

# Data University Announces Launch Date, Charter Faculty

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Data University, a database marketing information service co-founded by Mark Graham and Jim Wheaton, will launch its curriculum on April 1.

Its offerings are delivered directly to desktops via weekly "Webinars" on designated monthly topics. Data University will also schedule two "special event" Webinars a month.

The University's charter faculty includes some of the more well-known names in the database marketing industry, including: Jennifer Barrett, Acxiom; Scott Berg, Hewlett Packard; Jerry Bernhart, Bernhart Associates; Greg Bruner, Michael Edwards; Sam Cardonsky, IBehavior; Pete Carney, Carney Direct; John Carter, Consultant; Ed Connolly, Experian; Allison Cornia, Microsoft; Elissa deBrito, Paradysz Matera; Richard Deere, Direct StatSoft; Steve Dexter, ChoicePoint; Dennis Duffy, Loyalty Rules, Inc.; Rick Ezell, Protagonia; Bob Frady, Experian; Tom Freeman, Target Outsource Marketing; Russ Fricke, Claritas; Tech Hartness, MarketTouch; Tom Hiller, Consultants In Information Management; Don Hinman, Acxiom; Mary Ann Kleinfelter, Marketing Solutions Today; Gary Laben, KnowledgeBase Marketing; David Long, Clicktactics; Ron Marsh, Audience Identification; Doug Newell, Genalytics; Amy Rohan, Abacus; Olivia Rud, Olivia Group; Kurt Ruf, RUF Strategic Solutions; Jim Ryan, Ryan Direct; Steve Scruton, ChoicePoint; Mark Tuttle, MarketTouch; Dan Wells, Merkle; Jim Wheaton, Wheaton Group; Cynthia Wheaton, Wheaton Group; and Craig Wood, Monitor Mindbase.

Data University (<http://www.datauniversity.org>) is based in Lincoln, NE.