



January 2, 2020

Dear Friends and Colleagues:

I am pleased to inform you that, effective January 1, 2020, I will become President of the Retail Marketing Society Founded in 1965 in New York, The Retail Marketing Society is a community of creative and innovative retail professionals shaping the industry's future through powerful insights, engaging conversations and winning collaborations. We come together monthly for a breakfast or lunch meeting featuring a speaker, fireside chat, or panel discussion about a topic of critical interest to our members and guests.

Some of our conversations over the past year have included the following topics:

- Decoding Amazon
- Creating a Great Customer Experience
- The Impact of the Coming Downturn
- The Future of Wholesale for Brands
- Private Guided Tour of Nordstrom's New York Flagship Store

To learn more about the Retail Marketing Society, please visit our recently relaunched website at www.retailmarketingsociety.org. I would sincerely welcome any of you who have not attended one of our meetings to do so, and indeed to join this dynamic organization. Our Membership Subscription is very reasonable at \$150 per year. We also offer our members the opportunity to participate in our events as an organizer, moderator or panelist.

If you have any questions, please contact me directly or RMS through our Contact page on the RMS website.

Best Wishes for a Happy and Healthy New Year,

A handwritten signature in cursive script that reads 'Richard'.

Richard Baum
Managing Partner