



FLORIDA MAGAZINE ASSOCIATION



THE 2007 ANNUAL

PUBLISHING

CONFERENCE & EXPOSITION

August 23-25

Disney's Grand Floridian Resort & Spa

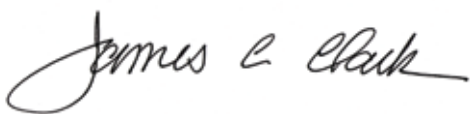
W E L C O M E

Florida is becoming a major publication center with more than 200 publications from Pensacola to Key West. They cover everything from hobbies to international events. For nearly sixty years, the Florida Magazine Association has represented the state's magazines, educating, honoring and celebrating the publishing industry.

Again this year we are returning to Walt Disney World and Disney's Grand Floridian Hotel for our annual convention. Building on last August's successful conference, we've invited talent from all over the nation as well as from here at home. The speakers and keynotes are looking forward to fleshing out the Paper vs. Pixel debate, discussing new design ideas, highlighting a fresh perspective on the new postage increase, and exchanging best practices that will keep us on the cutting edge. They have all promised to pull from their vast knowledge and years of experience to keep you engaged and learning.

If you're new to FMA, you'll quickly find that over the three-day program, the combination of MAGnificet attitudes and magazines make for a tremendous association. FMA's members are a medley of classy publications that can compete with the best in the nation and still maintain an identity of their own. This year's conference gives us all an opportunity not only to learn from others, but to see what our friends and peers have been doing for the last year, and how well they've been doing it.

The folks at Disney have a surprise for us and the FMA Annual Charlie Awards will cap off the three days of excitement and fun. Join us—Do not miss this MAGnificent Conference!



Jim Clark, FMA President

Conference Chairman

Judith Topper

Lake Mary Life
Lake Mary, FL

Tradeshow Chairman

David Bruce

Cadmus Specialty Publications
Richmond, VA

Conference Committee

Mark Angstrom

St Ives
Hollywood, FL

Steve Blount

Winter Springs, FL

Mike Boslett

Golf Life Orlando
Orlando, FL

Jim Clark

Orlando Magazine
Orlando, FL

Rob English

English Communications, Inc.
Leesburg, FL

Joanne Hodges

Internal Auditor Magazine
Altamonte Springs, FL

Jamie Mark

Ocala Magazine
Ocala, FL

Mark McCutcheon

Quebecor World
Franklin, TN

Liesl O'Dell

Florida and University of Florida
Today Alumni Magazines
Gainesville, FL

Mark Poulalion

Bonnier Corporation,
Winter Park, FL

Charlie Awards

Co-chairmen

Liesl O'Dell

Mike Boslett

Design

Cameron Thorp

Thorp Design

www.thorpdesigngroup.com

C O N F E R E N C E A G E N D A

THURSDAY

- 8:00am – 1:00pm** Exhibitor Registration and Set Up
2:00pm – 4:00pm Attendee Registration
2:00pm – 4:00pm Publishing Expo Open (Exhibit Hall)
4:00pm – 5:30pm Keynote Session—Paper vs. Pixel, Presented by Bob Sacks and Samir Husni
5:30pm – 7:30pm Welcome Reception in Exhibit Hall

FRIDAY

- 8:00am – 5:30pm** Registration
8:00am – 8:30am Breakfast with Exhibitors in Exhibit Hall
8:30am – 10:00am Magazine American Idol (Part 1)
10:00am – 10:15am Break with Exhibitors
10:15am – 12:30pm Break-out Session
12:30pm – 2:00pm Annual Business Luncheon and Hall of Fame Awards
2:00pm – 2:30pm Publishing Expo and Dessert in Exhibit Hall
2:30pm – 4:45pm Track Sessions
4:45pm – 6:00pm Publishing Expo

TRACK A: Sales

- 10:15am – 11:15am** Secrets Top Sales Professionals Know but Won't Share...Until NOW, Presented by Vince DiCecco
11:30am – 12:30pm Integrated Marketing, Presented by Helen Berman
2:30pm – 3:30pm Making Your Prices Stick... Without Getting Stuck, Presented by Vince DiCecco
3:45pm – 4:45pm Sales Seminar, Presented by Helen Berman

TRACK B: Circulation/Marketing

- 10:15am – 11:15am** Postal Rate Changes and the Solution—Copal & Comail, Presented by John Zajac
11:30am – 12:30pm Integrated Marketing, Presented by Helen Berman
2:30pm – 3:30pm Magazine 2.0, Presented by Steve Blount
3:45pm – 4:45pm Advantages and Requirements of Auditing, Presented by Judy Czarnik and Marsha Enrici

TRACK C: Production

- 10:15am – 11:15am** Postal Rate Changes and the Solution—Copal & Comail, Presented by John Zajac
11:30am – 12:30pm What's New in Design CS3, Presented by Mark Poulalion
2:30pm – 3:30pm Magazine 2.0, Presented by Steve Blount
3:45pm – 4:45pm In Design Tips and Tricks with XML, Presented by Mark Poulalion

TRACK D: Design and Editorial

- 10:15am – 11:15am** The Art of Writing a Headline, Presented by Steve Buttry
11:30am – 12:30pm Ten Commandments of Good Writing, Presented by Vicki Glembocki
2:30pm – 3:30pm Niche Covers with World Class Appeal, Presented by DJ Stout
3:45pm – 4:45pm Demystifying Grids, Presented by Mike Bessire

TRACK E: Publisher

- 10:15am – 11:15am** Postal Rate Changes and the Solution—Copal & Comail, Presented by John Zajac
11:30am – 12:30pm Integrated Marketing, Presented by Helen Berman
2:30pm – 3:30pm Lost in Translation? Presented by Matt Strelecki
3:45pm – 4:45pm Start Up Magazine Woe's, Presented by Steve Blount and Kim Hahn

SATURDAY

- 8:00am – 8:30am** Breakfast with Exhibitors
8:00am – 9:00am Magazine American Idol (Part 2)
9:00am – 10:00am Uncovering New Growth Opportunities
10:30am – 6:00pm Disney Event at Animal Kingdom
6:00pm – 7:00pm Charlie Awards Reception
7:00pm – 10:00pm Charlie Awards Banquet
10:00pm – 11:00pm Charlie Awards on Display

Please visit us at www.floridamagazine.org for session descriptions



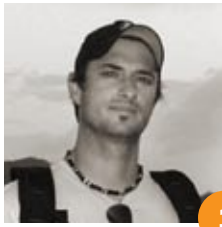
Check out this year's location: Visit www.disney.com to see all that Disney has to offer. © Disney

Discover the crown jewel of *Walt Disney World*[®] Resort at this Victorian-inspired Resort reminiscent of Florida's golden era. Dine in first-class style at the award-winning Victoria & Albert's and savor everything from afternoon tea to the flavors of Southern Europe at the eateries of Disney's Grand Floridian Resort & Spa. Enhance your Resort stay with a variety of recreational offerings including pools, arcades, playgrounds, watercraft rentals and more. Don't miss your chance for a magical weekend at FMA's special discounted rate!

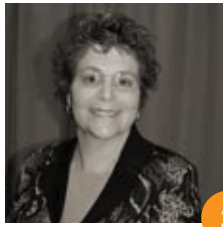
For Hotel Reservations Call (407) 824-1383 and be sure to mention FMA to receive the discounted \$155 rate. Hurry! The cut-off date is July 29, 2007.



DISNEY'S
**GRAND
FLORIDIAN**

S
P
E
A
K
E
R
S

1



2



3



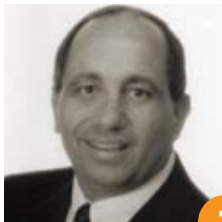
4



5



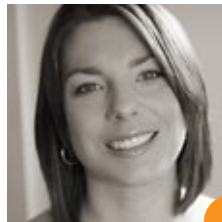
6



7



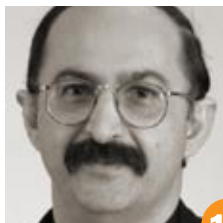
8



9



10



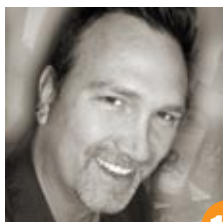
11



12



13



14



15

1. Mike Bessire

Mike studied at the Flagler College School of Art and Design in St. Augustine, Florida. He then gained entry into the publishing world as a Graphic Designer for a local business newspaper, the Orlando Business Journal. From there he was hired as Associate Art Director at World Publications in 1995, working under Senior Art Director Tom McGlinchy and went on to art direct various World titles including WindSurfing magazine, WaterSki magazine, the DISCOVER book series and ultimately landing at Garden Design in 2001. In 2006, He was named Art Director of Islands Magazine while maintaining a connection with Garden Design as Creative Director.

2. Helen Berman

A forerunner in advertising sales training and consulting, Helen Berman has spent more than two decades helping hundreds of media companies find their perfect path to sales success. Her expertise has served every type of media client, from small business magazines to People Weekly, from online sales divisions to international exhibition marketers to integrated media giants. Helen Berman works in every magazine category from high tech, manufacturing, farming, medical, city, regional and special interest magazines—from aeronautics to zoology. She is the author of the two volume books, AD SALES: WINNING SECRETS OF THE MAGAZINE PROS.

3. Steve Blount

Over the past 30 years Steve Blount has launched or relaunched 17 magazines for companies ranging from mega-publishers Ziff-Davis and Rodale Press to mid-sized World Publications/Bonnier to boutique firms like New Hope Communications. He's currently Publishing Director of Conceiv Magazine.

4. Steve Buttry

Steve Buttry has spent 36 years in the newspaper and magazine business. He was a reporter, editor and writing coach for the Omaha World-Herald, Des Moines Register, Minot (N.D.) Daily News, Kansas City Star and Times and the Evening Sentinel in Shenandoah, Iowa. He has written for several magazines, including The American Editor, Newspaper Marketing and Baseball Digest. He became director of Tailored Programs for the American Press Institute in 2005. He has trained newspaper, magazine and online journalists at newsrooms, seminars and conferences in more than 40 states and Canadian provinces as well as Mexico, Japan and Germany. He is content coordinator for the No Train, No Gain web site and a columnist for API's web site. His newsroom training materials and commentaries have been translated into eight languages and are used by journalists around the world.



5. Judy Czarnik

Judy Czarnik is Manager, Marketing & Sales for the Audit Bureau of Circulations (ABC), the world's first and largest circulation-auditing organization. Judy is responsible for managing membership activities for ABC's Magazine publisher division where she is involved in developing communications to new and existing members as well as launch initiatives for new audit services. Her additional responsibilities include providing training to advertising agencies and ad sales staffs on ABC services. She is the ABC Staff Liaison to the Farm Publication Buyers Advisory Committee. Prior to joining ABC, Judy held the position of Midwest Sales Manager for AP AdVantage, the Associated Press' print media planning and buying service. In addition, Judy has over 15 years of ad sales experience including print and broadcast

6. Bob Sacks

Bob Sacks started his career where some people end—with the founding of his own weekly newspaper in the metro New York area. After several years in the alternative press publishing newspapers in New York and Tucson, AZ., he went on to become one of the founding fathers of High Times Magazine. Since then Bob has held positions that include Publisher, Editor, Freelance Writer, Director of Manufacturing and Distribution, Senior Sales Manager, Circulator, Chief of Operations, Pressman, Cameraman, Lecturer, and Developer of web site companies. Today Bob's firm, Precision Media Group, does private consulting and publishes "Heard on the Web: Media Intelligence", a daily e-newsletter that delivers pertinent industry news to a diverse, worldwide, publishing community of over 11,750 media industry leaders.

7. Vince DiCecco

Vince DiCecco is a dynamic and sought-after public speaker and seminar leader with a unique yet practical perspective on strategic planning, business development and management subjects. As an accomplished, award-winning professional with over 25 years of roll-up-your-sleeves experience in sales, marketing, new product development and training, Vince has directly made significant contributions to the success of two Fortune 200 companies, the United States Coast Guard and numerous small- to mid-sized businesses. For more than eight years, Vince has authored the column, "Your Personal Business Trainer", in *Printwear*. He has also written feature articles for *Promowear*, *Sign Business*, *Digital Graphics*, and *Awards & Engraving*.

8. Marsha Enrici

Marsha Enrici is Manager, Marketing & Sales for the Audit Bureau of Circulations (ABC), the world's first and largest circulation-auditing organization. Marsha is responsible for managing membership activities for ABC's Magazine publisher division where she is involved in developing communications to new and existing members as well as launch initiatives for new

audit services. Her additional responsibilities include providing training to advertising agencies and ad sales staffs on ABC services. Marsha spent six years with Time Inc. as manager of the Chicago-based Corporate Circulation Statistics office.

9. Vicki Glembocki

Vicki Glembocki is editor-at-large at Philadelphia Magazine—a CRMA award-winner and national-magazine-award nominee—and contributing editor at The Penn Stater magazine, two publications with a long history of narrative journalism. She has written extensively for regional and national magazines including *Playboy*, *Women's Health*, and *Fit Pregnancy*. Her memoir, *The Second Nine Months—A Woman Tells the Real Truth About Becoming a Mom...Finally*, will be published by DaCapo in February 2008.

10. Kim Hahn

Kim Hahn is the founder and CEO of Intellectual Capital Productions, Inc., a multimedia company featuring *conceive* magazine and the online radio show, *conceive On-Air*. A former CFO of SunTrust Bank of Florida, Inc., Kim is an expert in strategic planning, sales management, budgeting and forecasting, creating and implementing marketing and business plans, raising capital, hiring talent and overcoming obstacles. Kim received her MBA from the Crummer Graduate School of Business at Rollins College.

11. Samir Husni

Samir Husni, aka "Mr. Magazine"™, is the Chair of the Journalism Department at the University of Mississippi. He is also Professor and Hederman Lecturer of Journalism. Dr. Husni is the author of the annual *Samir Husni's Guide to New Magazines*, which is now in its 22nd year. He is also the author of *Launch Your Own Magazine: A Guide for Succeeding in Today's Marketplace* published by Hamblett House, Inc. and *Selling Content: The Step-by-Step Art of Packaging Your Own Magazine*, published by Kendall Hunt. He is the editor of *The Future of Magazines*. Dr. Husni is the President and CEO of *Magazine Consulting & Research*, a firm specializing in new magazine launches, repositioning of established magazines, and packaging publications for better sales and presentations.

12. Mark Poulalion

Mark began his career in publishing in 1989 after graduating from FSU with a design and marketing degree. His passion for design and technology has grown for nearly 20 years, first at Strang Communications and presently at Bonnier Corporation (previously World Publications). In 2005 Mark was hired as the Sr. Art Director for *Sport Diver Magazine* at World Publications and successfully transitioned the publication to InDesign. Mark serves as the Publishing Systems Integrator for Bonnier Corporation, training their creative teams to utilize the latest in

advanced publishing technologies. Mark is actively involved in the InDesign User Group of Orlando and a past president of FMA.

13. DJ Stout

As the former Art Director of the award-winning *Texas Monthly* for fourteen years and then as a Pentagram Partner specializing in publication design for the last eight years, DJ Stout has designed a lot of magazine covers. Over the years he's designed magazines about computers, the internet, technology, guitars, keyboards, bass players, academia, private jets, commercial jets, the outdoors, business, money, science, architecture, fine art, graphic design, fashion, history, Texans, Yankees, Las Vegas, quarter horses, beef cows, dairy cows, and lawyers (he preferred the cows). In this session DJ will show examples of some of his favorite cover designs and talk about how they were conceived.

14. Matt Strelecki

Matt Strelecki received his BFA with honors in Graphic/Packaging Design from the Pasadena Art Center, College of Design in 1986 and completed his MBA with a concentration in Marketing in 2007. He was hired as a designer by Atlanta based Copeland Design (now Iconologic) in 1987 and then joined Atlanta Magazine in 1989. In 1994, he was hired by Meredith Corporation to redesign *Traditional Home*, *design Renovation Style* and direct the start up of *Decorator Showhouse* magazines. Since 1996, Matt has been the Executive Director, Design for Meredith Books whose clients include *Better Homes and Gardens*, *Trading Spaces*, *Monster Garage*, *American Chopper*, *The Deen Brothers*, *The Food Network*, *Sandra Lee*, *Paige Davis*, *Laurie Smith*, *Denzel Washington*, *Miami Ink*, *Discovery Channel*, *Scholastic Books*, *Home Depot*, *Stanley Tools*, *Ortho*, and *Scotts Lawns* among others.

15. John Zajac

Mr. Zajac has been employed in the graphic arts industry since 1972. He started his career with Donnelley in Chicago, IL initially as a Pricing Analyst, later moving on to managerial roles in Pricing, Expansion Planning and the company's Publication Group. In 1986, Mr. Zajac joined Donnelley's Publication Sales organization in New York City later moving on to roles of increasing responsibility in other company locations. In 1999, he was appointed Senior Vice President and General Manager of RR Donnelley Mexico's Pre-press, Gravure and Offset print operations with headquarters in Mexico City. Currently, he is the Sales leader for RR Donnelley's Logistics Group.

Mr. Zajac holds a BS in Business Administration from Roosevelt University in Chicago. He is active in several printing industry associations and a volunteer in both community and faith-based programs. He presently resides in Batavia, IL with his spouse and one of their five children.

GENERAL INFORMATION

Event Attire

Dress for the conference is resort casual. The Charlie Awards banquet is black-tie optional.

Publishing Expo

Vendors from every walk of the publishing industry will be on hand to tell you what's new, what's hot, and what will help you produce your publications on time and within budget, still keeping the quality high.

Website

Check out the FMA website at www.floridamagazine.org to find more information on: Advance purchase of specially priced Disney Meeting/Convention Theme Park tickets

- Online hotel reservation access
- Registration prices and information
- Schedule of events at a glance
- Charlie Awards activities

Charlie Awards Tickets

If you purchase tickets to the Charlie Awards banquet prior to the conference, be sure to sign for them at the registration desk and select your seat. You'll need to have your tickets with you to get into the event Saturday evening.

Name Badges

Please wear your name badge, which will be in your packet when you register. You'll need it to be admitted to conference sessions and functions.

Magazine Corner

One of the most popular tables at the conference is the one that displays your hard work! Inspire and be inspired—bring 200 copies of your publication(s) for display. (No more than 50 copies of your publication can be displayed at one time.)

FMA Disney Event RSVP Form

August 25th 10:30am – 6:00pm

“Finding Nemo: The Musical”

The undersea world that charmed audiences around the world in the Disney Pixar film “Finding Nemo” comes to life in an all-new live musical stage show at Disney’s Animal Kingdom featuring original songs by Tony Award-winning “Avenue Q” co-composer-creator Robert Lopez and a cappella musical “Along the Way” co-creator Kristen Anderson-Lopez. The show immerses guests of all ages in the story of Marlin and Nemo, an overprotective clownfish father and his curious son, through a dazzling production that combines puppets, dancers, acrobats and animated backdrops. The show is on Saturday and runs from 11:30am to 12:00pm. Guests are also welcome to enjoy time in Disney’s Animal Kingdom after the show, all hosted by Disney at no cost to you.



Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____

E-mail (required to receive confirmation): _____

Please indicate the number of guests that will be attending with you:

___ **Adults** (16yrs +)

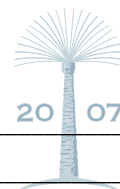
___ **Children** (0-15yrs)

There is no fee for this event. However, if you cancel your attendance within 72 hours of the event or you are a no show, an administrative fee of \$25.00 will be assessed. Special Needs: Please call the FMA office at (866) 885-1156 (7) seven business days prior to the meeting if you require any special accommodations or assistance. Confirmation information including detailed instructions on transportation will be sent to you via email after your registration has been received.

Transportation will be provided to and from the hotel.

FMA 2007 Annual Convention **REGISTRATION FORM**

Please make copies of this form for additional registrants. **Registration form must include payment.**



Contact Name _____ **Company Name** _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Fax** _____ **Email** _____

First Time Registrant: Yes No

Registration Fees

Includes all educational programs and social events for one person except for the Charlie Award Gala (tickets sold separately)

Prior to August 3rd

After August 3rd

Member Rates

<input type="checkbox"/> First Registrant	\$349	\$399	_____
<input type="checkbox"/> Additional Staff	\$99	\$179	_____
<input type="checkbox"/> One Day Fee (<input type="checkbox"/> Th <input type="checkbox"/> F <input type="checkbox"/> S)	\$245	\$260	_____
<input type="checkbox"/> Students	\$75	\$95	_____

Non-Member Rates

<input type="checkbox"/> Full Registration	\$399	\$499	_____
--	-------	-------	-------

All Registrants

<input type="checkbox"/> Charlie Awards Ticket	\$150	\$160	_____
<input type="checkbox"/> Charlie Awards Spouse Ticket	\$100	\$100	_____
<input type="checkbox"/> Charlie Awards Table of Ten	\$1400	\$1500	_____

<input type="checkbox"/> Annual Business Luncheon and Hall of Fame Awards (extra ticket)	\$75	_____
--	------	-------

TOTAL \$ _____

Payment Information

Check enclosed. Please make checks payable to the Florida Magazine Association

Credit Card Type: **Visa** **MasterCard** **American Express**

Credit Card Number _____ **CCV/CVV2 Code*** _____ **Exp.** ____/____

Name on Card: _____

*This is the 3 digit number that appears on the reverse side of your credit card. For Amex cards only, this is the 4 digit number on the front of your card.

Signature: _____

Mail or fax this form to: FMA, 325 John Knox Rd, L103, Tallahassee, FL, 32303 Fax: (850) 222-3019. All forms must be accompanied by full payment.

Refund Policy: Written notification is required for all refunds and must be received at the FMA office by August 3, 2007.

Written refund requests received by August 3, 2007 will receive a check for the refund minus a \$50 administrative fee.

No refunds will be issued after August 3, 2007.

Special Needs: Please call the FMA office at (866) 885-1156 by August 3, 2007 if you require any special accommodations or assistance.

Questions? Contact the FMA office at (866) 885-1156

Hotel Information: Hotel cutoff date to receive the negotiated room rate of \$155 for Disney's Grand Floridian Resort & Spa is July 29, 2007. Contact Disney Reservations at (407) 824-1383 and mention the Florida Magazine Association for the special rate or book online at www.floridamagazine.org.

Check the FMA website at www.floridamagazine.org for more meeting information, including an up to date schedule of events!

FLORIDA MAGAZINE ASSOCIATION



THE 2007 ANNUAL
PUBLISHING
CONFERENCE & EXPOSITION

August 23-25

Disney's Grand Floridian Resort & Spa

Florida Magazine Association • 325 John Knox Rd. L103 • Tallahassee, FL 32303

 **Events include:**

- **2007 FMA Annual Conference**
- **Trade Show and Annual Business Luncheon**
- **Charlie Awards Gala**