

# FMA 2009 Conference Agenda

## Portofino Bay Hotel at Universal Orlando

**THURSDAY**  
**August 6, 2009**

- 12:30 pm – 1:00 pm      Registration/Meet & Greet
- 1:00 pm – 2:00 pm      **U.S. Post Office: Updates and Changes Affecting Magazines**  
*Presented by Patti Owens, USPS*  
The goal is to move from today's world where carriers must manually case flats, to tomorrow's world where FSS automation sequences flats and places it in a verticalized fashion, in street trays, for ease of reading and handling by the letter carrier. Essentially, the flat mail will bypass any manual handling in the delivery unit and once prepared at the FSS processing facility it will be ready to load directly onto trucks, transported to the delivery unit– and ready to load in the delivery vehicle for street delivery.
- 2:00 pm – 3:00 pm      **Break with Exhibitors / Job Postings**
- 3:00 pm – 4:00 pm      **Magazine American Idol**
- 4:00 pm – 5:00 pm      **“State of the Industry” Keynote**  
*Presented by Bruce Faulmann, Florida Trend Magazine*  
*Florida Trend* magazine's new publisher Bruce Faulmann will offer his insight into the state of Florida's publishing industry. As the down economy inflicts much damage to both magazines and newspapers, many FMA members are scaling back their budgets and even looking for ways to survive. Faulmann spent five years as vice president of the *Tampa Tribune*, 15 years at the *Bradenton Herald* and is just the sixth publisher hired to lead *Florida Trend*.
- 5:00 pm – 6:30 pm      **Networking Reception & Cash Bar**  
*“Speed Dating Your Vendors”*  
Join us Thursday evening during the Networking Reception for FMA's version of Speed Dating. Here's how it works: Using the vendor "dance card" (attendees receive onsite) everyone finds the vendors they want to "date". You have just 5 minutes to make a good impression so the vendor will sign your card before your next "date"!

**FRIDAY**  
**August 7, 2009**

- 7:45 am – 5:30 pm      Registration Open
- 7:45 am – 8:30 am      Registration & Coffee
- 8:00 am – 8:15 am      Welcome Remarks by FMA President
- 8:15 am – 8:30 am      FMA Membership Meeting

8:30 am – 9:30 am	<b>Musical Chairs</b> The Roundtables are back by popular demand! Start Friday morning off right with fellow editors, designers, photographers, salespeople, publishers and vendors to share ideas, opinions and tall tales. This popular event from 2008 has been fine-tuned to be an even more fun and informative event!
9:30 am – 10:00 am	Break with Exhibitors
10:00 am – 11:00 am	<b>Tracks</b> (see below for session information)
11:00 am – 12:00 pm	<b>Tracks</b> (see below for session information)
12:00 pm – 1:30 pm	<b>Luncheon</b> <b>“Distribution Through Social Networking / Social Media”</b> <i>Presented by Dave Iannone, Go Forward Media, Cable Neuhaus, Newsmax Media, Holly Bourquin, Better Software Magazine</i>
1:30 pm – 2:00 pm	Publishing Expo and Dessert
2:00 pm – 3:00 pm	<b>Tracks</b> (see below for session information)
3:00 pm – 4:00 pm	<b>Tracks</b> (see below for session information)
6:00 pm – 7:00 pm	Charlie Awards Reception & Cash Bar
7:00 pm – 10:00 pm	Charlie Awards Banquet
10:00 pm – 11:00 pm	Charlie Awards on Display

### [TRACK A – Circulation & Marketing](#)

10:00 am – 11:00 am	<b>Reaching New Audiences</b> <i>Presented by Dave Iannone, Go Forward Media</i> Reaching new audiences – and your own existing audience – is becoming increasingly easier and difficult at the same time. To get the biggest bang for your investment in time, money and resources, leveraging social media and the power of your brand online and off is critical just to maintain what you have – let alone grow. This session will explore some simple ways you can engage and energize your audience (past, present and future) to make them feel that they are a part of your brand and the industry, and not just a number on a circ form.
11:00 am – 12:00 pm	<b>Audits Unplugged</b> <i>Presented by Mark Stoecklin, Certified Audit of Circulations, Inc.</i> Audits are a necessary aspect of publishing. Mark Stoecklin will provide information regarding Certified Audit of Circulations (CAC), the proper records needed for an audit, general audit costs and how to prepare for your audit. Be prepared to have your auditing questions answered.

2:00 pm – 3:00 pm

### **Future Mailing Strategies**

*Presented by Erv Drewek, Brown Printing Company*

Publishers and the Postal Service have a common interest in ensuring a cost effective delivery method for magazine distribution. Here is your opportunity to hear from an industry insider about new mailing standards, rates and postal operation changes.

3:00 pm – 4:00 pm

### **Crossing the Digital & Social Media Divide**

*Presented by Paul Barron, Kajama Media*

Every publisher today faces the challenge of creating a new digital strategy and the rules are changing almost as fast as you can create the plan. In this session you will learn from one of the most renowned speakers on digital and social media for the publishing industry. Blogs, Video, Podcast and social media will swamp the publishing business in the next two years and consumers and business alike will be transformed on how they consume content. Decentralized circulation and audience building will become the new digital standard in publishing. Join us to uncover and breakdown the social media phenomenon and how it will change the way you interact with your audience forever!

## **TRACK B – Sales/Publisher**

10:00 am – 12:00 pm

### **Winning on the Internet: What It Takes to be Successful With Your Internet Strategy**

*Presented by David Fales, ambro.com, corp.*

Back by Popular Demand: Revised and expanded, now 2 hours with time for questions. ambro.com has counseled hundreds of media companies on how to design their Internet strategy and sell more Internet advertising. Learn the best practices that are working for consumer, trade, local and other specialized magazines for building a successful Internet presence for your magazine. The session will cover basics of infrastructure, content strategy and developing an advertising sales strategy to build a small success and then grow it to be a big success.

2:00 pm – 3:00 pm

### **Publishing in a New World: How to Grow Revenue Using Interactive**

*Presented by Tricia Clarke-Stone, Emmis Interactive*

This session will combine theory and practical examples on how to integrate new media technologies into a traditional publishing enterprise. Tricia will use several real-world case studies to illustrate a variety of topics including: organizing your team to take advantage of the interactive space, ideas on how to capture interactive revenue beyond a display ad model, and tools that will extend your brand or advertiser online. Participants will leave this session with several ideas to grow both revenue and audience using interactive.

3:00 pm – 4:00 pm

### **Carl's Top 20 Keys to Becoming an Ad Sales Super Star**

*Presented by Carl Landau, Niche Media*

Carl Landau will give you a one hour highlight reel of the very best ad sales techniques that really get results! You'll learn everything from how to effectively customize your presentation to each individual prospect to using the marketing consulting approach to selling more ad programs. You'll even learn how to send

cats in the mail. We'll take it one paw at a time and still remain friends with the SPCA.

## TRACK C – Design

10:00 am – 11:00 am

### **Design Process Unplugged**

*Presented by John Goryl, B&G Design Studios*

Learn a step by-step process on how to design a magazine from assigning to designing. Since 2003 John has designed and redesigned over 20 magazines titles. John will share his techniques and methods that will streamline your production process enabling you to save time and be more creative.

11:00 am – 12:00 pm

### **Designing on a Dime**

*Presented by John Goryl, B&G Design Studios*

Learn ways you can art direct, design and produce your magazine on a shoestring budget. Over the years, John has designed magazine layouts on just about every subject but none more rewarding were the layouts created with a zero budget. John will share ideas and show examples of his favorite layouts created and produced with little to no money.

2:00 pm – 3:00 pm

### **The Way of the Design Shaman: The Ecstatic Experience in the Creative Process**

*Presented by Marc English, Marc English Design*

The basic principles of memory, understanding your tools, intimidation of enemies, spatial understanding, sensory awareness, the sustained and focused attention of meditation, the ability to evoke waking visions and religious experiences, getting outside oneself - as in the vision quest of attending conferences, lectures, symposia - understanding the relationship between spirit and inspiration, understanding experience, the isolation and extreme privation of working alone, these are a few of the methods used by the Design Shaman as part of reaching an ecstatic experience in the creative process.

The Design Shaman are the visual poets and storytellers of today. They provide the visual clues that keep a culture grounded: this is a good place to hunt - or shop; this is meant for your tribe - or audience.

Understand that the "problem solving" of the design practice is not unlike the healing practice of the shaman. Design Shaman deal with their clients' souls, often trying to reinvent or resuscitate them. We journey to the heavens - the creative content - and we journey to the underworld - the dollars. We bring sense to both. Understand the secret languages of our profession and those of the multiple tribes we must work to bring together. What does all this mean to publication design? Well, you'll have to attend to understand. If you are looking for inspiration both ordinary and extraordinary, this is where you should be.

3:00 pm – 4:00 pm

### **You Are Our Art Director, Put Together a Web Site**

*Presented by Mike Wilkie, Wilkie Birdsall*

What do you do when your editor asks you to create a Web site for your publication? In this session we will take a look at emerging web publishing technologies, learn how to create engaging content for the web,

receive an overview of general online design and typographic principles, discuss how to take advantage of the dynamic nature of the web, learn how to begin the process of developing an effective web publication and of course how to make your website profitable.

## **TRACK D – Editorial**

10:00 am – 11:00 am

### **Audience Driven Content. Content-Driven Design**

*Presented by Debra Bates-Schrott, Bates Creative Group, LLC*

How does the editorial team take the lead on a redesign, restructure or the launch of a new magazine to ensure both the editorial content and design are on target? In this session you will learn: the importance of clarifying the editorial goals and what tools to use to communicate this to the designer, how to focus your publications mission statement so it can be used as a tool to keep the magazine on track, the importance of a tight issue map, planning for the right mix of content, what is right for your reader for online content, tools to bring to the design kickoff to lead the discussion and process, timeline, and style guide importance.

11:00 am – 12:00 pm

### **Why Some Magazines are Still Relevant**

*Presented by Steve Blount*

2009 has been one of the scariest and most challenging years for magazines in modern memory. Under siege from all sides – from advertisers demanding proof of performance to an explosion of heavily discounted digital advertising inventory to readers distracted by Twitter – are magazines the wooly mammoths of the media world? We'll quickly survey what publishers are doing to ensure their products remain relevant to readers and advertisers and how to transition to the contextually rich, tactile print products that are able to compete with the digital challengers.

2:00 pm – 3:00 pm

### **How to Do More With Less – Roundtable Discussion**

*Presented by Patricia Letakis, Florida Travel + Life,, Susan Moynihan, Destination Weddings & Honeymoons, Randy Vance, Boating Life, Sarah Kinbar, Garden Design, Shawn Bean, Babytalk*

Join our panel of editors from some of the state's top publications as they discuss how to do more for your magazine with fewer resources in today's tough economic climate.

3:00 pm – 4:00 pm

### **Plagiarism & Journalistic Ethics**

*Presented by Linda Marks, Ocala Magazine, Jamie Mark, Ocala Magazine, Mike Boslet, Orlando Magazine, Bob Creutz, iThenticate*

Plagiarism is an evil word in journalism and something we all hope will never happen at our publication, but unfortunately it can and does happen. What will you do if plagiarism is revealed? Join us to learn how some of our member publications have handled this situation and also what software is available to help prevent it from happening.

## TRACK E – Production

10:00 am – 11:00 am

### **Production Strategies: Keeping Costs Down on All Fronts**

*Presented by Norma Machado, Gulfshore Life*

In today's tough economy it's more important than ever to keep production costs down for your publication. Norma Machado is here to offer solutions and tips on how to accomplish this task. In this session she will discuss how to manage the process and keep control of costs, including scheduling, workflow, equipment/software and personnel; problem solving and how to plan for the unexpected; finding the right printing partner and much more!

11:00 am – 12:00 pm

### **The Truth Behind Cherries, Chocolate and Paper**

*Presented by Wayne Dennis, Mac Papers*

Create more global climate change, use recycled paper. This will focus on the inconvenient truth behind the false security of using the recycled content of paper as the only measurement to environmental responsibility. Why paper and print are the best environmentally responsible choices. How do you as a publisher find the right shade of "Green" for your publication, how do you measure your impact and how do you communicate this to your readers.

2:00 pm – 3:00 pm

### **Negotiating Your Printing Contract in a Recessive Economy**

*Presented by Kathy Reilly, Print Production Advisory*

"Buyers' Market" and "Sellers' Market" are common terms in the publishing industry lexicon, but it's time to add a new one to the mix. How about "Partnership Market"? It is indeed a Buyers' Market right now, but we should also be getting the most we possibly can out of partnering with our printer. Now is the time to negotiate a new printing contract, either with your current printer or a competitor, even if you are in the middle of a contract term. Printers who have never been competitive at run lengths under 100,000 before are suddenly aggressively pursuing accounts with runs as low as 15,000. New press technologies or co-mailing capabilities can mean substantial savings to your manufacturing and distribution costs. Unprecedented deals are being offered that benefit both publisher and printer.