



PRINT & DIGITAL MAGAZINE PUBLISHING

*The* 61<sup>ST</sup>  
ANNUAL PUBLISHING  
CONFERENCE AND EXPO

# BUILDING CHAMPIONS

WINNING STRATEGIES FOR  
MAGAZINE SUCCESS

*At the*  
OMNI ORLANDO RESORT  
AT CHAMPIONSGATE  
AUGUST 7-8, 2014

2014 CONFERENCE ATTENDEE  
REGISTRATION BROCHURE



## GREETINGS

**It took 17 days for Thomas Jefferson to draft the Declaration of Independence. The Beatles spent six months recording “Abbey Road.” Workers completed the Empire State Building in a little more than 13 months. And Taco Bell needed less than two years of secret breakfast experimentation to perfect its Waffle Taco.**

A signature achievement doesn't happen overnight. On the other hand, it doesn't have to take a lifetime. With a strong foundation, anything is possible.

Take the Florida Magazine Association, for example. Over the past three years, your board has worked behind the scenes to set the stage for a new chapter in the organization's history. We've hired a hands-on management company (AMC Source) to update and improve our systems. We've revamped our website to include more resource material, including a job center that features industry-related employment opportunities around the state. Plus, we've expanded the number of educational tracks and speakers at our annual conference.

Our mission is simple. As the largest state magazine association in the United States, it's imperative that we give our members as many tools as possible to strengthen their respective foundations.

To that end, we invite you to join us Aug. 7-8 at Omni Orlando Resort at ChampionsGate as we add to the process of “Building Champions” at the 2014 Publishing Conference and Expo. Your FMA board has assembled a roster of more than a dozen expert speakers and educators—including top publishers, creative directors, company presidents and CEOs, and much more. Expect more practical and pertinent takeaways this year than ever before.

We're also proud to welcome Kristen Standish, the publisher of Boston magazine—who missed our convention last year with a case of food poisoning. Kristen will sit down with attendees for a special Q&A about the ties that bind magazines to their communities.

The other star of this year's convention is sure to be our new host property. Omni Orlando Resort at ChampionsGate, a recipient of the AAA Four-Diamond Award for the past eight consecutive years, features everything from two Greg Norman-designed championship golf courses to a new state-of-the-art conference center. Expect plenty of on-site activities connected to ChampionsGate—as well as award-winning dining options that make the Waffle Taco look like, well, a Waffle Taco.

It's time to connect with your fellow magazine professionals from around the state and celebrate the publishing industry. We thank you for supporting FMA—and we look forward to seeing you at this year's convention.

Kevin Kaminski  
President, Florida Magazine Association

## CONFERENCE COMMITTEE

Brian Allnock  
Trend Offset Printing

Jessica Aslanian  
BlueToad

Betsy Hansen  
Betsy Hansen Photography

Kevin Kaminski  
Boca Raton magazine

Jacki Levine  
The Gainesville Sun

Anne Millage  
Institute of Internal Auditors

Haley Shelton  
Florida Magazine Association

Nila Do Simon  
Whitehaus Media Group

**PLEASE  
SUPPORT  
OUR  
VENDORS**

# 2014 FMA CONVENTION SCHEDULE

## THURSDAY, AUGUST 7, 2014

Noon – 1:30 p.m. Registration, Meet & Greet, Exhibitor Networking

Noon – 7:00 p.m. Registration & Charlie Ticket Sales Open

1:30 p.m. – 2:15 p.m. **SUCCESS STORY: Josh Field & Jeff Piersall**  
Founders, SCB Marketing; publishers of *SpaceCoast Living*, *SpaceCoast Business* and more

2:15 p.m. – 2:45 p.m. Exhibitor Networking

2:45 p.m. – 4:00 p.m. Educational Tracks  
**TRACK A // SALES/PUBLISHING**  
**TBA**

**TRACK B // EDITORIAL**  
**Kimberly Howard**  
**President, Write Communications**  
Special Association and Trade/Technical presentation: 10 Epic Content Ideas for Connecting with Your Members

**TRACK C // MULTIMEDIA**  
**John Puterbaugh**  
**EVP & Chief Executive Officer, Nellymoser**  
What's Next For Mobile & Publishing: Mobile Brand Activation and Proximity Marketing

**TRACK D // ART/PHOTOGRAPHY**  
**Jamie Ezra Mark**  
**Chief Creative Officer, Akers Media**  
Letter Perfect: Using the Power of Typography to Elevate your Designs

4:00 p.m. – 4:15 p.m. Exhibitor Networking

4:15 p.m. – 5:00 p.m. **THE KEYNOTE: Adam Sandow**  
**Chairman, CEO and founder of Sandow media conglomerate**

5:00 p.m. – 6:30 p.m. Networking & Exhibitor Reception, FMA Speed Dating

10:45 a.m. – Noon

### TRACK A // SALES/PUBLISHING

**Leslie Laredo**  
**President, Laredo Group, sales training and consulting firm**  
Dialing for Digital Dollars: Sales Strategies for Florida Publishers and Their Digital Products

### TRACK B // EDITORIAL

**Jason Cole**  
**Award-winning National Football League writer, author of upcoming John Elway biography**  
The Art of the Interview: How to Get the Most Out of Your Sources By Asking All the Right Questions

### TRACK C // MULTIMEDIA

**Pete Spiller & Jarrod Cady**  
**High Impact Communications, video production specialists**  
Visual Impact: How to Plan and Create Engaging Videos to Tell Stories

### TRACK D // ART/PHOTOGRAPHY

**Betsy Hansen**  
**Award-winning photographer**  
Every Picture Tells a Story: Ten Ways to Improve Your Magazine Images

Noon - 12:15 p.m.

Exhibitor Networking

12:15 p.m. - 1:30 p.m.

Lunch, FMA Membership Meeting, General Session

### Void Magazine (tentative)

Exhibitor Networking

1:30 p.m. - 2:00 p.m.

2:00 p.m. - 3:15 p.m.

### TRACK A // SALES/PUBLISHING

**Diana Riser**  
**Publisher, Miami Magazine**  
Creating Successful Events Off Your Brand

### TRACK B // EDITORIAL

**TBA**

### TRACK C // MULTIMEDIA

**Paul DeHart**  
**CEO, BlueToad**  
Keys to Online Success: Exploring New Trends in Digital Publishing

### TRACK D // ART/PHOTOGRAPHY

**Pegie Stark Adam**  
**Award-winning graphic design specialist, Poynter Institute**  
First Impressions: The Do's and Don'ts of Creating Compelling Covers

6:00 p.m. – 7:15 p.m.

Charlie Awards reception

7:15 p.m. – 10:00 p.m.

Charlie Awards banquet & award ceremony

## FRIDAY, AUGUST 8, 2014

7:45 a.m. – 8:45 a.m. Registration & Coffee, Exhibitor Networking

7:45 a.m. – 3:15 p.m. Registration Open

8:45 a.m. – 9:00 a.m. Welcome Remarks by FMA President

9:00 a.m. – 10:15 a.m. **THE INTERVIEW: Kristen Standish**  
FMA president Kevin Kaminski talks to the publisher of Boston magazine about the ties that bind magazines to their communities

10:15 a.m. – 10:45 a.m. Exhibitor Networking

## MEET THE SPEAKERS



### **Pegie Stark Adam**

Pegie Stark Adam is currently the lead designer and art director for Design Desk, Postmedia, serving nine newspapers throughout Canada. She's also the director of Stark Adam Design, a firm that specializes in the design of newspapers, magazines, websites and corporate publications, along with the training of journalists. She has worked with The Poynter Institute for the past 20 years and is currently a faculty affiliate. Pegie has designed, redesigned and consulted on publications including the Ottawa Citizen, Yale Daily News, and Ohio State University Alumni Magazine and the accompanying website, among many others. She earned her M.A. and Ph.D. in journalism and mass communications from Indiana University and a B.F.A in Fine Arts with distinction, printmaking, from John Herron School of Art. She was awarded the annual Anthony Majeri Award for Leadership and Innovation in 2008 from Ball State University School of Journalism, and continues to direct and teach seminars.



### **Jarrod Cady**

Jarrod Cady most recently served as public relations manager for Nemours, a leading children's health system. In this capacity, Jarrod successfully waged a public relations campaign to win approval from the state to build a new children's hospital in the emerging medical city in Orlando's Lake Nona area. In this position he leveraged and enhanced media relationships locally and nationally that resulted in positive coverage in the New York Times, SiriusXM's Doctor Radio, CafeMom.com and an in-studio appearance on Good Morning America Health. He has 12 years of experience in media relations, government relations, marketing and business development. He has also worked as a communications consultant with clients such as American Honda, Florida Power and Light and Florida's Turnpike Enterprise.



### **Paul DeHart**

Paul DeHart started his first company while working as a commercial litigator in Orlando, Florida. Through his early legal and start-up experiences, Paul quickly developed an aptitude for business development and operations. In 1997, he and a group of partners launched BlueToad, which for the first time in the industry made simple and affordable digital solutions available to the average publisher of content. Through its vision and values, BlueToad has grown over the years into one of the leading distributors of digital content, with well more than a billion page views a year. BlueToad has helped thousands of content creators build audience relationships around the globe. Paul focuses his time on the vision, organizational health, and industry reputation of BlueToad. He is passionate about core values and developing relationships, which begins at home in Orlando with his wife of over 20 years and his four children.



### **Josh Field**

Josh Field is a seasoned and accomplished marketer with a strong academic and corporate lineage. After receiving his MBA from Northwestern University's prestigious J.L. Kellogg Graduate School of Management, Josh held executive management positions with Ralston Purina, Coca-Cola and Mary Kay. Josh balances the demands of the day-to-day running of SCB Marketing with his involvement in serving the community through numerous leadership positions, boards and committees. He serves on the boards of the Economic Development Commission of Florida's Space Coast (member, Executive Committee; chair, Community of Distinction committee); LEAD Brevard (member, Executive Committee); Founders Forum (Board Chairman, 2007-2009); and the Brevard Cultural Alliance (officer, Executive Committee; chair, Art of Sand committee). He is also a graduate of Leadership Brevard and serves on the Board of Overseers at Florida Institute of Technology's Nathan M. Bisk College of Business. Josh and his wife, Jamie, reside in Melbourne and have two sons.



### **Kimberly Howard**

Kim Howard, CAE, is the president of Write Communications, LLC, where she helps clients create mission-aligned content for every channel for measureable results. She has over 20 years of award-winning experience in association publishing, strategic communications, marketing, social media and management. Prior to starting her own firm, Kim was publisher of the ACC Docket and the director of surveys for the Association of Corporate Counsel. While under her direction, ACC Docket and its four supplemental newsletters won 89 awards during her eight years on staff. This also included the two awards for her blog posts on ACC's blog, In-house Access.



### **Leslie Laredo**

Leslie Laredo is an interactive and Internet advertising pioneer with more than 30 years in the online and interactive industry. She has been instrumental in changing the face of the interactive media business and dramatically improving the knowledge and skills of media professionals on how to buy and sell interactive media. Leslie has trained and consulted with start-ups, Fortune 500 companies, small to large advertising agencies and multi-brand media publishers.

Her training and consulting services have been used and valued by C-level executives, vice presidents, sales and account managers, sales reps, and media buyers and planners. She has worked with CPG and B2B brand and marketing managers spanning many industries including automotive, travel, financial, pharmaceutical and many others to educate their teams on how to plan, buy and sell digital media.



## **Jamie Ezra Mark**

Jamie drew his way out of a South Florida trailer park to find his passion for publishing at a magazine called *Arthritis Today*. There, he applied the principals he learned working in advertising to help rebrand the title from a controlled circulation magazine into a newsstand publication resulting in an unprecedented 12% jump in circulation and more awards than he could hold in both non-arthritic hands. He followed that up with a redesign of *Time, Inc.'s Weight Watchers Magazine*, which went on to be named to *Adweek's "Top Ten"* and was tapped as one of *Advertising Age's "BEST" Magazines*. Now back in Florida, he wrestles with the occasional gator as well as titles including *Lake and Sumter Style*, *Healthy Living*.



## **Jeff Piersall**

Jeff Piersall is a proven leader in all endeavors of his life having positively affected thousands of people throughout his career. A former award-winning high school and college basketball coach, Jeff's entrepreneurial pursuits have yielded significant results on both the independent businessperson and corporate executive sides. An in-demand speaker and trainer, Jeff possesses the unique ability to quickly summarize current conditions with a vision for the future and then taking action, a skill that not only benefits SCB Marketing and the many organizations for which Jeff volunteers, but for our clients as well. He serves as a board member of the Melbourne Regional Chamber of East Central Florida, Junior Achievement and the American Heart Association.



## **John Puterbaugh**

John is an entrepreneur, technologist and executive with in-depth experience in activating brands via mobile devices and networked consumer products. He co-founded Nellymoser in March of 2000. Nellymoser ([www.nellymoser.com](http://www.nellymoser.com)), a mobile marketing and technology company headquartered in Boston, provides the strategy & planning, development and management of cross-media mobile and digital solutions. Before focusing on mobile activated media, Nellymoser's technology could be found in over 1 billion consumer products such as Adobe's Flash Player, Xbox Live, Sony Playstation and Leapfrog. As an early proponent for mobile apps, John spearheaded Nellymoser's entry into mobile apps and content delivery for brands and publishers for companies such as Amazon, Sony Music, Warner Music, ABC / Disney and Viacom / MTV.



## **Pete Spiller**

Pete Spiller is a 20-year veteran of television news. During a career as a reporter, producer and longtime news manager, he made coverage decisions daily. After leaving TV in 2004, Pete founded High Impact Communications as a media relations firm before adding in video production as a sub specialty. Among his current and former clients, The Orlando/Orange County Convention & Visitors Bureau, Florida DOT, Intelligent Transportation Society of America, Florida High Speed Rail, Kennedy Space Center Visitor Complex, Walt Disney World, Ginn Resorts, Waddell Williams & Associates, the Society of the Plastics Industry & the Dr. Phillips Center for the Performing Arts. After being on the receiving end of literally thousands of pitches, he understands what journalists need and want, how to identify the stories that will get attention and how to position a client for maximum success.



## **Kristen Standish**

With more than 15 years of experience in sales management in emerging media, Kristen Standish has worked with a variety of Boston media outlets. She began her career as the sales director at Phoenix Media/Communications Group before moving into radio sales at WBCD/CBS Radio as the local sales manager. Kristen made her return to print as the general advertising director at the Boston Globe before moving to *Stuff* magazine as the associate publisher. Kristen joined the Boston magazine team in July 2011 as the director of new business development and quickly moved up, becoming the associate publisher in 2012 and the publisher in 2013. She leads the sales and marketing team with new business ventures and creating fully integrated opportunities for our luxury clients. In her time at Boston, she has helped to create a national presence with the magazine's special integrated programs. Kristen has a B.S. in Communication from Suffolk University.

## HOTEL INFORMATION



"Like" us on Facebook to receive conference information and updates!

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### Omni Orlando Resort at ChampionsGate

1500 Masters Blvd  
ChampionsGate, Florida 33896  
Phone: (407) 390-6664  
Fax: (407) 390-6600

Located at the heart of a beautiful 36-hole Greg Norman-designed golfing paradise, only a few miles southwest of Walt Disney World®. The AAA Four Diamond resort was recently ranked by Condé Nast Traveler as one of the top 125 resort courses in the world. Omni Orlando Resort at ChampionsGate is known for its pools and recreation highlighted by an 850-foot lazy river, a zero entry family pool with corkscrew slide and water playground, and a formal pool and whirlpool, adorned with eight luxurious private cabanas. Complimentary wireless internet access in the guest rooms and lobby keeps attendees connected throughout their stay and free scheduled shuttle service is offered to the Disney World® Theme Parks.

Resort reservations can be made directly with Omni Orlando Resort at ChampionsGate by calling 1-800-THE-OMNI (1-800-843-6664). **Be sure to make your reservation for the FMA meeting before Wednesday, July 16, 2014** to receive the reduced room rate of \$129 per night for single/double occupancy.

## GENERAL INFORMATION

### WEBSITE

Check out the FMA website at [floridamagazine.org](http://floridamagazine.org) to find details on registration prices, schedule of events, session descriptions, and 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 for entrance into the event Friday evening.

Please make copies of this form for additional registrants.

# ATTENDEE REGISTRATION FORM

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company Name (used for all listings and signage): \_\_\_\_\_  
 Company Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Contact E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

## REGISTRATION FEES

Registration Fee includes all educational programs, Friday Luncheon and social events for one person except for the Charlie Awards Gala (tickets sold separately for the Friday Night FMA Charlie Awards)

Member Rates	Prior to July 23, 2014	After July 23, 2014
<input type="checkbox"/> First Registrant	\$369	\$419
<input type="checkbox"/> Additional Staff (up to 3)	\$159	\$209
<input type="checkbox"/> Additional Staff (4 or more)	\$129	\$179
<input type="checkbox"/> One-Day Fee ( <input type="checkbox"/> Thursday <input type="checkbox"/> Friday )	\$269	\$319
<input type="checkbox"/> Student	\$99	\$149

Non-Member Rates		
<input type="checkbox"/> Full Registration	\$469	\$519

Total Registration Due: \$ \_\_\_\_\_

All Registrants		
<input type="checkbox"/> Charlie Awards Ticket	\$160	\$170
<input type="checkbox"/> Charlie Awards Spouse Ticket	\$100	\$100
<input type="checkbox"/> Charlie Awards Table of 10	\$1500	\$1600
<input type="checkbox"/> Friday Luncheon (additional ticket)	\$95	\$110

(Lunch tickets must be pre-purchased by July 29, 2013. Meal tickets will not be available onsite or after this date.)

Total Tickets Due: \$ \_\_\_\_\_

Payment Information Grand Total Enclosed: \$ \_\_\_\_\_

Check enclosed (payable to Florida Magazine Association)      Check # \_\_\_\_\_ Check Amount \$ \_\_\_\_\_  
 Credit card (complete the following information)      Visa   MC   AmEx

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Sec. Code\*: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Billing Address & Zip Code: \_\_\_\_\_

\*This is the 3-digit number found next to the signature panel on the back of the card. AMEX ONLY - This is the four digit number found on the front of your card.

## WAYS TO REGISTER:

Online: [floridamagazine.org](http://floridamagazine.org)  
 Fax: (800) 837-7321  
 Mail to FMA: 4440 PGA Boulevard, Suite 600  
 Palm Beach Gardens, FL 33410

Refund Policy: Written notification is required for all refunds and must be received at the FMA office by July 23, 2014. Written refund requests received by July 23, 2014 will receive a check for the refund, less a \$50 administrative fee. NO REFUNDS WILL BE ISSUED AFTER JULY 23, 2014.

Special Needs: Please call the FMA office at (866) 885-1156 by July 16, 2014 if you require special accommodations or have any special dietary needs.

All registrations must be accompanied by full payment.

Questions? Contact FMA office at (866) 885-1156 or by e-mail at [info@floridamagazine.org](mailto:info@floridamagazine.org).

**2014 FMA Annual Publishing Conference & Expo Events include:**

- 2014 Annual Publishing Conference & Expo
- Opening Reception – Meet & Greet
- Industry Expert Speakers
- “Dive-In Movie” night
- All-Level Golf Outing



Charlie Awards Presentation & Gala



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