

# Outlook for 2012 Given by Industry Expert

by Ray Butkus January 25, 2012

At a recent meeting of the Direct Marketing Club of New York ([DMCNY.org](http://DMCNY.org)) Bruce Biegel, Managing Director at Winterberry Group presented his views on the state of the DM industry to a group of nearly 200 attendees at the club's monthly luncheon. This year marks Bruce's fifth appearance at the organization's annual kick-off session of its program year. As always, Bruce's insights were keen, his commentary wise, his perspective both broad and deep and his wit sharp. Bruce was a recent recipient of the organization's prestigious Silver Apple Award recognizing 25 years of distinguished service to the DM industry.

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