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[NEMOA, Spring 2012 Conference, March 14-16, 2012, in Boston, Mass.](#)

[Quote of Note](#)

"The difference between involvement and commitment is like ham and eggs. The chicken is involved; the pig is committed."

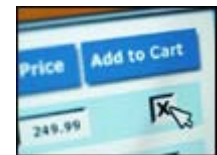
— Martina Navratilova

We hope you enjoy this issue of *The Cataloger*, The Dingley Press' eNewsletter to catalogers. With each quarterly issue, our goal is to deliver timely and newsworthy information to the catalog industry. Please feel free to [contact us](#) with any questions or comments.

[Working Smarter](#)

## Combine Print and Digital Catalogs for a One-Two Punch

Catalog printers are discovering new ways to use the Internet to sell products. [Learn how a digital edition can extend the reach and impact of your print catalog.](#)



[Did You Know?](#)

## Go Digital With Dynamic Editions

Ready to create a digital edition of your catalog? No problem. [Dingley can make it happen.](#)

[Postal Affairs](#)

## New USPS Pilot Program Could Reduce Postal Costs

Dingley is a fully electronic mailer, which qualifies it for [participation in the pilot of the USPS eInduction program.](#)

[Ask an Expert](#)



## Best Mailing Strategy to Web-Only Buyers

Do you think that you don't need to mail a catalog to people who purchase from your website? Think again. A match-back analysis will reveal that [your Web orders are significantly increased by your print catalog mailings.](#)

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