

WINTER
**PUBLISHER'S
RETREAT**



TUSCON, ARIZONA

FEBRUARY 9-12, 2023

THURSDAY, FEB 9

8:30-11am	✂	Board of Directors Meeting
12:30-1:30pm	✂	Group Lunch and Networking
	✂	Opening Workshop: The Future is Where We Belong <p>While some may warn of the end of print publications, there's good reason to believe that City magazines are, in fact, positioned to enjoy even greater relevance in their communities. This is especially so for those who begin to attune to and include younger audiences and highlight reporting of the issues that shape community pride, health, and engagement. This is an exciting time for city magazines to be instrumental in celebrating and strengthening a sense of belonging that so many are yearning for. In this 2-part series, Cecily Sommers describes what it means for publishers to think, see and lead like a futurist as she dives into:</p> <ul style="list-style-type: none">• <i>How megatrends are transforming how we relate to each other and how we behave</i>• <i>Why city magazines that see themselves as engines of belonging are positioned for increased relevance in their communities.</i>• <i>How the architecture of belonging inspires innovation for products, partnerships and events.</i>• <i>The impact of "Why" journalism for younger, more diverse audiences.</i>• <i>Four simple practices that can powerfully generate belonging for yourself and others.</i>
1:30-2:15pm	✂	Part 1 will focus on how to think and see like a futurist
2:15-2:30pm	✂	Break
2:30-3:15pm	✂	Part 2 will focus on how to lead like a futurist
3:15-3:45pm	✂	Refreshment Break
3:45-4:30pm	✂	Marketing and Communicating Effectively to the Growing Hispanic/Latin A/Ex Market <p>Whether you are in AZ, Iowa, Illinois, Pennsylvania, or anywhere USA, the Hispanic market is growing. Texas is now a majority Hispanic market. That being said, Latins in Florida are different from Arizona. Marketing and communicating effectively to this diverse demographic is critical. Speakers: <i>Felipe Garcia of Visit Tucson and Jessica Retis of the University of Arizona Journalism Department</i></p>
5-6:30pm	✂	Opening Reception at the JW Marriott

FRIDAY, FEB 10

8-9am

Group Breakfast

9-9:45am

Sparkling Conversations of the Future through Content Evolution

How will successful magazines surprise, delight or challenge their readers through relevant and meaningful content in the future? In this session, a panel of CRMA publishers will explore how to evolve content to hit the right balance of informational, inspiring, and provocative. We'll talk about stories or design that has raised eyebrows and created buzz or dialogue – or conversely, that has alienated readers or advertisers. Come with questions about how your magazine can start conversations that help you reach new audiences while you make a difference in advancing your communities.

Panelists: Shelly Crowley of Mpls.St.Paul Magazine, Noelle LeVeaux of D Magazine and Dan Brogan of 5280

9:45-10am

Break

10-10:45am

Hot or Not?

Video, email, audio, metaverse ... oh, my! Which digital growth trends are worth investing in and which ones are a must or bust in regional publishers in 2023. **Speaker:** Melissa Chowning of Twenty First Digital

10:45-11:15am

Refreshment Break

11:15am-Noon

Reimagining Magazine Publishing: Embracing Transformation and Change

In this casual Fireside Chat format, we'll get the inside scoop from Kirk Davis, CEO of Metro Corp Media, about his predictions and vision for the future of City magazine publishing. Kirk will share how his background as a transformational C-level executive, business builder and turnaround specialist is informing his leadership and strategy at Metro Media Corp. We'll discuss challenges and opportunities in everything from print and digital subscription-based magazines and marketplaces, lifestyle and cultural events, and custom content.

Speaker: Suzanna de Baca of DSM Magazine interviews Kirk Davis of Boston and Philadelphia magazines

Noon-6pm

Networking Time

6-8:30pm

Group Dinner at El Charro

SATURDAY, FEB 11

8:30-9:15am



Group Breakfast

9:15-10am



Opportunities and Challenges in Revenue and Expense Management in 2023 and Beyond

Over the last few years, publishers have faced unprecedented disruption to our business models, with pressure on revenues and skyrocketing expenses. In this session, you'll hear from several CRMA publishers who will share ideas on what has been working to boost revenue as well as how they are meeting challenges of increased costs of paper, postage, printing and people. We'll discuss changes in P&Ls between 2019 and now, and the outlook for the future.

Moderator: John Palumbo of Rhode Island Monthly **Panelists:** Frank Jones of Palm Springs Life, Laurie Laykish of LOCAL Life, Scott Schumaker of Honolulu Magazine

10-10:15am



Break

10:15-11am



Best Websites + Newsletters

Hear from some of the CRMA awards finalists in the categories of Website Excellence and Newsletters about how these digital assets are engaging audiences and driving digital revenue. **Panelists:** Michael Teitelbaum of Baltimore Magazine, Shelly Crowley of Mpls.St.Paul Magazine, Kirk Davis of Boston and Philadelphia magazines and Dan Brogan of 5280



11-11:15am	✂	Break
11:15am-Noon	✂	Winning Sales Teams- Setting Your Organization up for Success In this round table discussion, CRMA Board member Mike Martinelli will lead a conversation about creating and managing sales teams that can propel your organization to success in the future. Topics will range from optimal organizational structures, growing your sales force, managing digital vs. print, assigning accounts, sales segmentation (new business vs. contract renewal), how to grow stale accounts, sales compensation and more. Moderator: <i>Mike Martinelli of Today Media</i>
Noon-6pm	✂	Networking Time
6-8pm	✂	Closing Reception at the Tucson Museum of Art

SPEAKER BIO

Cecily Sommers



Cecily has a knack for translating big ideas into relatable themes and catalytic conversations. She doesn't just talk about the future, she brings it to life for her audiences. Her combination of philosophy and practicality make every engagement both expansive and strategic, injecting much-needed pause, perspective, and practices into our world. She works with some of the world's most recognized brands, helping leaders understand the forces of change and turn them into paths to opportunity. Cecily is a two-time TEDx contributor, and author of *Think Like A Futurist*.

WHAT TO SEE, EAT AND DO

Suggested Activities

Hiking: not far from the JW Marriott Resort are a number of trails, including the David Yetman Trail, Wasson Peak Trail, and for a truly transformative experience if you want to drive to the top of Mt. Lemmon, traversing five life zones along the way, you will go from desert landscape to pine and aspen trees at 9,600 feet above sea level. The gorgeous drive-up Mt. Lemmon would take about 1.5 hours from the resort. Once there, you can find several hikes, including the Aspen Loop Trail at the base of the cute little village of Summerhaven, where there are shops and restaurants.

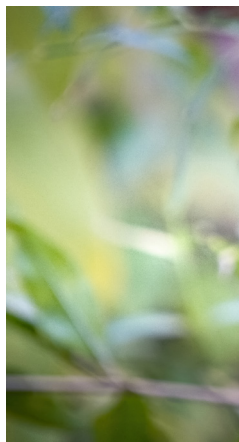
Golfing: the JW Marriott has 27 holes of championship golf on an Arnold Palmer designed course known as the Starr Pass Golf Club that hosted the Tucson Open.

Arizona Sonora Desert Museum: recognized as “one of the top five zoos in the world,” ASDM showcases flora and fauna of the Sonoran Desert in an easily walkable location 15 minutes for the JW Marriott. The hummingbird exhibit alone is worth the trip.

San Xavier Mission: this nearly 300-year-old adobe church, located on the Tohono O’Odham reservation has been referred to as “the Sistine Chapel of North America,” by none other than the restoration team who worked on the real Sistine Chapel. It is still a working church for the parishioners on the reservation but is actively under restoration. We have arranged a behind-the-scenes tour.

Center for Creative Photography and UAZ Museum of Art: these two world class venues are located across the street from each other on the University of Arizona campus. The CCP is recognized as one of the great photography museums in the US, with Ansel Adams and Edward Weston archives, among others. The UAMA has a special exhibition of the Willem DeKoonig painting “Women Ochre” valued at approximately \$40 million that was stolen in 1985, and recovered in 2019, was recently restored by the Getty Museum, plus many, many more top-notch artists works.

Tucson Gem Mineral, and Fossil Show: the largest gem and mineral show in the world. Much of it is not open to the public, but much is, and the dealers come from all over the world to participate. It is at dozens of locations all over town, including the Tucson Convention Center. It comes to Tucson every year, but the past few years were smaller due to the pandemic. This year it is back up to full strength. Here’s a helpful link: tucsongemshow101.com.



Restaurants

Westside and Downtown (within 10 minutes of the resort): Augustin Kitchen, Seis Kitchen and Tacos, The Cup Café, Maynard's, The Hub, Penca, and Playground.

Midtown (10-15 minutes from the resort): Tito & Pep, Feast, Kingfisher, Culinary Dropout, Postino, Cielos, Locale.

Foothills (20 minutes from resort): North, Vivace, Blanco, Tavolino, Flemings, Wild Garlic Grill.

Additional options: [Tucsonfoodie.com](https://tucsonfoodie.com)



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