



The Taylor Institute  
for Direct Marketing

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## Suarez Corporation Founder Benjamin Suarez to be honored as Direct Marketer of the Year at Interaction 2011 hosted by The Taylor Institute for Direct Marketing at The University of Akron

*Akron, Ohio, May 9, 2011* – Benjamin Suarez, Founder and CEO of Suarez Corporation Industries (SCI) and benefactor of the Ben and Nancy Suarez Labs for Applied Marketing Research at The University of Akron, will be honored with the Direct Marketer of the Year Award at Interaction 2011. The annual event will be hosted by the Taylor Institute for Direct Marketing at The University of Akron on May 16.

A University of Akron graduate, Suarez has long been considered a national leader in advertorial or long copy style, and praised for his advertising ingenuity, which established new trends in high-end direct response marketing. Even today, he continues to break new barriers in product innovation and multi-channel marketing.

"Mr. Suarez is universally considered an important pioneer in the field of direct marketing," said Taylor Institute Executive Director, Kathleen Kennedy. "His efforts, professionalism, passion and willingness to explore new techniques have had a significant impact on the development of the industry. Many professionals, inspired by the work of Mr. Suarez, came to understand the uniqueness of direct marketing copywriting, and used these new skills to find success around the globe."

Since 2005, the Direct Marketer of the Year Award has honored practitioners who have had a dramatic impact on the direct marketing industry and have epitomized only the best direct marketing practices in regards to the work they produce and the ethical standards to which they adhere. Past winners have included John Costello of Dunkin Donuts Corp., Lester Wunderman of Wunderman, Jeff Hayzlett of Eastman Kodak, Christa Carone of Xerox and Gary Laben of KnowledgeBase Marketing.

### **About Interaction 2011**

Interaction is an annual event hosting the country's brightest direct marketing minds and presenting the latest in direct marketing, neuro-marketing, and social media. This year's conference will focus specifically on managing the process of converting buyers into brand advocates – customers who happily bring their friends, associates and even digital strangers along with them. The event is hosted by The University of Akron's Taylor Institute for Direct Marketing, which was founded in 2004 by Gary Taylor, Founder and Chairman of InfoCision Management Corporation ([www.infocision.com](http://www.infocision.com)). For more information about this year's event, please go to [www.TaylorInteraction.com](http://www.TaylorInteraction.com).