

Jock Bickert Honored with 1997 DMer of the Year Award

At the December 3rd RMDMA luncheon meeting, Jock Bickert was announced as the winner of the 1997 Direct Marketer of the Year award (DMoY). This annual RMDMA honor is awarded to a local direct marketer who has made outstanding and long-term contributions to our DM community and the industry as a whole.

Jock's distinguished career made him a natural choice for this award: In 1975, he founded National Demographics & Lifestyles (NDL) with an investment of \$500 and a staff of 1.5 full time employees. He sold NDL to the R.L. Polk & Co. in 1988, having grown it to more than 500 employees! NDL's pioneering role in database marketing is widely recognized and has been the subject of two Harvard Business School case studies in entrepreneurship.

In 1988, Jock was recognized as the "List Leader of the Year" by the national Direct Marketing Association. In 1993, he also received the DMA's "Ed Sisk Award" for his innovations in direct marketing.

In 1993, Jock founded Looking Glass Inc. and introduced Cohorts, the company's innovative market segmentation system for implementing customer-focused market-

ing strategies. As the CEO of Looking Glass, Jock continues to direct the development of cutting edge DM technology.

Jock somehow found time along the way to assist in the birth of the RMDMA itself and he's been a valued contributor ever since. He also served six years on the Board of Directors of the national Direct Marketing Association and is currently a trustee of the Direct Marketing Educational Foundation (DMEF).

Jock is also a frequent guest lecturer at the Harvard, Notre Dame and Stanford business schools and a regular presence at DMA and AMA events. Whew.

At our December 3rd meeting, Jim Morris presented Jock with the DMoY trophy and introduced a short video on Jock's personal and career highlights. With typical modesty, Jock wasn't expecting the award. In fact, he almost missed the ceremony by arriving late, still dressed in his mountain biking gear, fresh from one of those 18-mile "warm-up" rides he loves so well.

Jock's last-minute arrival in brightly-colored Lycra contrasted sharply with the many tuxedos and glittering gowns in the crowd, and rattled our RMDMA photographer so much that he forgot to remove his lens cap. As a result, we're forced to run this artist's rendition of Jock's triumphant moment on the award stand...

We salute you, Jock Bickert! Your outstanding career, consummate professionalism, and your warm and witty friendship have been an inspiration to us all.

TK



What a day! Jock's two great passions in life — DM and mountain biking — finally came together at our December 3rd award ceremony.

January

Luncheon Meeting

January 7, 1998
Denver Athletic Club
1325 Glenarm Place, Denver

Blending DM and Sales:
5 Ways to Get the
Synergy Started

Speakers
Becky Medved, Saligent Inc.

11:00 a.m. - Orientation for
New & Prospective Members

11:00 - Power User Forums on
Sales Lead Management and
Database Marketing
(Free for members, \$5 for non-
members. Please reserve space
when confirming your lunch
reservation).

11:30 - Sign-in and Networking

12:00 - 1:30 p.m. - Lunch and
Feature Presentation
Members: \$25
Non-members and Guests: \$30
(Members save \$5 by prepaying
with a check or credit card.)

Reservations
298-5100, ext. 5882

Upcoming RMDMA Events

FEBRUARY 4, 1998

Database Marketing:
A Cataloguer's
Perspective

Speaker
Barbara Standish
Crate & Barrel