

DMAW Marketing AdVents

Direct Marketing Association of Washington and its Chapters in Baltimore & Central Virginia

AUGUST 2003, Vol. XXXXII No. 8

On August 20, join DMAW members to tour AB&C Groups' National Fulfillment Center in historic Charles Town, West Virginia. Details on page 6.

39 Million New Prospects Are Waiting For You

by Eva Bowie

Over the past decade, many organizations have tried to reach new prospects by mailing into Canada and Europe. What if you could reach new prospects right here in the U.S, where we know all of the postal, trade and banking regulations? According to the 2000 Census, there are 39 million Hispanics in the continental U.S. and Puerto Rico. That's more than the entire population of Canada!

What makes Hispanics so desirable to market to? Here are a few facts about this up-and-coming demographic group:

1. Hispanics are America's fastest growing segment. Due to a higher birth rate and continued immigration, officials predict that this group will number 56 million by the year 2010.
2. Current buying power is estimated at \$492 billion. And it is expected to reach \$900 billion by 2012.
3. This is a young group—35.7 percent of Hispanics are under 18, as compared to 23.5 percent of non-Hispanic whites.
4. As a group, Hispanics tend to be more brand-loyal. Combine this with fact #3, and watch the LTV grow!
5. Median family income is rising. The number of families with annual incomes of more than \$40,000 rose by about 80 percent in the last 20 years, and is growing at a rate almost three times faster than non-Hispanic whites.
6. Hispanics are eager to learn more about new products—in Spanish. Eighty-eight percent of Hispanics learn Spanish as their first language. And even many who consider themselves bi-cultural speak Spanish at home and are raising their children bilingually.
7. The average Hispanic receives about as much mail in Spanish in a year as the general population receives in English in a month! So they are much more likely to open and read it. And as we all know, that's more than half the battle.

"Okay," you say. "If it's such a good idea, why isn't everyone doing it?" Well many organizations *are*, with much success. Those who *aren't* generally fall into two categories: those who've tried it once and failed, and those who want to but don't know where to start.

Continued on page 4



Michelangelo, Patsy Watt, Lizzie the Iguana and Ralph Lauren Walk Into A Bar...

By Bobbi Kittner and Randy Jones

Michelangelo didn't sweat it out by himself while he painted the Sistine Chapel; he had the help of 13 people. Some of our greatest scientists and inventors also worked their magic with the support of a *team*. Edison recruited assistants. Einstein bounced his ideas and theories off three contemporaries, all well-known scientists in their own right.

All these people have one thing in common...*very* successful collaboration. So what was their secret? We found everything *we* needed to know about collaboration *in the word* "collaboration."

CO—CO-THINKER VS. CO-WORKER

"Great groups are coordinated teams of original thinkers," says Warren Bennis in his book *Organizing Genius, the Secrets to Creative Collaboration*. "People who are engaged in groundbreaking collaborations have a high regard for people who challenge and test their ideas."

Bobbi confirms that some of her most successful work has come from sharing ideas *honestly* within a group. The important distinction is to *not* be negative, judgmental or overly critical.

Randy relies on positive interaction with his "Yes/And" method of group collaboration. "Yes, I love the idea of using illustrations *and* it can be even more effective if we bleed them off the page."

New directions and **breakthroughs come from collective thinking** based on honesty and respect.

L—L IS FOR LOVE...OF COURSE!

Randy's fifth-grade teacher, Patsy Watt, always told him to "write about things you really

Continued on page 8



UPCOMING EVENTS...

August 20: Tour and Picnic Lunch at AB&C Group

August 21: 1 To 1 With... Jack Fauntleroy; Building Growth and Program Bridges with Association Affiliate Organizations

IN THIS ISSUE...

EXECUTIVE DIRECTOR'S PERSPECTIVE	3
DMAW EVENTS	6
MAXI AWARDS	9-13
PRODUCTION	14
FUNDRAISING	15
POSTAL DEVELOPMENTS	16
NEWS NOTES	17
NEW MEMBERS	18
VOLUNTEER CLOSE-UP	19

Continued from page 1

love.” Interesting advice considering he was obsessed with his dog and TV’s “Dark Shadows” at the time. What was he going to write about... a barking vampire terrorizing mid-Missouri?

Mrs. Watt’s real lesson? **Enthusiasm is necessary to succeed.** The energy of positive thinking is the essential glue to successful collaborations.

In his book, “*The 17 Essential Qualities of a Team Player*,” John Maxwell states, “The thing that saved Harley-Davidson was one of the things it always had going for it: the passion of employees and customers for the motorcycle that bore the company’s name.”

In 1981, 13 passionate executives bought the company, brought it back from the brink of disaster and helped turn Harley-Davidson into a business with net sales of more than \$2.9 billion today.

LAB—KANSAS, 1978.

Biology Lab was held in a special room at the end of the hall where Lizzy the Iguana lived. Every day after lunch Bobbi would go there.

“It was a special place full of possibilities. I was assigned a lab partner and it was the only class where we were allowed to talk to one another while we did experiments. At first it was awkward, but we had to learn to work together to light the Bunsen burner!” says Bobbi.

All collaborative efforts need their own special place and the right tools—a place to learn how to light the fire with the help of other people.

B.O.—EVER HEARD OF RIGHT GUARD? Forgive the extra “B” but we needed it to make an important point. **It stinks when collaboration fails.**

A few years ago, Randy was performing on stage. It was July. It was hot. And Jack, another cast member, was hygienically-challenged. It was *not* pleasant.

This was not an impossible situation, yet no one would address the *problem*. Instead, the entire cast held their breath and pretended nothing was wrong.

Collaboration relies on honesty *without* fear. If the cast had shared their feelings within an honest circle of communi-

cation, they could have established a course of action, defined a facilitator and honored Jack *and* themselves.

RAT—AS IN, “I SMELL A...”

No, we’re not returning to odoriferous Jack. We’re referring to the feeling of being betrayed by someone who “rats” on you. Collaboration breaks down when anyone on the team starts to feel vulnerable.

Patrick Lencioni, in his book *The Five Dysfunctions of a Team*, places **the absence of trust as the number one reason for a team’s failure.**

Annette Simmons believes you can gain trust through storytelling. In her book, *The Story Factor*, she says “the telling and hearing of stories is a bonding ritual...”

Bobbi includes storytelling as a way to begin the day. “We take the first few minutes to check in with one another. I used to skip this because I thought I was too busy. Then I realized that I felt lonely and separated from the rest of the team.”

I—THERE IS NO “I” IN THE WORD “TEAM.”

Collaboration depends on interdependence. Check your ego at the door before entering into a collaborative effort. Egos defeat idea generation and erode team building.

The MindZoo Raptors girls’ softball team ranked seventh out of eighth going into the end-of-season tournament against the undefeated Lovettsville Sizzler. The Lovettsville team had literally *slaughtered* the Raptors earlier in the season.

The Raptors, ages 10-12, approached the game as a true team. No fears. No regrets. Just softball. The final score was Raptors: 13, Sizzler: 10.

ON—YOU SHOULD BE COMMITTED!

No, we’re not carting you off to a psych ward. **Being committed or “on” is the most active ingredient of the entire collaboration process.** Everyone has to be “mission-conscious” and willing to strive for the group goals. It takes more than just showing up at the right time. It’s about accountability and nurturing results.

COLLABORATION— ALL TOGETHER NOW...

In the 21st century, the old mentor/apprentice model is being replaced with the

Thank You

**DMAW Clients for 15
years of mutual success.**

Office Remedies

Since 1988 we have been the trusted projects partner to market research companies, professional associations and direct marketers. Office Remedies offers survey and research project outsourcing, data coding and entry, analysis and report writing. We specialize in optimizing data collection by mail, phone and Internet.

Call for your free
project consultation.

703.478.0910

www.OfficeRemediesInc.com

A WBENC certified woman-owned business

staggering potential of collective thinking. “Non-trivial problems require collaborative solutions,” says Marty Neumeier in his article on teamwork for *Critique* magazine.

Today, collaboration is the key process for growth. An individual must learn how to become a team player as more companies are looking for the savvy specialist who is able to bring his/her talent to an integrated team.

If Michelangelo and 13 assistants can adorn the Sistine Chapel... then Randy, Derek, Carmen, Perry, Kathy and Maria can certainly pull off the Ralph Lauren Paint “antique leather” look in his family room.

Each of them will be receiving a copy of this in advance of the project. ✉

Bobbi Kittner of Kittner Design and Randy Jones of MindZoo are collaborators on a variety of direct marketing projects. Visit them online at www.mindzoo.net or contact Randy at Randy@mindzoo.net or 703.771.2490.