

## // What is the CRMx?

The National Retail Federation's CRMx committee (formerly known as the CRM Idea Exchange) is the premiere network of leading Customer Relationship Management (CRM) professionals. The group gathers regularly via conference calls, meetings and events to share common challenges and best practices.

As an NRF committee, CRMx advances the retail CRM profession by engaging in a number of activities, including:

### Information exchange

Providing a forum for the sharing and exchange of information on the latest industry trends and developments.

### Conference planning

Advising RAMA in the planning of the CRM track at the annual Retail Advertising Conference (RAC).

### Research

Working with industry groups to identify key CRM issues and topics and recommending relevant research projects for publication and benchmarking.

### Networking

Linking retail CRM professionals together.

## Who can participate in the CRMx Group?

The CRMx group is open to all retail CRM practitioners. Participants must work for a retail organization that is a NRF and/or RAMA member, or in the process of becoming a member. The group spans all functional areas within retail. Many CRMx participants sit within marketing and/or advertising departments, but others sit within corporate strategy, customer relations, store operations, and merchandising.

Valued partners, including vendors, suppliers, agencies etc., are also welcome to participate with their retail clients on a conference call (providing retail case studies), at a networking dinner (via sponsorship) and/or at conferences (presenting, exhibiting and/or sponsoring).

## // When does the CRMx meet?

CRMx currently has three venues for meetings:

**Conference calls** // Share, discuss and connect. Held quarterly, the group meets for an hour to discuss CRM topics of interest to attendees. Ideas for discussion topics are most welcome!

**Regional dinners** // Network. Meet and network with CRM colleagues in your area.

**Conferences** // Learn. CRMx helps to plan and execute the CRM track at the annual RAC conference.



## How do I participate in the CRMx?

Participants are required to be actively engaged in CRMx. Each calendar year, a CRMx participant must attend at least two of the following: conference calls, regional dinners or an NRF or the RAC conference. CRMx participants who present a corporate case history either on conference call or at a conference automatically achieve this criterion.

## What about Privacy?

NRF supports the principles established in the antitrust laws of the United States and is committed to conducting all business within the letter and the spirit of those laws. All members of CRMx exchange ideas and information at their own discretion. There is an implicit understanding that confidential information will not be exchanged, and therefore non-disclosures are not required.

## Where do I get more information?

For more information or to join the CRMx, contact:

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