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## Ridpath Named President of KCDMA

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(KANSAS CITY) --

Angela Ridpath of Bernstein-Rein has been named the 2009 president of the Kansas City Direct Marketing Association.

Ridpath will lead a 16-member board of directors in the organization's mission to provide top-notch educational programming, networking opportunities and recognition of excellence in direct marketing. KCDMA aims to improve the awareness and practice of direct marketing, locally and nationally.

"There is so much energy and enthusiasm around one-to-one marketing," Ridpath said.

"The momentum around connecting with a consumer on a personal, one-to-one level is growing, and KCDMA has always been a driving force."



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Ridpath is an experience planning director at Bernstein-Rein in Kansas City. She has held several board positions with KCDMA over the past several years, most notably as vice president of special events, overseeing Ambits and the annual fund raiser.

Ridpath will represent Kansas City at the national Direct Marketing Association Conference later this year.

“It’s exciting to see the industry explode and to be an integral part of it,” Ridpath said.

KCDMA was founded in 1948 when direct marketing was gaining momentum but modern direct marketing had not been established. A small, dedicated group of professionals in direct mail united to protest an impending postal hike, led by direct marketing trailblazer Martin Baier (KCDMA’s first president). Today, KCDMA has about 300 active members, including leading corporations, service providers, consultants and agencies.

The association is one of the largest DMA chapters in the nation – after Chicago and New York.

“She is going to be a great president,” said past Direct Marketer of the Year Sarah Cline. “She is a great representative of BR and the KC marketing community, and will represent us well in a national arena.”

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