



Direct Response Forum

Press Release

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Payment Passion Rocks in Memphis at the 21st Annual DRF

Brookfield, WI The Direct Response Forum (DRF), the leading trade association for payments professionals, with over 500 members, will hold its annual forum on Monday August 9th through Wednesday August 11th, 2010 at the historic **Peabody Hotel** in Memphis, TN.

This year's forum, *Payment Passion Rocks in Memphis*, will provide a variety of educational sessions designed to give card-not-present merchants real-time strategies for streamlining payment processes and cutting costs. The forum will feature leading experts including;

- **Patti Freeman Evans** *Forrester Research, eBusiness and Channel Strategy*
- **Jeff Thredgold**, *Economist, CEO of Thredgold Economic Associates*
- **Keith Harrell**, *President, Harrell Performance Systems*
- **Anita Boomstein**, *Partner, Hughes, Hubbard, & Reed, LLP*

"Every year we attract the leading Internet, catalogue, and direct response merchants who collectively conduct billions of dollars in credit and debit card transactions annually. The non-competitive and non-sales environment of the forum allows participants to discuss and share issues and ideas. This is the conference to attend if you want to learn the best practices in the payment industry." says Chantal Gaspie, DRF Executive Chair.

The forum will include valuable information on the latest trends in existing and emerging payment methods, PCI, recurring payment challenges, chargebacks, fraud, back office operations, international payments, new legal issues, and other related topics. Registration information is available at <http://www.directresponseforum.org>

About Direct Response Forum, Inc.

The Direct Response Forum (www.directresponseforum.org) brings together leading direct merchants, acquirers, card companies and service providers for two days of interactive panels, breakout sessions, and roundtable discussions focused on key topics affecting the customer/card not present (CNP) merchant community. The Direct Response Forum is a not-for-profit educational organization that is managed by a Board of Directors that are executives at leading companies including Aegon Direct Marketing Services, Affinion Group, Ancestry.com, Expedia Inc., HD Publishing Group, Info USA, L.L. Bean Inc., Microsoft Corporation, ShopNBC, and The College Board.