly, HSN relies on ERA's access to Capitol Hill and federal agencies, where Gasset can meet with decision-makers and express the opinions of our industry. The third objective is to forge relationships with other industry experts—whether they work for other direct response retailers, outside law firms, production companies or service providers.

HSN takes full advantage of all ERA's government affairs opportunities, such as the regularly scheduled government affairs committee meetings and conference calls, the annual GA Fly-In, visits that ERA organizes to government agencies, insight from ERA's lobbyists, and access to the many experts in their field who regularly attend ERA meetings and give presentations to the members. "All of these events play a key role in HSN's government affairs strategy," says Gasset.

THE RESULT

HSN is able to remain informed of important legislative and governmental updates by leveraging ERA's resources. He adds, "We are also provided the opportunity to meet with colleagues and industry experts to discuss any common issues we face, as well as discuss how we could potentially react to them. ERA has always been a very productive way for HSN to keep informed, be seen on Capitol Hill and have our opinions heard."

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Representing a more-than \$300-billion market, the Electronic Retailing Association (ERA) is the only trade association that represents the global leaders of the direct-to-consumer marketplace—companies which use the power of direct response to sell goods and services on television, online and on radio. Email membership@retailing.org for more information about joining ERA.