



# TURN THE PAGE

[ Annual Publishing Conference & Expo ]

**August 1-2, 2013**

Disney's Yacht & Beach Club Resorts  
Lake Buena Vista, FL

ATTENDEE REGISTRATION BROCHURE

## [ GREETINGS ]

Just to be clear, when Bob Seger wrote the lyrics to “Turn the Page” back in 1972, his inspiration had absolutely zero to do with the Florida Magazine Association or publishing in the Sunshine State. Nonetheless, this classic rock number has emerged as the unofficial song (and official theme) for FMA’s 2013 Annual Publishing Conference & Expo at Disney’s Yacht & Beach Club Resorts in Lake Buena Vista.

It’s not because our organization’s members “lie awake in bed with the echoes from the amplifiers ringin’ in [our] heads”—although, who among us hasn’t lost sleep during a deadline week. It’s because, especially in this day and age, our industry never stops turning the page when it comes to strategies and innovations.

In the same way that our loyal readers can’t wait to see what comes next when paging through a new issue, FMA members are eager to stay on the cutting edge of everything from technological advances and digital trends to print possibilities and winning sales/marketing formulas.

As evidenced by past conventions, FMA members also appreciate the opportunity to leave their silos for a few days in August and connect with fellow magazine professionals from around the state. However, this isn’t just about reunions and networking. We recognize that you expect (and deserve) a significant return on your investment in FMA’s annual conference.

That’s why your board, with outstanding contributions from our conference committee,

has worked overtime to ensure that this year’s agenda meets (and, hopefully, exceeds) your high expectations. In addition to expanding the number of educational tracks (and running them over the course of both days), this year’s agenda includes bonus presentations in the categories of design and video; a moderated Q&A with this year’s special guest; more digital and social media seminars, and more national and statewide publishing experts than ever; FMA’s version of speed dating—and much more.

In a perfect world, we’d have Bob Seger—or at least a few members of the Silver Bullet Band—somewhere on the bill. However, we’re confident that you’ll still enjoy turning the page with your fellow publishing professionals on August 1-2.

We thank you for continuing to believe in FMA, and we look forward to seeing you at this year’s convention.

**Kevin Kaminski**

President, Florida Magazine Association

## CONFERENCE COMMITTEE

**Kevin Kaminski**

FMA President  
Boca Raton magazine

**Jessica Aslanian**

BlueToad

**AJ Beson**

Beson4 Media Group

**Holly Bourquin**

Communications Consultant

**Doug Damerst**

Florida Realtor Magazine

**Nila Do**

Gulfstream Media Group

**Betsy Hansen**

Betsy Hansen Photography

**Wendy Leech**

Charisma Media

**Jacki Levine**

Gainesville Magazine

**John Sotomayor**

Ocala Magazine

**Dick Walsh**

Rose Printing

**Vanessa Wells**

Beson4 Media Group

# [ 2013 FMA Convention Schedule ]

FOR ADDITIONAL INFORMATION  
Visit us on the web at [www.floridamagazine.org](http://www.floridamagazine.org).



## THURSDAY, AUGUST 1, 2013

- 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. **Keynote Speaker: Carl Landau**  
Get Small, Win Big: Niche Your Magazine Niche for Fun and Profit!
- 2:15 p.m. – 2:45 p.m. Exhibitor Networking
- 2:45 p.m. – 4:00 p.m. **Track A – Sales/Publishing**  
**TBA**  
Roll With the Changes: Reinventing, Revamping, Refocusing to Drive Revenue
- Track B – Editorial**  
**Elizabeth Hudson**  
Creating an Editorial Legacy: How to Come Up with Award-Winning Content
- Track C – Multimedia**  
**Kate Palmer**  
Blog Power: Tips from the Huffington Post on Developing an Online Audience
- Track D – Art/Photography**  
**Ron Reason**  
The Road to Revamp: Photo, Design and Headline Tips For Smarter Redesigns
- 4:00 p.m. – 4:15 p.m. Exhibitor Networking
- 4:15 p.m. – 5:00 p.m. **Debbie Bates-Schrott**  
Storytelling through Design & Type
- 5:00 p.m. – 6:30 p.m. Networking & Exhibitor Reception, FMA Speed Dating

## FRIDAY, AUGUST 2, 2013

- 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: Kevin Kaminski and Special Guest
- 10:15 a.m. – 10:45 a.m. Exhibitor Networking

10:45 a.m. – Noon

### Track A – Sales/Publishing

Statewide Publishing Summit  
**Doug Damerst, Judith Topper, Sandy Klim, Curt Patterson, Andrew Corty**  
Solving Our Mutual Problems Together

### Track B – Editorial

**Ted Spiker**  
Less Can Be More: A Creative, Concise Approach to Bringing Stories to Life

### Track C – Multimedia

**Holly Bourquin**  
Digital 101: Everything You Ever Wanted to Know (but were afraid to ask) About Online Basics

### Track D – Art/Design

**Mark Poulalion**  
Creative Suite Turns to Creative Cloud: How That Impacts Your Publication

Noon - 12:15 p.m.

Exhibitor Networking

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

Lunch, FMA Membership Meeting, General Session

### Ryan Dohrn

Making Video Work for Edit and Sales

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

Exhibitor Networking

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

### Track A – Sales/Publishing

**Ryan Dohrn**  
Tweeting for Dollars: Strategies for Selling Social Media

### Track B – Editorial

**Tom McGrath**  
Case Study: The Move from Print to Digital—And Everything in Between

### Track C – Multimedia

**Cassie Morien**  
The Social Network: Integrating Social Media Across All Publishing Platforms

### Track D – Art/Design

**Debbie Bates-Schrott and Mark Poulalion**  
Bring Your Magazine to Life: From InDesign to Adobe DPS

6:00 p.m. – 7:15 p.m.

Charlie Awards reception

7:15 p.m. – 10:00 p.m.

Charlie Awards banquet & award ceremony

**PLEASE SUPPORT OUR VENDORS**

## [ MEET YOUR SPEAKERS ]



### **Debra Bates-Schrott**

Debra is the founder and chief communications strategist of Bates Creative Group. For nearly 20 years, she has led award-winning teams in creative art direction, branding, magazine design, and marketing collateral development. Debra's more than 80 design awards recognize her exceptional work for organizations as diverse as Cisco Systems, the American Association for Cancer Research, Land Trust Alliance, Experimental Aircraft Association, and the U.S. Marine Corps. Debra has a strong understanding of marketing communications and design issues, and is intimately involved with every client project. She has a proven ability to anticipate changing business situations, make a rapid and accurate assessment of the opportunity, and respond with creative communications solutions.



### **Holly Bourquin**

Holly Bourquin is a communications professional with more than 15 years of experience in writing, editing, publication management, content development, and education. She is currently working as a consultant and contractor, including with the social media marketing agency, Make Me Social, where she provides content and community management. Previously, Holly was the vice president and director of publishing at Software Quality Engineering where she oversaw the production of publications such as *Better Software* magazine and StickyMinds.com. Since 2008, she has been an active member of the Florida Magazine Association board of directors, serving as vice president from 2011-2012.



### **Andrew Corty**

Andy is publisher of *Florida Trend*, the statewide magazine that is widely read by 250,000 business executives, government officials, and civic trend-setters. As publisher, Andy is responsible for *Trend's* monthly content, for all business operations, and for *Trend's* widening array of digital offerings. Andy joined the Times Publishing organization, *Trend* magazine's parent company, in 1978 as assistant to the publisher. He left the Times in the mid-eighties for a five-year stint at *The Washington Post*, returning to head marketing for the *St. Petersburg Times*, now the *Tampa Bay Times*. For 15 years he acted as vice chairman of *Congressional Quarterly*, a subsidiary of the Times until it was sold in 2009. Andy sits on the board of directors for Times Publishing and serves as a trustee of The Poynter Institute, the not-for-profit school that owns the Times. Andy received his bachelor's degree from Harvard College and his M.B.A. from Stanford Graduate School of Business. Andy serves on the board of trustees as treasurer of the Salvador Dalí Museum and on the board of Enterprise Florida, among other activities.



### **Doug Damerst**

Doug Damerst, *Florida Realtor* magazine editor and director since 2004, is a publishing veteran with over 35 years experience as a professional writer, editor, and editorial director. A winner of editing awards and honors, Damerst has led editorial efforts for associations and commercial publishers. His longest tenure was at AAA where he reached the association's highest publishing position, AAA National editor-in-chief and publisher. From AAA, Damerst developed a custom magazine publishing group for South Florida Newspaper Network, a division of the Tribune Co. Then, as editorial director for Hemmings Motor News, he created a strategic makeover that diversified Hemmings' brand to magazines, books, calendars, and websites. Damerst consulted with several publishers to develop or revamp editorial products. He is a seasoned public speaker and trainer with experience addressing consumers, media, associations, and professional organizations including governors' conferences and national industry forums. The Colorado native majored in biology and minored in psychology at Nebraska University's Chadron State College.



### **Ryan Dohrn**

In addition to being the founder of Brain Swell Media, an internet consulting firm focused on the publishing industry, Ryan is an Emmy award winning TV producer and has overseen more than 3,000 website builds. This nationally acclaimed speaker is also a business book author and has been featured in USA Today, on ABC, CBS and FOX TV stations, and on Forbes.com. Ryan currently works on a daily basis with 45 publishers and their related sales and editorial teams; he has personally impacted millions of dollars in online and related media revenues for media companies.



### **Elizabeth Hudson**

Elizabeth Hudson is a native of North Carolina and grew up in a small rural community called Farmer. She holds a B.A. degree in English from the University of North Carolina at Greensboro and began her publishing career in 1997 at *Our State* magazine, where she started in the circulation department answering telephones before moving to the editorial department. She held various editorial titles for 10 years before becoming editor in chief of the 80-year-old publication in 2009. In 2011 and 2012, under Elizabeth's editorial leadership, *Our State* won consecutive Gold Eddies for "Best Issue" of a regional magazine in the country, the top honor from FOLIO, the magazine industry's leading publication recognizing editorial excellence.



**Sandy Klim**

Sandy Klim is Editor-in-Chief of AAA *Going Places* magazine. The award-winning publication reaches 4.2 million AAA member households in Florida, Georgia and Tennessee. The AAA member publication is travel-focused with stories on drive-to and domestic destinations, as well as articles on international travel, cruises and tours. *Going Places* also features lifestyle stories on healthy living, finance, insurance and topics of general interest. Klim has been the editor of the publication for the past 17 years and has received both writing and photography awards for her Editor's Notes column and travel articles.



**Carl Landau**

Carl Landau has more than 25 years of experience as a niche magazine publisher, entrepreneur, and event organizer. Carl launched and sold five national niche magazines: *Computer Language* and *AI Expert*, the first microcomputer magazines for professional programmers; *Brew Your Own* and *WineMaker*, the leading craft beer and wine hobby magazines; and *BrewPub*, a trade magazine. Carl has leveraged his deep magazine experience into a series of educational programs and seminars for publishers and ad salespeople. The Niche Magazine Conference is a national conference specifically for small to medium-sized target audience publishers. Carl also runs the Niche Digital Conference, which helps publishers increase online revenues. Carl is interested in helping magazine publishers, associations, and event promoters successfully market Niche Events. And he's launching the Niche Event Summit in 2014. His 15 minutes of fame took place in the mid-eighties when he launched his famous, "Buy an Ad, Get a Cat" ad campaign. This generated a big stir in the advertising community, but he has long since patched things up with the SPCA.



**Tom McGrath**

Tom McGrath has been the editor of *Philadelphia Magazine* since 2010. During his tenure as editor the magazine has been nominated by the City and Regional Magazine Association for more than three dozen awards, winning 10. He's also led the magazine's digital growth, overseeing seven daily blogs and reaching an audience of nearly 2 million unique visitors every month. A former executive editor of *Men's Health*, he's the author of *MTV: The Making of a Revolution*, and his work has appeared in the *Best American Medical Writing*.



**Cassie Morien**

Cassie Morien was previously the web editor, shop editor and social media manager for *Boca Raton* and *Delray Beach* magazine. After graduating from University of Central Florida with a B.A. in Journalism, she became self-taught in HTML. In 2012, she helped lead the redesign and relaunch of *Bocamag.com* with a mobile website. She now lives and writes in Austin, Texas. When she's not juggling social media and code, she can be found permanently damaging her eardrums at major music festivals and concerts around the country.



**Kate Palmer**

Kate Palmer is The Huffington Post's National Editor, where she has managed teams of editors and reporters and contributed to site-wide editorial strategy since April 2012. Prior to joining HuffPost, she was the Managing Editor of *The Onion*, where she ran editorial operations for the satirical site and paper. In October 2012, Little, Brown published her team's parody encyclopedia, *The Onion Book of Known Knowledge*. Prior to that, she was deputy managing editor at *Foreign Policy* magazine in Washington, which won several National Magazine Awards and Folio Awards during her tenure. Her writing and commentary has appeared in *BusinessWeek*, and on NPR and CBS, among other outlets.



**Curt Patterson**

Curt Patterson has been working in the magazine industry for over 25 years, starting with his recruitment by noted publisher Larry Dobbs as advertising representative for *Mustang Monthly* magazine. Curt launched his own company, Automotive Catalog Showcase (ACS), in 1996, while continuing to develop and launch new titles, including *Florida Golf Monthly*, *Florida Living*, and *Musclecar* magazine. He eventually folded all of his existing businesses into Patterson Publishing; which includes three new niche magazines; *Mustang* magazine for classic 1964-1973 Ford Mustangs, *Fox Mustang* magazine for 1979-1993 "Fox Body" Mustangs, and *The Lakelander*, a high-end local magazine featuring the people and places of his beautiful hometown of Lakeland.

## [ MEET YOUR SPEAKERS (cont.) ]



### Mark Poulalion

Mark Poulalion joins Adobe from Bonnier Corporation where he was the resident Adobe Certified Expert responsible for publishing-related technologies, including InDesign and InCopy. He also has been instrumental in various digital solutions, including Mag+ and Adobe Digital Publishing Suite worldwide. Mark worked as a senior art director for World Publications (now Bonnier), where he designed, photo edited and produced *Sport Diver* magazine. Over the years there, he wore a number of hats—including Digital Asset Management implementation, trainer/curriculum developer and, most recently, Publishing Systems Integrator, where he administered the set-up and training of the Woodwing Publishing System for The Parenting Group. Mark was instrumental in setting up the digital workflow for *Popular Science* using Mag+, as well as implementation and upgrades for Bonnier Digital's newspapers in Stockholm, Sweden, using Adobe DPS.



### Ron Reason

Ron Reason is a publication design and branding consultant who has helped reinvent news organizations worldwide for more than 20 years. He is a faculty affiliate at The Poynter Institute where he previously served as Director of Visual Journalism. Redesign clients this year include the magazines *Modern Healthcare*; *Grid*, the business and networking magazine from Sun-Times Media Group; and *Capital Ideas*, the magazine of research and ideas from the University of Chicago's Booth School of Business. He also recently has redesigned the *Chicago Reader* into a more magazine-like format; *Atlanta's Creative Loafing*; the *Cincinnati Enquirer*; and *Tampa Tribune* and its nearly 30 sister newspapers of Media General. A journalism graduate of IU-Bloomington, he got his start as an editor and design director at the *St. Petersburg Times* (now *Tampa Bay Times*). His blog contains case studies, visuals, and tips at [www.ronreason.com/DesignWithReason](http://www.ronreason.com/DesignWithReason), and he can be reached at [ron@ronreason.com](mailto:ron@ronreason.com).



### Ted Spiker

Ted Spiker is an associate professor of journalism at the University of Florida, where he heads the journalism department's magazine program. A former articles editor at *Men's Health*, Spiker is also a freelance magazine writer whose work has appeared in *Fortune*, *The Oprah* magazine, *Esquire.com*, *Outside*, *Reader's Digest*, and many others. He's co-author of the best-selling *YOU: The Owner's Manual* series of books with Dr. Oz and writes the "Big Guy Blog" for [RunnersWorld.com](http://RunnersWorld.com).



### Judith Topper

Judith Topper is the publisher of the bi-monthly *Lake Mary Healthy Living* magazine, a division of Topper Publications. She has been a publishing titles since 2003. *Lake Mary Healthy Living* magazine is a healthy lifestyle niche magazine in Seminole County.

## HOTEL INFORMATION

Disney's Yacht & Beach Club Resorts  
1700 Epcot Resorts Blvd.  
Lake Buena Vista, FL 32830  
(407) 939-4686

Delight in the best of the beach as you celebrate the refreshing allure of sand and sea at this waterfront getaway made up of two separate resorts. Bask in the casual elegance of sunny gardens, serene grounds, luxurious lounges, and beachside cabanas. Or, cool off in three sprawling acres of a tropical lagoon paradise. Nestled along the shores of Crescent Lake, you are within walking distance to Disney's BoardWalk entertainment area, a leisurely stroll from Epcot®, and a short boat ride away from Disney's Hollywood Studios™.

Resort reservations can be made directly with Disney's Yacht & Beach Club Resorts by calling (407) 939-4686, or by visiting <http://www.disneynow.com/profile/form/index.cfm?PKformID=0x118428a4b2>. Be sure to make your reservation for the FMA meeting before Monday, July 8, 2013 to receive the reduced room rate of \$135 per night for single/double occupancy.

## GENERAL INFORMATION

### Website

Check out the FMA website at [www.floridamagazine.org](http://www.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.



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to receive conference  
information and updates!



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# [ ATTENDEE REGISTRATION FORM ]

Please make copies of this form for additional registrants.

August 1-2, 2013

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 9, 2013	After July 9, 2013
<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
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**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:** www.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 9, 2013. Written refund requests received by July 9, 2013 will receive a check for the refund, less a \$50 administrative fee. NO REFUNDS WILL BE ISSUED AFTER JULY 9, 2013.

**Special Needs:** Please call the FMA office at (866) 885-1156 by July 9, 2013 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.

**2013  
 FMA ANNUAL  
 PUBLISHING  
 CONFERENCE &  
 EXPO EVENTS  
 INCLUDE:**

2013 ANNUAL  
 PUBLISHING  
 CONFERENCE & EXPO

OPENING RECEPTION  
 – MEET & GREET

INDUSTRY EXPERT  
 SPEAKERS



CHARLIE AWARDS  
 PRESENTATION & GALA



# TURN PAGE

[ Annual Publishing Conference & Expo ]

**August 1-2, 2013**

**Disney's Yacht & Beach Club Resorts  
Lake Buena Vista, FL**

