



Welcome to the

Hudson Valley DMA

A club designed to support direct marketing professionals from the Hudson Valley area, and beyond.

“You are what you know. Only knowledge can build on success and minimize failure.” -Lester Wunderman

Annual Events

Members will tell you that our club is a particularly welcoming organization. You don't have to be a member to attend an HVDMA event. However, members do receive valuable benefits, so we hope you will join us today. Some of our popular annual events include:

- Meet the Presidents
- Round Table Sessions
- Coach Nick Business-Building Workshops
- Networking Cocktail Party
- Meet the Masters of Direct Marketing
- Holiday Gala



Mission Statement

The HVDMA is a non-profit, educational and networking club for Direct Marketing professionals from Connecticut, New York and New Jersey.

Its goal is to support the Direct Marketing industry by creating opportunities for professionals to network, to learn, and to contribute to the DM community through fundraising and by sharing resources and expertise. The HVDMA provides a showcase for the Hudson Valley DM industry's best practices, and provides quality education through its programming and its affiliation with the Pace University Direct Marketing Program. This affiliation enables the HVDMA to support newcomers to the industry, through a formal scholarship program as well as informal mentoring and exposure to industry leaders.

Membership

Activities include a year round curriculum of luncheon seminars and panel discussions featuring DM industry leaders. Networking sessions precede each luncheon, enabling attendees to meet with colleagues and make new business connections in a comfortable, non-sales oriented atmosphere.

Membership Benefits

- **Rates:** We offer membership rates for both Corporations and Individuals (for sole proprietors or freelancers). Corporate membership does not require a minimum number of members to join the club.
- **Discounts:** Members receive a discount on all HVDMA events.
- **Members-Only Events:** Members enjoy special members-only events such as Brown Bag seminars presented by an expert in the field, offered to members at a substantial discount off their usual cost; and the Summer Cocktail Party.
- **Advertising:** Members can promote their business via literature at our events, and in our online Directory, with listings that include a link to your website.
- **Sponsorships:** Every HVDMA event provides sponsorship opportunities for member organizations to promote their capabilities.
- **Education:** Members can take advantage of educational opportunities at the Pace University program of Direct and Interactive Marketing. Additionally, member organizations can tap into the program for interns, research assistants and business consultations with faculty advisors.

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HVDMA is affiliated with the Direct and Interactive Marketing program at Pace University, Lubin School of Business. The HVDMA provides annual scholarships to students in the Pace Direct Marketing program. In return, our members receive these valuable benefits:

- **Interns and Qualified Personnel:** Member organizations can tap into the Pace program as a source of interns or part-time staff for short-term assignments.
- **Research Resources:** Pace students are available to help you design and conduct research projects.
- **Courses:** HVDMA members can take courses within the Pace Direct & Interactive Marketing program, without having to be matriculated. Courses are available on campuses in Pleasantville, Manhattan and White Plains.
- **Pace University Marketing Faculty:** Pace University professors are available to consult with you to meet your business challenges. Faculty members are also available as speakers or facilitators for educational events at your company.





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