

Attendee List by Last Name  
2009 Media Conference and Tradeshow  
Hilton New Orleans Riverside  
March 4–6, 2009

**A**

**Abadia, Maria**

TNS Media, New York

**Abruzzo, Joe** (*Speaker*)

MPG, New York

**Adams, Tom**

SQAD, Tarrytown, NY

**Adams, Daniel**

MidFirst Bank, Oklahoma City

**Adelman, David**

Mindshare, New York

**Alecia, Suzanne**

Out of Home Video Advertising  
Bureau, New York

**Alexander, Nicole**

Pointlogic USA Inc., New York

**Allen, Kyle**

FKM, Houston

**Amill, Andrew**

*WeightWatchers Magazine*,  
New York

**Andreas, Michelle**

The Nielsen Company,  
New York

**Arden, Allison**

*Advertising Age*, New York

**Ascher, Neil**

Zenith Media Services,  
New York

**Atkinson, Pamela**

Crosby Marketing  
Communications,  
Annapolis, MD

**Atkinson, Paul**

NNN, New York

**Auerbach, Abby**

Television Bureau of  
Advertising, New York

**B**

**Bacci Mirque, Barbara**

Association of National  
Advertisers, Inc., New York

**Baer, Art**

Brite Media Group, Minneapolis

**Baer, Joy**

Strata Marketing, Chicago

**Baker, Lee**

Campbell Mithun, Minneapolis

**Ball, Frank**

The Nielsen Company,  
Wilton, CT

**Barbara, Lauren**

Chrysalis, New York

**Barberini, Sophia**

Donovan Data Systems,  
New York

**Baron, Roger**

DRAFTFCB, Chicago

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**Barton, Gig**

Retirement Living TV,  
Columbia, MD

**Bartholomew, Thomas**

ICON International,  
Stamford, CT

**Bauschard, John**

MediaBank LLC, Chicago

**Baynton, Paul**

Nielsen/IMS Interactive  
Market Systems, New York

**Beloyianis, Jim**

Katz Media Group, New York

**Benarroch, Joe**

Mediabrand, New York

**Benjou, Paul**

Datran Media, New York

**Bernoff, Josh** (*Speaker*)

Forrester Research,  
Cambridge, MA

**Bernstein, Robert**

DRAFTFCB, Chicago

**Bestler, Dave**

KS95, St. Paul, MN

**Bhatia, Allison**

MediaBank LLC, Fort Lee, NJ

**Bifulco, Kathy**

Wilkins Media Company,  
Atlanta

**Black, Cathleen**

Hearst Magazines, New York

**Black, Scott**

SRDS, Des Plaines, IL

**Blackshaw, Pete** (*Speaker*)

Nielsen Online, New York

**Blair, Elizabeth**

Brand.net, San Mateo, CA

**Blome, Dave**

COREMedia Systems Inc,  
Fairfield, NJ

**Bloom, Jonah** (*Speaker*)

*Advertising Age*, New York

**Bloxham, Mike** (*Speaker*)

Ball State University, Muncie, IN

**Blum, Robin**

SQAD, Tarrytown, NY

**Boehme, Jeff**

The Nielsen Company,  
New York

**Bolger, Lynn**

comScore, New York

**Bolt, Jennifer**

The Integer Group,  
Lakewood, CO

**Borman, Dee Dee**

RET Media/Turner Broadcasting  
Systems, Atlanta

**Bourassa, Diane**

Brite Media Group, Minneapolis

**Bouvard, Pierre**

Arbitron, New York

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**Boyko, Rick** (*Speaker*)  
VCU Brandcenter,  
Richmond, VA

**Bradtke, Brian**  
Experian® Simmons<sup>SM</sup>,  
New York

**Brady, George**  
Arbitron  
Columbia, MD

**Breen, Ken**  
Donovan Data Systems,  
New York

**Briele, Alex**  
MediaBank LLC, Chicago

**Briggs, Rex** (*Speaker*)  
Marketing Evolution,  
El Dorado Hills, CA

**Brill, Molly**  
MidFirst Bank, Oklahoma City

**Brown, Evan**  
Jay Advertising, Inc.,  
Rochester, NY

**Brown, Oveda**  
Arbitron, Columbia, MD

**Browning, Heidi**  
MySpace, San Francisco

**Buerger, Stephen**  
Starcom Worldwide, Chicago

**Buhlmann, Jerry** (*Speaker*)  
Aegis Media, London,

**Burkhart, Rob**  
Strata Marketing, Chicago

**Burleson, Dana**  
Wilkins Media Company  
Atlanta

**Burton, Gigi**  
GlynnDevins, Overland Park, KS

**Buryk, Alexis**  
*The New York Times*, New York

**Bush, Michael**  
*Advertising Age*, New York

**Businski, Mark**  
Alloy Media Marketing,  
New York

## C

**Calder, Steve**  
Mullen mediaHUB,  
Wenham, MA

**Calhoun, Greg**  
OneDomain Inc,  
Birmingham, AL

**Campbell, Donna**  
4A's, New York

**Campbell, Karen**  
Campbell-Ewald, Warren, MI

**Cannon, Paul**  
Arbitron, Atlanta

**Capone, Andrew**  
National Cable  
Communications/AMS,  
New York

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<b>Carens, George</b> SRDS, Des Plaines, IL	<b>Church, Mike</b> Google Inc., New York
<b>Carneiro, Clara</b> Arbitron, Columbia, MD	<b>Cipolla, Barbara</b> MediaCom, New York
<b>Carter, Steve</b> Capital One Services, Inc., Mc Lean, VA	<b>Clancy, Kevin</b> ( <i>Speaker</i> ) Copernicus Marketing Consulting, Waltham, MA
<b>Casper, Jeff</b> Traffic Audit Bureau, New York	<b>Clark, Anne</b> Sterling Jewelers, Inc., Fairlawn, OH
<b>Caylor, Matthew</b> MANSI Media, Harrisburg, PA	<b>Clausen, Greg</b> Doner, Southfield, MI
<b>Chapman, Andy</b> Mindshare, New York	<b>Clerkin, Margaret</b> Mindshare INTERACTION, New York
<b>Checkeris, Doug</b> MediaCom, New York	<b>Clifford, Stephanie</b> ( <i>Speaker</i> ) <i>The New York Times</i> , New York
<b>Chen, Audrey</b> Merck & Co., Inc., Whitehouse Station, NJ	<b>Clinton, Michael</b> Hearst Magazines, New York
<b>Chen, Jay</b> <i>Asian Fortune Newspaper</i> , Haymarket, VA	<b>Coffin, Jarvis</b> Burst Media Corp, Sudbury, MA
<b>Cheng, Kipp</b> 4A's, New York	<b>Cognac, Bernadette</b> SRDS, Des Plaines, IL
<b>Chesler, Matt</b> Deutsche Bank, New York	<b>Cohen, Bob</b> Scarborough Research, New York
<b>Christoph, Elaine</b> Universal McCann, Birmingham, MI	<b>Cohen, David</b> Universal McCann, New York
<b>Church, Lisa</b> eMarketer, New York	<b>Cohen, Philip</b> CARE Media Holdings Corp, Tampa, FL

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**Cole, Maureen**

The List, Atlanta

**Combs, Patti**

Ypartnership, Orlando, FL

**Comerford, Francis**

NBC Local Media, New York

**Coleman, Greg**

Platform A, New York

**Connolly, TJ**

WGN America, New York

**Connolly, Lauren** (*Speaker*)

BBDO New York, New York

**Conway, Jen**

TNS Media, New York

**Coons, Dale**

Campbell-Ewald, Warren, MI

**Copeland, Brad**

SKY IT Group / QlikView,  
New York

**Cotton, Ed** (*Speaker*)

Butler, Shine, Stern & Partners,  
Sausalito, CA

**Coulter, Ellen**

The Advantage Software  
Company, Mooresville, NC

**Crain, Christopher**

Advertising Age, New York

**Creamer, Matt**

*Advertising Age*, New York

**Crouch-Boyd, Shannon**

Arbitron, Dallas

**Crystal, Scott**

*TV Guide*, New York

**Cunning, Jamie**

Mediamark Research Inc.,  
New York

**Cunningham, Sean**

Cabletelevision Advertising  
Bureau, New York

**Cutforth, Dan** (*Speaker*)

Magical Elves, Los Angeles

**Czetty, Steve**

SKY IT Group / QlikView,  
New York

## D

**Daigh, Rachel**

The Johnson Group, LLC,  
Chattanooga, TN

**Dallaire, Seth**

Microsoft Corporation, Chicago

**Daugherty, Wayne**

Raycom Media, Inc.,  
Montgomery, AL

**Davis, Stephen**

SRDS, Des Plaines, IL

**Davis, Timothy**

The Advertising Council,  
New York

**DeBrunner, Mary**

Starcom Worldwide, Chicago

**De Sousa, Vicky**

Telmar Information Services  
Corp, New York

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**Dean, Becky**

Catalina Marketing, Saint  
Petersburg, FL

**Del Spina, Catherine**

Catherine Del Spina &  
Associates, Inc., Purdys, NY

**Del Toro, Helga**

De La Cruz & Associates,  
Guaynabo, PR

**Delaurier, Trish**

SRDS, Des Plaines, IL

**DeLauro, Danielle**

Cabletelevision Advertising  
Bureau, New York

**Dennler, Bruce**

Canoe Ventures, New York

**DeSena, Bob**

IOGLOBAL, Inc., Fairfield, CT

**Dettro, Timothy**

ABC Television Network,  
New York

**DeWees, Patty**

Capital One Services, Inc.,  
Richmond, VA

**Diard, Leslie**

Duncan Channon, San Francisco

**Dickens, Carl**

TNS Media, New York

**DiToro, Charlie**

Brite Media Group, Minneapolis

**Dizon, Oliver**

ESPN Customer Marketing and  
Sales, New York OK!

**Donahue, Michael**

4A's, New York

**Donnarumma, John**

GroupM, New York

**Donohue, James**

Pfizer Inc, New York

**Donohue, Lisa** (*Speaker*)

MediaVest USA, New York

**Doyle, Kathy**

Universal McCann,  
Birmingham, MI

**Doyle, Lee**

Mediaedge: cia, New York

**Drake, Anne**

TNS Media Research, New York

**Drucker, David**

Strata Marketing, Chicago

## E

**Eadie, Wayne**

Magazine Publishers of America,  
New York

**Eastman, David**

Pointlogic USA Inc., New York

**Echaniz, Monique**

MithoffBurton Partners,  
El Paso, TX

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**Edwards, Carol**  
Arbitron, Columbia, MD

**Ehlers, David**  
Zenith Media Services,  
New York

**Elton, Tim**  
Mindshare, New York

**Encelewski, Dustin**  
Rentrak Corporation,  
Portland, OR

**Epley, Cynthia**  
LM&O Advertising,  
Arlington, VA

**Erhardt, Edward**  
ESPN Customer Marketing and  
Sales, New York

**Erichson, Sara**  
The Nielsen Company,  
New York

## **F**

**Fay, Sarah** (*Speaker*)  
Aegis Media North America,  
Boston

**Federman, Stanley**  
Telmar Information Services  
Corp, New York

**Ferguson, Christine**  
BOHAN Advertising|Marketing,  
Nashville, TN

**Feuer, Jack**  
MediaPost, Thousand Oaks, CA

**Fine, Jon**  
*Business Week*, New York

**Finn, Lisa**  
Nielsen/IMS Interactive Market  
Systems, New York

**Finneran, Thomas**  
4A's, New York

**Fischer, Carl**  
*Business Week*, New York

**FitzGerald, Geri**  
*Mediaweek*, New York

**Fitzpatrick, Janet** (*Speaker*)  
Initiative, New York

**Flanagan, Sean**  
LevelVision LLC, Roanoke, VA

**Flynn, Kelly**  
Experian® Simmons<sup>SM</sup>,  
New York

**Foxgrover, Chick**  
4A's, New York

**Francoli, Maria Luisa** (*Speaker*)  
MPG, New York

**Frank, William**  
VMS, New York

**Franks, Claire**  
4A's, New York

**Freisner, Randy**  
Ingenuity Media at The Martin  
Agency, Richmond, VA

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**Freitas, Stephen**

OAAA, Washington

**French, Stephanie**

Jordan Associates, Inc.,  
Oklahoma City

**Fried, Larry**

SQAD, Tarrytown, NY

**Fuelling, Rick**

LearnSomething Inc,  
Tallahassee, FL

**G**

**Gabor, Karen**

Active International,  
Pearl River, NY

**Gaffney, Kevin**

COREMedia Systems Inc,  
Fairfield, NJ

**Gagnon, Rich** (*Speaker*)

DRAFTFCB, New York

**Galassi, Nick**

MediaBank LLC, Chicago

**Gallagher, Kevin**

Starcom Worldwide, Chicago

**Gardner, Maggie**

Keating Magee Advertising,  
New Orleans

**Garjian, Janice**

Television Bureau of  
Advertising, New York

**Garramone, Nick**

National Cable  
Communications/AMS,  
New York

**Garrido, Connie**

Chrysalis, New York

**Gee, John**

Eloda Corporation, New York

**Geller, Harold** (*Speaker*)

4A's, New York

**Gentzel, Kevin**

*Forbes*, New York

**George, Matthew**

JWT, New York

**Gerard, Melissa**

StoreBoard Media, New York

**Gerster, Alec**

Microsoft Corporation,  
New York

**Ghedine, Jackie**

*Advertising Age*, New York

**Gianfredi, Janine**

Google Inc., New York

**Girgins, Stu**

The Nielsen Company, Chicago

**Glassberg, Richy**

TV Guide Network, New York

**Glazer, Marty**

National Mobile Billboards LLC,  
Fort Lauderdale, FL

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**Glenday, Greg**

Katz Marketing Solutions,  
New York

**Goidel, Melissa**

Brand.net, San Mateo, CA

**Goldman, Elissa**

Ingenuity Media at The Martin  
Agency, New York

**Goldstein, Marc** (*Speaker*)

GroupM, New York

**Gotlieb, Irwin** (*Speaker*)

GroupM, New York

**Graf, Randy**

Alloy Media Marketing,  
Harrisburg, PA

**Graham, Barbara**

KMR Group North America,  
Austin, TX

**Graham, Nolan**

Starcom Worldwide, Chicago

**Green, Peggy**

Zenith Media Services,  
New York

**Gropper, Jeff**

Adspace Networks, Inc.,  
New York

**Grund, Melissa**

National Cable Communications,  
New York

**Grusd, Cammy**

Microsoft Advertising,  
New York

**Guy, Candace**

Jordan Associates, Inc.,  
Oklahoma City

**Guzman, Gerardo**

Nielsen Media Research,  
Chicago

**H**

**Hadfield, Lorraine**

The Nielsen Company,  
New York

**Haeffner, Pete**

*TV Guide*, New York

**Haener, Kenneth**

Pfizer Inc, New York

**Haines, Mike**

Facebook, Atlanta

**Hall, Kris**

Wilkins Media Company,  
Atlanta

**Hamill, Jeff**

Hearst Magazines, New York

**Hamilton, Abbie**

Wilkins Media Company,  
Atlanta

**Hanley, Carol**

Arbitron, Columbia, MD

**Harrington, Sean**

Arbitron, Columbia, MD

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**Harris, Jim**

Wall Street Journal Office Net,  
Chicago

**Harris, Jordan**

SNTA, New York

**Harris Millard, Wenda**

Martha Stewart Living  
Omnimedia, New York

**Harrison, Jason**

Mediabrand, New York

**Hausman, Jenn**

Corder Philips, Charlotte, NC

**Hayden, Marty**

Workhorse Software Company,  
Evanston, IL

**Hayes, Celeste**

Guideposts, New York

**Helfstein, Jason**

Oppenheimer & Co. Inc.,  
New York

**Hellman, Elizabeth**

Alloy Media Marketing,  
New York

**Helm, Burt**

*Business Week*, New York

**Herkovic, Catherine**

The Nielsen Company,  
New York

**Hetzel, Cathy**

Rentrak Corporation,  
Portland, OR

**Hill, Nancy** (*Speaker*)

4A's, New York

**Hinnant, Carol**

Rentrak Corporation,  
Portland, OR

**Hoffman, Adonis** (*Speaker*)

4A's/Washington, Washington

**Holland, Gary**

*Barron's*, New York

**Holliday, Shaun**

MPG, New York

**Holowicki, Kevin**

GlaxoSmithKline,  
Research Triangle Park, NC

**Hoogstrate, Harald**

Pointlogic USA Inc., New York

**Huang, Lung**

Arbitron, New York

**Huber, Jennifer**

Morgan + Company,  
New Orleans

**I**

**Iarocci, Maria**

Experian® Simmons<sup>SM</sup>,  
New York

**Idell, Cheryl**

The Nielsen Company,  
Los Angeles

**Incalcatera, Tony**

KMR Group North America,  
Austin, TX

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**J**

**Jack, Ian**

Mediamark Research Inc.,  
New York

**Jacoby, Ari**

New York, NY

**Johnson, Donna Lynn**

Clients Profits Worldwide,  
Marietta, GA

**Johnson, Eric**

ESPN, Inc., New York

**Jones, Tim**

Zenith Media Services,  
New York

**Jones, Gordon**

Rentrak Corporation,  
Portland, OR

**Jones, Anthony** (*Speaker*)

Aegis Media, London

**Jordhamo, Ava**

Zenith Media Services,  
New York

**K**

**Kahn, Greg**

Optimedia International  
U.S., Inc., New York

**Kahn, David**

Wall Street Journal Office  
Network, New York

**Kane, Pat**

CRN International, Inc.,  
Hamden, CT

**Kanojia, Chet**

Navic Networks, Waltham, MA

**Kassan, Michael** (*Speaker*)

Media Link, LLC, Los Angeles

**Keating, Rosemarie**

Media Monitors,  
White Plains, NY

**Keefe, Kathleen**

Hearst Magazines Enterprises,  
New York

**Keeshan, Harry**

PHD USA, New York

**Kefale, Makeda**

OAAA, Washington

**Kelley, Jacki**

Martha Stewart Living  
Omnimedia, New York

**Kelley, Sky**

CARE Media Holdings  
Corp, Tampa, FL

**Kent, Harvey**

Donovan Data Systems,  
New York

**Keown, Brad**

Facebook, Chicago

**Kersh, Candice** (*Speaker*)

Frankfurt Kurnit Klein & Selz,  
New York

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**Kerwin, Anne Marie**

*Advertising Age*, New York

**Keys, Korena**

Lawrence & Schiller,  
Sioux Falls, SD

**Keywell, Brad**

MediaBank LLC, Chicago

**Kidd-Harper, Carolyn**

TNS Media, Chicago

**Kiernan, Eileen**

Martha Stewart Living  
Omnimedia, New York

**Kirby, Scott**

Wilkins Media Company,  
Atlanta

**Kite, Jim** (*Speaker*)

MediaVest USA, New York

**Klar, Neil**

SQAD, Tarrytown, NY

**Klein, David**

*Advertising Age*, Chicago

**Klein, Jason**

Newspaper National Network,  
New York

**Kleinman, Gary**

*TV Guide*, New York

**Kloprogge, Peter**

Pointlogic USA Inc., New York

**Knoll, Scott**

Datran Media, New York

**Koerner, Greg**

MediaBank LLC, Chicago

**Kostolansky, Dave**

SRDS, Des Plaines, IL

**Koury, Kyra**

The Nielsen Company,  
New York

**Kramer, Denise**

SRDS, Des Plaines, IL

**Kultgen, Paul**

The Nielsen Company, Chicago

**Kumar, Nalini**

4A's, New York

**Kume, Yasumi**

YOMIKO Advertising Inc.,  
Minato-Ku, Tokyo

**Kupiec, Dave**

National CineMedia, New York

## L

**LaBarbera, Theodore**

4A's, New York

**LaManna, Damien**

Morgan + Company,  
New Orleans

**Lampert, Joe**

MediaBank LLC, Fort Lee, NJ

**Lane, Brian**

The Nielsen Company,  
Wilton, CT

**Langer, Mark**

ICON International,  
Stamford, CT

**Lanzano, Steve**

MPG, New York

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**Laughlin, Karen**

LM&O Advertising,  
Arlington, VA

**LaVerde, Jo**

The Nielsen Company,  
New York

**Lawrence, Beth**

Yahoo!, Inc., New York

**Lee, Daryl**

Universal McCann, New York

**Leedy, Derek**

Mediasmith, Inc., San Francisco

**Lehmkuhl, Lynn**

Newspaper National Network,  
New York

**Lerner, Alan**

OoHsolutions.com,  
Minnetonka, MN

**Levine, Michael**

Galleon Group, New York

**Levy, Howard**

Buena Vista Television,  
New York

**Levy, Paul**

Strata Marketing, Chicago

**Lewin, Gene**

TVB ePort, New York

**Lindner, Gregg**

Scarborough Research,  
New York

**Liodice, Robert**

Association of National  
Advertisers, Inc., New York

**List, Karen**

*The New York Times*, New York

**Little, Ken**

National Cable  
Communications/AMS,  
New York

**Livek, William**

Experian Services Corp.,  
Schaumburg, IL

**Ljubicich, Lauren**

Pfizer Inc, New York

**Loesch, Paris**

TNS Media, New York

**Luft, Jordy**

Peter A. Mayer Advertising, Inc.,  
New Orleans

**Lund, Mark**

NBC Local Media, New York

**Lunt, Bonnie**

Miami Ad School, New York

**Lusher, Jack**

The Nielsen Company,  
Oldsmar, FL

**Lynch, Suzanne**

Pointlogic USA Inc., New York

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## M

**MacCourtney, Leo**

Eagle Television Sales,  
New York

**Magnussen, Ryan** (*Speaker*)

Ripe Digital Entertainment,  
Hollywood, CA

**Maitra, Tara**

TiVo Inc., New York

**Makhijani, Shawn**

NBC Local Media, New York

**Malloy, Alena**

Horizon Media, New York

**Mane, Sherrill** (*Speaker*)

Interactive Advertising Bureau,  
New York

**Mann, Elaine**

CARE Media Holdings Corp,  
Tampa, FL

**Manor, Wyatt**

Claritas, New York

**March, David**

Erdos & Morgan, Ramsey, NJ

**Marchese, Joe** (*Speaker*)

SocialVibe,  
West Hollywood, CA

**Margolis, Liz**

Active International,  
Pearl River, NY

**Marks, Clifford**

National CineMedia, New York

**Marlowe, Samantha**

SQAD, Tarrytown, NY

**Martin, Dave**

Ignited, LLC, El Segundo, CA

**Martin, Bob**

LevelVision LLC, San Francisco

**Martin, Gary**

Newspaper National Network,  
Chicago

**Martinez, Jose**

Mediaedge: cia /Puerto Rico,  
San Juan, PR

**Matetich, Kirsten**

Microsoft Corporation,  
New York

**Mayers, Rodney**

Adify Corporation,  
San Bruno, CA

**Mazey, Kendra**

Campbell-Ewald  
Warren, MI

**McAfee, Cori**

Nielsen Online, New York

**McCurdy, Bob**

Katz Marketing Solutions,  
New York

**McCurry, Jeff**

St. John & Partners,  
Jacksonville, FL

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**McFarland, Barbara**

The Nielsen Company,  
New York

**McFarland, Deirdre**

Scarborough Research,  
New York

**McFee, Karen**

Mediasmith, Inc., San Francisco

**McGee, Mike**

The Advantage Software  
Company, Mooresville, NC

**McGorty, Anita**

MediaVest USA, New York

**McGurn, Kevin** (*Speaker*)

Hulu, New York

**McHugh, Yvonne**

Scarborough Research,  
New York

**McMurray, Chuck**

Experian® Simmons<sup>SM</sup>,  
New York

**Melin, Rich**

BOHAN Advertising|Marketing,  
Nashville, TN

**Mellone, Jillian**

Advertising Week 2009,  
New York

**Mendenhall, Michael** (*Speaker*)

Hewlett-Packard Company,  
Palo Alto, CA

**Messina, Andrew**

ABC Television Network,  
New York

**Meyer, Jamie**

VCI Solutions, Austin, TX

**Michel, Walter**

Comcast, Philadelphia

**Micklos, Ryan**

Donovan Data Systems,  
New York

**Miller, J.D.**

Strata Marketing, Chicago

**Miller, Sherry**

Scarborough Research,  
New York

**Minsky, Jeff** (*Speaker*)

OMD, New York

**Miranda, Helen**

4A's, New York

**Mitchem, Melanie**

Universal McCann, New York

**Molay, Carrie**

Howard-Sloan-Koller Group,  
New York

**Molinero, Amy**

*Guideposts*, New York

**Molkenthin, Steve**

New Age Media Systems,  
New York

**Montalto, Michelle**

4A's, New York

**Moore, John**

Mullen mediaHUB,  
Wenham, MA

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**Morgan, Eric**

Morgan + Company,  
New Orleans

**Morrison, Tom**

Experian® Simmons<sup>SM</sup>,  
Marietta, GA

**Mure-O'Neill, Lindsay**

The Femme Network, New York

**Murphey, Henry**

SmartBrief, Washington

**Murphy, Dave**

Arbitron, Columbia, MD

**Murphy, Gail**

Nielsen/IMS Interactive  
Market Systems, Chicago

**Murray, Bernadette**

Miami Ad School, New York

**Mussa, Renee**

4A's, New York

**Myers, Jack** (*Speaker*)

Myers Publishing, New York

**N**

**Nathan, Susan**

Turner Broadcasting, New York

**Netzer, Oren**

DoubleVerify Inc, Tel Aviv

**Niman, Seth**

MDB Communications, Inc.,  
Washington

**Norman, Rob** (*Speaker*)

GroupM, New York

**Nova, Laurie**

Workhorse Software Company  
Evanston, IL

**Nuttall, Cassandra**

Microsoft Corporation,  
Redmond, WA

**O**

**O'Haire, Tony**

Ames Scullin O'Haire,  
Atlanta

**O'Hara, Ellen**

*Barron's*, New York

**O'Hara, James** (*Speaker*)

The Nielsen Company,  
New York

**Olson-Menzel, Mary**

Howard-Sloan-Koller Group,  
New York

**O'Mara, Matthew**

Red7e, Louisville, KY

**O'Neill, Robert**

Active International,  
Pearl River, NY

**Ong-Meyers, Jenifer**

Experian® Simmons<sup>SM</sup>,  
New York

**Oppenheim, Ellen**

Magazine Publishers of America,  
New York

Attendee List by Last Name  
2009 Media Conference and Tradeshow  
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**Orr, Sherry**

Nielsen/IMS Interactive Market  
Systems, New York

**Perry, J. (Speaker)**

New Orleans Metropolitan  
Convention & Visitors Bureau,  
New Orleans

**P**

**Panno, Corey**

Telmar Information Services  
Corp, New York

**Petisi, Bob**

LearnSomething Inc,  
Tallahassee, FL

**Papagan, Ken**

Rentrak Corporation,  
Portland, OR

**Philport, Joseph**

Traffic Audit Bureau, New York

**Pares, Bob**

TiVo Inc., New York

**Pietsch, Kevin**

Campbell-Ewald, Warren, MI

**Patrizi, Steve**

LinkedIn, San Francisco

**Pillersdorf, Lance**

Advertising Week 2009,  
New York

**Paull, Jim**

COREMedia Systems Inc,  
Fairfield, NJ

**Polos, Chris**

Danoo, New York

**Pechenik, Tony**

SKY IT Group / QlikView,  
New York

**Preston, Sally**

Martha Stewart Living  
Omnimedia, New York

**Peck, Chris**

Arbitron, Columbia, MD

**Prince, David**

4A's, New York

**Peczeli, Mary**

Clients Profits Worldwide,  
Oceanside, CA

**Proctor, Karen**

4A's, New York

**Pender, Mary**

The Nielsen Company,  
New York

**Putnam, Lowell**

VCI Solutions, Springfield, MA

**Perrus, Stacy**

Arbitron, Columbia, MD

**Q**

**Quinlan, Mary Lou (Speaker)**

Just Ask A Woman, New York

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## R

**Raczka, Brad**

Nielsen Games, Chicago

**Raddock, Steve**

*Advertising Age*, New York

**Radford, Maggie**

LevelVision LLC, Roanoke, VA

**Rajagopal, Sumana**

Merck & Co., Inc.,  
Whitehouse Station, NJ

**Ramsey, Geoff** (*Speaker*)

eMarketer, New York

**Ratner, Jeff**

Maxus, New York

**Redish Hoffman, Stephanie**

Google Inc., New York

**Reetz, Debbie**

AutoTrader Classics, Atlanta

**Reider, Suzie** (*Speaker*)

Google, San Bruno, CA

**Reilly, Rob** (*Speaker*)

Crispin Porter + Bogusky, LLC,  
Miami

**Reines, Anne Marie**

RET Media/Turner Broadcasting,  
Atlanta

**Reisman, Gary**

NewMediaMetrics, Jericho, NY

**Reynolds, William**

Erwin-Penland, Inc.,  
Greenville, SC

**Richardson, Lynda**

Butler, Shine, Stern & Partners,  
Sausalito, CA

**Ritzman, Mike**

NEXTMedia, Inc., Dallas

**Roden, Steve**

LearnSomething Inc,  
Tallahassee, FL

**Rohrs, Chris**

Television Bureau of  
Advertising, New York

**Romer, Ellen**

Experian® Simmons<sup>SM</sup>,  
New York

**Ross, William**

The Nielsen Company,  
Ridgefield, CT

**Ross, Chuck**

Television Week, Los Angeles

**Roth, Nancy**

Spark Communications, Chicago

**Rothenberg, Randall** (*Speaker*)

Interactive Advertising Bureau,  
New York

**Rotolo, Ray**

Chrysalis, New York

**Rouse, William**

GSN. The Network For Games,  
Chicago

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**Rudin, Greg**  
MediaBank LLC, Chicago

**Schaffer, Anne-Marie**  
Ignited, LLC, El Segundo, CA

**Ruggiero, Robert**  
The Nielsen Company,  
New York

**Schaubman, Lindsay**  
COREMedia Systems Inc,  
Fairfield, NJ

**Rudy, Gary**  
PaperChain  
Rio Grande, NJ

**Scheckner, Matt**  
Advertising Week 2009,  
New York

**Ryan, Neal**  
Catalina Marketing,  
St. Petersburg, FL

**Schemm, Marty**  
VMS, New York

## S

**Schieffer, Bob** (*Speaker*)  
CBS, Washington

**Sacchetti, Jerry**  
TVB ePort, New York

**Schueler, Gabrielle**  
COREMedia Systems Inc,  
Fairfield, NJ

**Samson, Rebecca**  
4A's, New York

**Schwach, Matt**  
MediaCom, New York

**Sanger, David E.** (*Speaker*)  
*The New York Times*, New York

**Schwartz, Lyle** (*Speaker*)  
GroupM, New York

**Sarkissian, Patrick** (*Speaker*)  
Sarkissian Mason, New York

**Scribner, George Blair** (*Speaker*)  
Digitas, New York

**Sato, Tata**  
Mindshare, New York

**Scully, Chip**  
Microsoft Corporation,  
New York

**Sauvagnargues, Vincent**  
MediaVest USA, New York

**Sears, Jay**  
ContextWeb, Inc. / ADSDAQ  
Exch, New York

**Schachter, Ben**  
UBS Research Analyst,  
New York

**Seiler, Matt** (*Speaker*)  
Universal McCann, New York

**Schaefer, Greg**  
National Cable  
Communications/AMS,  
New York

**Selle, Skip**  
TNS Media, New York

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**Seraita, Steve**

Scarborough Research,  
New York

**Serrano, Silma**

De La Cruz & Associates,  
Guaynabo, PR

**Sharp, Michael**

Arbitron, New York

**Shelton, John**

Strata Marketing, Chicago

**Shereshewsky, Jerry**

Grandparents.com, New York

**Siegel, Audrey**

TargetCast tcm, New York

**Silverman, Paul**

Novartis Consumer Health, Inc.,  
Parsippany, NJ

**Silverman, Ben** (*Speaker*)

NBC Universal, Burbank, CA

**Silvestri, Joe**

Duncan Channon, San Francisco

**Sirvaitis, Rick**

StoreBoard Media, New York

**Sloan, Philippe**

TargetCast tcm, New York

**Smith, David L.** (*Speaker*)

Mediasmith Inc., San Francisco

**Smith, Jenifer**

Corder Philips, Charlotte, NC

**Smith, Michael**

Huffington Post, Reston, VA

**Smurl, Paul**

*The New York Times*, New York

**Smyth, Mike**

Media Monitors,  
White Plains, NY

**Snider, Wes**

MANSI Media, Harrisburg, PA

**Sorel, Dave**

New Age Marketing, Inc.,  
East Providence, RI

**Sorel, Marc**

New Age Marketing, Inc.,  
East Providence, RI

**Speciale, Donna**

MediaVest USA, New York

**Spengler, Tim**

Initiative, New York

**Spinnell, Spencer**

Google Inc., New York

**Spitzer, Brent**

Platform A, New York

**Springer, Robert**

St. John & Partners,  
Jacksonville, FL

**Starwalt, Troy**

4A's, New York

**Steinberg, Reid**

ICON International,  
Stamford, CT

**Stettin, Jeff**

TiVo Inc., New York

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**Stewart, Sandy**

The Nielsen Company,  
Oldsmar, FL

**Stier, Jeffrey** (*Speaker*)

The Almian Group, New York

**Stirratt, Avery**

*Forbes Magazine*, New York

**Stoneman, Karen**

Laughlin/Constable, Inc.,  
Milwaukee, WI

**Strohm, Ryan**

The List, Atlanta

**Stubin, Leslie**

VMS, NEW YORK

**Suzuki, Masaomi**

Hakuhodo DY Media  
Partners Inc., Minato-Ku, Tokyo

**Svenningsen, Kevin**

The Nielsen Company,  
New York

**Swift, John**

PHD USA, New York

**T**

**Taglia, Camille**

*Barron's*, New York

**Talbert, Tom**

Campbell-Ewald, Warren, MI

**Tartas, Steven**

Nielsen Media Research,  
Mount Kisco, NY

**Teepell, Tommy**

Lamar Advertising,  
Baton Rouge, LA

**Theiss, Charles**

Active International,  
Pearl River, NY

**Thomas, David**

The Nielsen Company,  
New York

**Thomas Brooks, Linda**

Ingenuity Media at The Martin  
Agency, Richmond, VA

**Thompson, Chuck**

Cabletelevision Advertising  
Bureau, New York

**Thompson, Page** (*Speaker*)

Omnicom Media Group,  
New York

**Tilds, Cary**

Mindshare, New York

**Tobolski, Jim**

Experian® Simmons<sup>SM</sup>,  
New York

**Toney, Laura**

Rentrak Corporation,  
Portland, OR

**Torrieri, Anthony**

Media Rating Council,  
New York

**Touby, Laurel**

Mediabistro.com, New York

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**Triplett, Quatresa**

The Nielsen Company,  
Alpharetta, GA

**Troberman, Gayle**

Microsoft Corporation,  
Redmond, WA

**Tucker, Bill** (*Speaker*)

MediaVest USA, New York

**Turner, Scott**

Media Mark Research  
Chicago

**Tyrell, Lisa**

National Mobile Billboards LLC,  
Fort Lauderdale, FL

**U**

**Uyenco, Beth**

Microsoft Corporation, Chicago

**V**

**Van Der Bergt, Joanne**

Nielsen/IMS Interactive Market  
Systems, New York

**Vogel, Judy**

PHD USA, New York

**Vogt, Richard**

Ipsos Mendelsohn, New York

**VonderHaar, Tina**

Brighton Agency, Inc.,  
Clayton, MO

**W**

**Wachowicz, Mark**

Audit Bureau of Circulations,  
Schaumburg, IL

**Wagner, Anne**

Ipsos Mendelsohn, New York

**Walker, Mary**

Xavier, Cincinnati

**Warczak, Kyle**

MediaBank LLC, Chicago

**Warren, Denise**

*The New York Times*, New York

**Warren, Greg**

MediaVest USA, New York

**Weaver, Lisa**

Wilkins Media Company,  
Atlanta

**Weinstein, Ellen,**

Tata Consultancy Services

**Weinstein, Jan**

Carat, New York

**Wert, Kevin**

MANSI Media, Harrisburg, Pa

**Wexler, Risa**

Pfizer Inc, New York

**Whelan, Jim**

*Advertising Age*, New York

**White, Ginger**

Carat, New York

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**Wieland, Jeffrey**

Telmar Information Services  
Corp, New York

**Wiener, Bryan** (*Speaker*)

360i LLC, New York

**Wilkins, Bill**

Wilkins Media Company  
Atlanta

**Wilkins, Daniel**

N<sup>2</sup>, Atlanta

**Wilkinson, Bruce**

Claritas, Wilton, CT

**Wilkinson, Mike**

Jordan Associates, Inc.,  
Oklahoma City

**Williams, Charles**

StoreBoard Media, New York

**Williams, Julie**

KCLS, Issaquah, WA

**Williams, Robert**

Management Science Associates,  
Inc., Pittsburgh

**Williams, Tim** (*Speaker*)

Ignition Consulting Group,  
Salt Lake City

**Winkler, Ben**

Ingenuity Media at The Martin  
Agency, New York

**Wisner, Amy**

Media Works, Ltd.,  
Owings Mills, MD

**Woble, James**

The Nielsen Company,  
Oldsmar, FL

**Woerner, Tom**

*Brandweek*, New York

**Wofsy, Jay**

VMS, New York

**Wolfe, Donna**

Universal McCann, New York

**Wolfe, John**

GroupM, New York

**Wollenberg, Ken**

Experian® Simmons<sup>SM</sup>,  
New York

**Wulfing, Kate**

The Nielsen Company,  
New York

**Y**

**Yackanich, Mark**

NBC Local Media, New York

**Yamada, Keisuke**

HAKUHODO DY Media  
Partners, Tokyo

**Yon, Frank**

National Mobile Billboards LLC,  
Fort Lauderdale, FL

**Young, Antony** (*Speaker*)

Optimedia International  
U.S., Inc., New York

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**Yount, Roger**

Brighton Agency, Inc.,  
Clayton, MO

**Z**

**Zaccario, John**

Game Show Network, New York

**Zachmann, Amanda**

Media Works, Ltd.,  
Owings Mills, MD