

Your Speakers

1. PAUL BARRON

Paul Barron is a publisher and new media expert with more than 16 years of online media experience in building brands and amassing audiences. As a founder of leading industry Web sites, blogs, podcasts, viral video and social media platforms, he has been on the cutting edge of every new media push since the first Web page by Tim Berners Lee in 1992. As an expert in understanding the evolution of digital media, Paul has become one of the elite in Social Media in all sectors of business over the past four years. As an early adopter, consumer science master and student of the actual technology that drives this entire new media craze, Paul will deliver a plan on how you can create your digital footprint and develop your social media makeover.

2. DEBRA BATES-SCHROTT

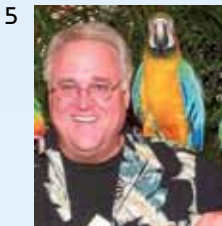
Debra Bates-Schrott has devoted over 16 years to design strategy, management and art direction, for magazines and organizations such as the U.S. Marine Corps, The Land Trust Alliance and the American Society of Interior Designers, to name a few. In that time, she has won some 60 awards for her design. Debra is intimately involved with the strategy behind every project and developing solid client relationships. Her team at Bates Creative Group focuses on the successful launch and redesign for a variety of magazines, logo design, strategic event marketing and progressive Web design. Under her direction her team has established a creative process that engages the client and evolves ideas into targeted design aimed for success.

STEVE BLOUNT (not pictured)

With more than 30 years experience as a media executive, writer and editor, Steve Blount has demonstrated expertise in all forms of media from magazines, books and Web sites to marketing communications, audio and video productions. The author or editor of more than two dozen books on graphic arts, business, sports and travel, since 1976 Steve has launched or re-launched 17 magazines for companies ranging from mega-publishers Ziff-Davis and Rodale Press to boutique firms including World Publications. His most recent launch was named one of the Top 15 Magazine Launches of 2005 by Media Industry Newsletter.

3. TRICIA CLARKE-STONE

Tricia Clarke-Stone has been working in traditional and digital media for nearly a decade. She currently serves as Director of Integrated Sales at Emmis Interactive, driving digital/mobile sales and business development. Over the past eight years, Tricia has concentrated on working with media companies, ad agencies and brands to create and develop integrated multi-media campaigns that use today's growing digital platforms along with traditional media. She has worked on regional and national campaigns for clients such as Apple iTunes, Ford, Fox Television, EA Sports, Puma, Scion, Paramount Home Entertainment and others. As a result of Emmis' success in this area, today Tricia and her team focus on developing relationships with media companies to assist them in building sustainable and profitable interactive businesses



via sales consulting and an enterprise-level CMS. Tricia was recently recognized by FOLIO as one of the industry innovators and influencers.

4. BOB CREUTZ, JR.

Trained as a journalist and educator, Bob has worked in publishing and education technology for well over a decade. Bob joined iParadigms (the parent company of iThenticate) in 2004 as a senior sales executive, and has since moved up to become general manager of the iThenticate business unit, iParadigms' newest and fastest-growing product division.

5. WAYNE DENNIS

Wayne Dennis is the Corporate Director of Sustainability at Mac Papers in Jacksonville. His responsibilities include the corporation's sustainability initiatives and environmental initiatives. He has directed Mac Papers and their envelope converting facility through the sustainable forest chain-of-custody certification process and advised other commercial printers throughout the Southeast. He has been asked to speak to various advertising/design firms, commercial printers, trade and professional associations and universities on critical environmental issues and how they relate to paper, design and print. He brings a clear and entertaining message on how paper, design and print can reinforce and add to a company's overall sustainability initiatives and environmental responsibility.

6. ERV DREWEK

Erv Drewek is the Distribution and Postal Affairs Manager at Brown Printing Company. He has a mailing career spanning more than 20 years in postal affairs and he specializes in the content and characteristics of periodicals publications. Erv is an active participant in several mailer groups within the Postal Service, such as MTAC (Mailing Technical Advisory Committee), the Periodicals Advisory Group, and various focus group meetings. He has been a speaker at industry events like FOLIO and the National Postal Forum. Erv attended school in Wisconsin and has a degree in Marketing/Materials Management.

7. MARC ENGLISH

Marc English studied design at Massachusetts College of Art, after a stint at the Berklee College of Music, where he studied composing, harmony and arranging. He began his career in Boston working for a number of studios on projects in communication design for Fortune 500 clients, broadcast design for ABC-TV's Boston affiliate, and creating museum exhibits for national and international clients, before opening his own studio in 1993. Marc has built his reputation by creating a body of work that focuses on identity — the heart and soul of any individual, institution or corporation. He is the author of *Designing Identity: Graphic Design as a Business Strategy*, a series of industry-specific case-studies providing insight into the role design plays as part of a strategy for success. His studio has been featured in *Graphic Design America 2: The Work of Many of the Best & Brightest Design Firms From Across the United States*. Marc's work can also be found in the collections of the Museum für Kunst und Gewerbe in Hamburg, Germany, the Merrill C. Berman Collection in New York, and the Universidad Autónoma Metropolitana in México City.

8. DAVID FALES

David Fales is a key member of the ambro.com team. A highly successful executive in advertising sales management, marketing and training, David's expertise enables media properties to quickly adapt to today's challenging market, to grow market share and to monetize new opportunities — while improving sales effectiveness and efficiency. David has more than 10 years experience in sales/management of online ad programs, including extensions of magazine brands and pure-play internet media brands. His experience includes impression-based advertising on sites and newsletters, lead-generating sponsored Web seminars, site sponsorships, e-newsletter, and co-registrations among many offerings including CPM, CPC and CPA approaches. He is an expert at RFP rapid-response techniques, as well as in consultative selling of large-scale, integrated programs, including the development and sales of profitable brand extensions, live event sponsorships and exhibiting and custom publishing.

9. BRUCE FAULMANN

Bruce Faulmann joined *Florida Trend* as its new publisher in 2008 after serving as Vice President of Advertising and Sales for the *Tampa Tribune*. He brings a tremendous amount of knowledge about area media outlets, from five years as VP at the *Tribune* to stints as the paper's advertising director and head of marketing. Before that, Bruce spent 15 years at the *Bradenton Herald*, ultimately leaving as director of sales. He joins *Florida Trend* as only the sixth publisher in the magazine's 50-year history.

10. JOHN GORYL

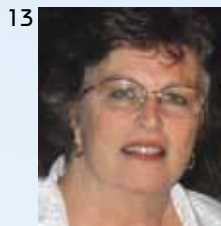
John Goryl holds degrees in both illustration and graphic design from the Tyler School of Art in Philadelphia. He has art directed regional and national magazines and has illustrated for publications nationwide. His work is consistently recognized by the Society of Publication Designers, and in 2001, John was named Designer of the Year by the City & Regional Magazine Association for his work at *Philadelphia Magazine*. John and his business partner began B&G Design Studios in 2003, which specializes in publication design and redesigns.

11. DAVE IANNONE

Dave Iannone is President and CEO of Go Forward Media. Dave is a progressive, dynamic eMedia, B2B publishing, marketing, content management, social networking and public safety veteran. His focus with clients is overall content and audience strategies, marketing and community growth, business development and operational management. At Red 7 Media, recently ranked by *Inc.* magazine as the nation's fastest growing periodical company, Dave led the launch of new career centers, professional networks, publication event sites and Web-based awards programs. This included the rapid growth of FOLIO magazine's Web site as the dominant online news and information destination for the magazine industry. The company's eMedia revenue has doubled in the last year and continues to skyrocket.

12. CARL LANDAU

Carl Landau has made millions starting and selling five niche magazines and two conferences in both the



consumer and B2B publishing worlds. His magazines range from *Computer Language* for software developers to *Brew Your Own* for people who homebrew beer. Carl became famous 15 years ago for sending cats in the mail! He has taught his Camp Niche ad sales training program to over 3,000 ad sales professionals. He started the wildly successful Niche Magazine Conference "Publishers Only" event in 2007. Carl is launching his new Niche Digital Conference this fall.

13. NORMA MACHADO

Norma Machado is Director of Publications for the Gulfshore Division of CurtCo Media with over 35 years of print production experience. She graduated with a Bachelor of Fine Arts degree from Swain School of Design in New Bedford, MA and has worked for commercial, sheet-fed printers as a graphic designer, art director and production coordinator during her career. In 1993, Norma switched to magazine publishing as the production manager of 12 national B2B titles. She has successfully transitioned all publications to a PDF workflow and implemented production and manufacturing adjustments to improve workflow, timelines and revenue. As Director of Publications for Gulfshore, Norma continues to take advantage of strong partnerships to increase efficiencies and improve all products.

14. KATHY REILLY

Kathy has been actively engaged in magazine production operations for more than 35 years, while employed by major publications and in her capacity as an industry consultant. She has negotiated printing contracts for publications of all sizes, and is responsible for saving publishers millions of dollars in manufacturing and paper costs. A firm believer in "paying it forward," Kathy is involved in the critical task of training others in production. In addition to one-on-one training, she is a frequent facilitator and guest speaker on such topics as "Production Cost Control," "Paper Economics," "Negotiating Your Printing Contract," "Production Choices for Start-ups" and "How to do a Press Check." Prior to launching Print Production Advisory in October 1989, Kathy was Vice President of Manufacturing and Distribution for Financial World magazine. Earlier, she served as Production Director of McCall's Needlework & Crafts and held various production positions at Family Circle magazine.

15. MARK STOECKLIN

Mark has been in the circulation auditing industry since 1979 when he joined the Audit Bureau of Circulations (ABC) as a field auditor. He worked for 20 years for ABC, serving as their Director of Newspaper Marketing for his last six years at the company. In 1999 he joined Certified Audit of Circulations (CAC) as their Chief Executive Officer.

MIKE WILKIE (not pictured)

Mike Wilkie is a Partner and Creative Director of Wilkie Birdsall, a branding and design firm located in Orlando, FL. He is formerly an Associate Editor of a local magazine and a publisher of numerous blogs. Mike also served as Creative Director at one of Florida's largest advertising agencies. He is a member of the Designers Accord, The Ethical Branding Group, The Design and Emotion Society and The Society of Typographic Aficionados.