



Environmentally Responsible Marketing (ERM) Certificate REGISTRATION FORM

To enroll, please (a) check the applicable registration box and (b) select your courses from the list below. Please note that all ERM courses – both those offered online and at DMA conferences – will be recorded and offered online and on-demand after the live event. This allows you to take the courses at your leisure and when it is most convenient for you.

REGISTRATION RATES (Please inquire about special group rates for DMA members.)	DMA MEMBER PRICE	NON-MEMBER PRICE
ERM CERTIFICATE PROGRAM (Includes 11 modules: 9 core modules, plus 2 electives.)	<input type="checkbox"/> DMA Member: \$899/per person X # of people attending= \$_____	<input type="checkbox"/> Non-Member: \$1,399/per person X # of people attending= \$_____
INDIVIDUAL COURSE (Select from the core and/or elective module lists below.)	<input type="checkbox"/> DMA member: \$199/per course X # of courses selected= \$_____	<input type="checkbox"/> Non-Member: \$299/per course X # of courses selected = \$_____

9 CORE MODULES (All 9 core modules are included in the ERM Certificate Package. All core are recorded and offered online and on-demand so you can take the courses at your leisure.)

- The DMA Environmental Planner – Build a Long Term, Sustainable Environmental Policy or Program (Recording Now Available!)
- Understanding Product and Process Life Cycles – Evaluating Alternatives in Marketing Strategic Planning & Execution (Recording Now Available!)
- The Commitment to Consumer Choice (CCC) – Meet Customer Expectations & Stave Off Do-Not-Mail Legislation (Recording Now Available!)
- The DMA Green 15 – 15 Strategies to Improve Efficiency & Help the Environment (Recording Now Available!)
- Hit the Bull's Eye – List & Data Management Strategies to Green Your Marketing & Improve Your ROI (Recording Now Available!)
- Eco-Beautify Your Marketing Campaigns – Sustainable Design & Production (Recording Now Available!)
- Follow the Paper Trail – Paper Sourcing, Certification & Labeling (Recording Now Available!)
- Recycle Please – Recycling & Pollution Reduction Opportunities for Direct Marketers (Recording Available in Late June 2009)
- Avoid Green Fatigue & 'Greenwashing' – Rules & Regulations for Making Environmental Marketing Claims (Recording Available in Late July 2009)

5 ELECTIVE MODULES (Please check 2 electives if you purchased the ERM Certificate Package. All elective modules will be offered live at major DMA conferences to provide students with greater networking opportunities. However, all elective modules will be recorded and offered online and on-demand after the live event for those who cannot attend the in-person events.)

- Make Sustainable Paper & Packaging Decisions that Don't Break the Bank (Live at DM Days 2009 Conference, June 2009. Recording Available in Late June 2009)
- What's the ROI of Sustainable Marketing? Consumer Trends & Research (Live at DM Days 2009 Conference, June 2009. Recording Available in Late June 2009)
- Green Your Fundraising to Meet Donor Expectations (Live at DMA Nonprofit Conference, August 2009. Recording Available in Late August 2009)
- Understand & Calculate the Carbon Footprint of Your Marketing Campaign (live at DMA09 Conference, October 2009. Recording Available in Early November 2009)
- Going Green in a Global Marketplace: International Trends in Green Marketing (live DMA09 Conference, October 2009. Recording Available in Early November 2009)

CONTACT INFORMATION (Please print clearly. To register more than 1 person, please complete page 2.)

Name: _____ Title: _____

Company: _____ Address: _____

City/State/Zip: _____ Email: _____

Telephone: () _____ Fax: () _____

PAYMENT TYPE (Full payment is required. DMA membership will be verified and charged accordingly.)

- Check enclosed (made payable to the Direct Marketing Association) in the amount of: \$ _____**
 Please charge \$ _____ to my American Express Discover MasterCard VISA

Credit Card #: _____ Expiration Date: ____/____/____

Name (as it appears on card): _____ Authorized Signature: _____

CANCELLATION POLICY: To cancel a registration, submit your cancellation request in writing to the address below. Registrations cancelled on or before **December 15, 2009**, will be refunded minus a \$50.00 processing fee. Cancellations received after by **December 15, 2009** will forfeit their registration fee in its entirety. However, you may transfer your registration to someone else without penalty. No refunds will be issued for any missed sessions or events, including sessions missed due to travel delays or cancellations.

CONTACT INFORMATION FOR ADDITIONAL REGISTRANTS (Please print clearly.)

Name: _____ Title: _____

Company: _____ Address: _____

City/State/Zip: _____ Email: _____

Telephone: () _____ Fax: () _____

Name: _____ Title: _____

Company: _____ Address: _____

City/State/Zip: _____ Email: _____

Telephone: () _____ Fax: () _____

Name: _____ Title: _____

Company: _____ Address: _____

City/State/Zip: _____ Email: _____

Telephone: () _____ Fax: () _____

**Please submit your completed form to: DMA, Attention: DMA ERM Certificate,
1615 L St, NW, Suite 1100, Washington, DC, 20036-5624; Fax: 202.955.0085;
or Email: environment@the-dma.org.**

Questions? Contact 202.861.2445 or environment@the-dma.org