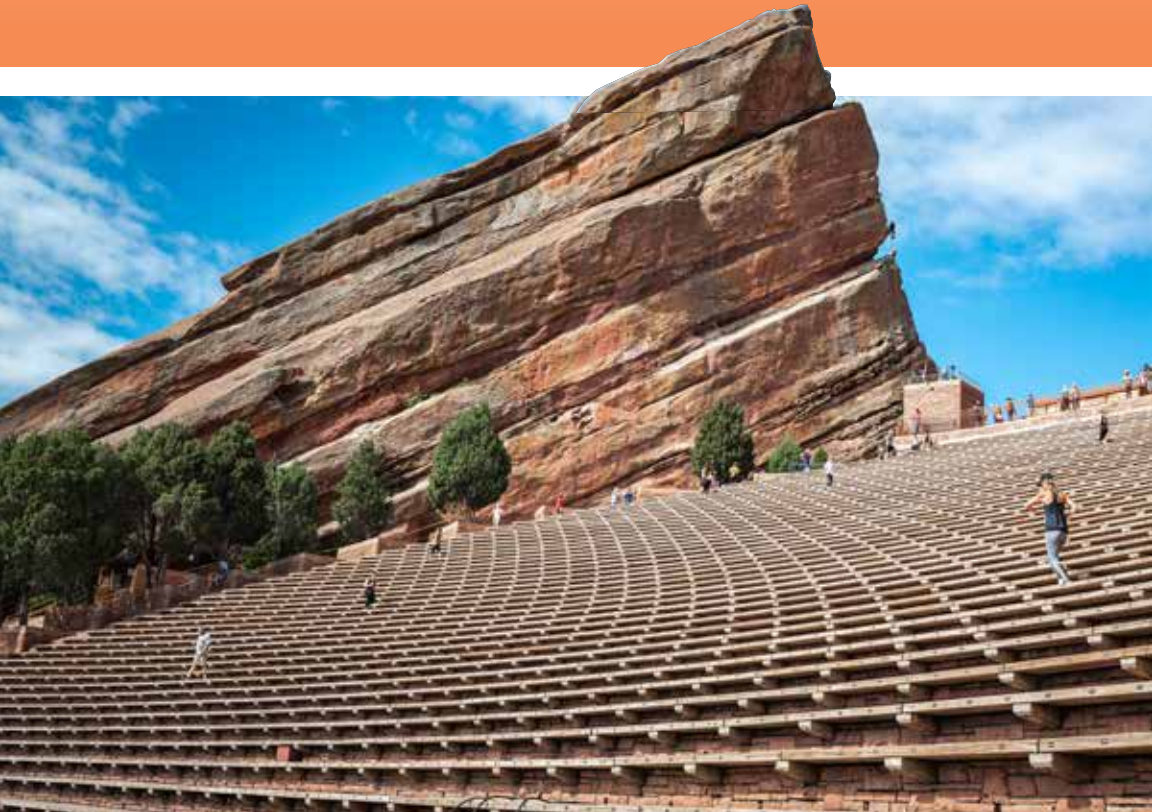


CITY & REGIONAL MAGAZINE ASSOCIATION

49TH ANNUAL CONFERENCE | JUNE 4 - 6, 2025 | DENVER, COLORADO





WELCOME TO THE



**2025 ANNUAL
CONFERENCE
COMMITTEE**

CONFERENCE CHAIRS

Laurie Laykish
VP of Events for CRMA
Local Life

Charity Huff
Host of Conference
5280

EDITORIAL

Chris Vogel
Boston magazine

Bradford Pearson
Philadelphia magazine

Brian Kendall
Fort Worth Magazine



MILE HIGH CITY!

SALES

Charity Huff
5280

Piniel Simegn
5280

Carin Keane
Gulfshore Life

Carole Nicksin
Milwaukee Magazine

AUDIENCE DEVELOPMENT

Carly Lambert
5280

Paul Lopreiato
Metro Corp

Megan Guzman
Milwaukee Magazine

AGENCY/STUDIO

Jacquie Chakirelis
Cleveland Studios

Jay Bellamy
Coastal Virginia Living

Evan Wood
Missouri Life Magazine

DESIGN

Chelsea Mamerow
Milwaukee Magazine

Dave McKenna
5280

► SCHEDULE

WEDNESDAY | JUNE 4

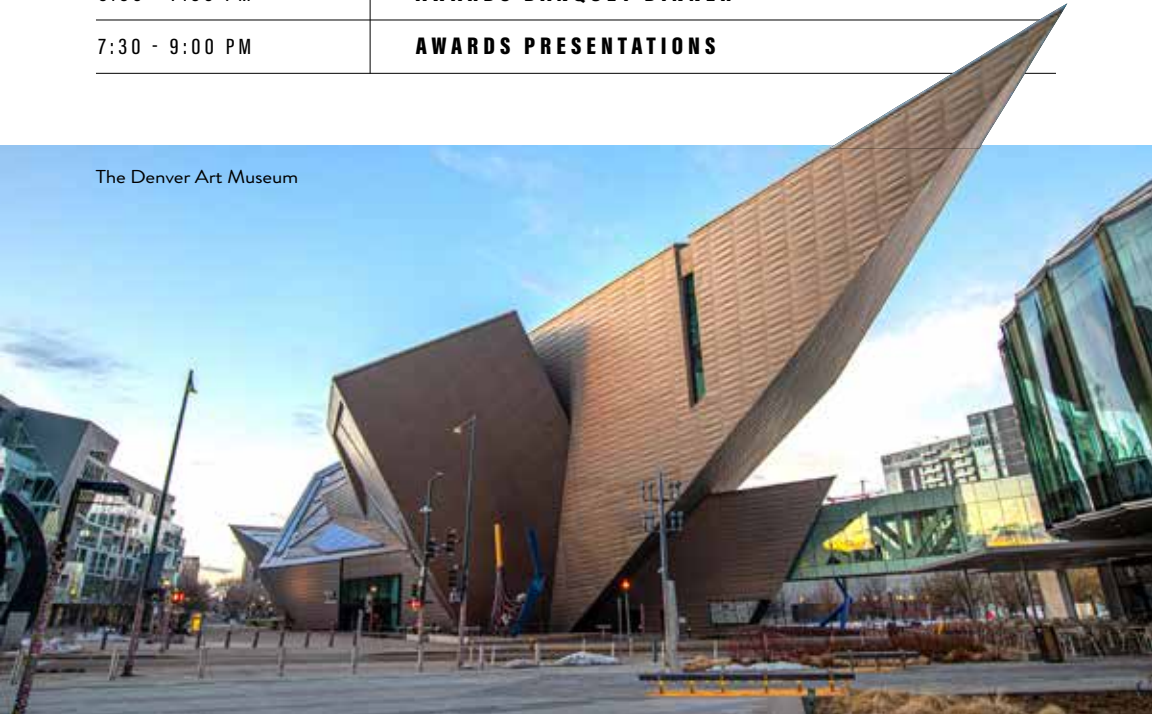
1:00 PM	REGISTRATION OPENS
3:00 - 5:00 PM	AI WORKSHOP FOR SALES
4:00 - 5:00 PM	AI FOR EDITORS AND PUBLISHERS
5:00 - 7:00 PM	OPENING COCKTAIL RECEPTION at hotel

THURSDAY | JUNE 5

8:00 - 9:00 AM	GROUP BREAKFAST
8:45 - 9:00 AM	OPENING REMARKS
9:00 - 9:30 AM	KEYNOTE Larry Kramer of USA Today: Turning Problems into Opportunities
9:30 - 10:00 AM	KEYNOTE Don Harkey of People Centric Consulting Group: The Perfect Storm
10:00 - 11:00 AM	SESSION 1
11:00 - 11:30 AM	REFRESHMENTS & NETWORKING WITH EXHIBITORS
11:30 - 12:30 AM	SESSION 2
12:30 - 2:00 PM	GROUP LUNCH with Lifetime Achievement Award
2:00 - 3:00 PM	SESSION 3
3:00 - 3:30 PM	REFRESHMENTS & NETWORKING WITH EXHIBITORS
3:30 - 4:30 PM	SESSION 4
5:30 - 7:30 PM	OFFSITE PARTY at Milk Market at Dairy Block

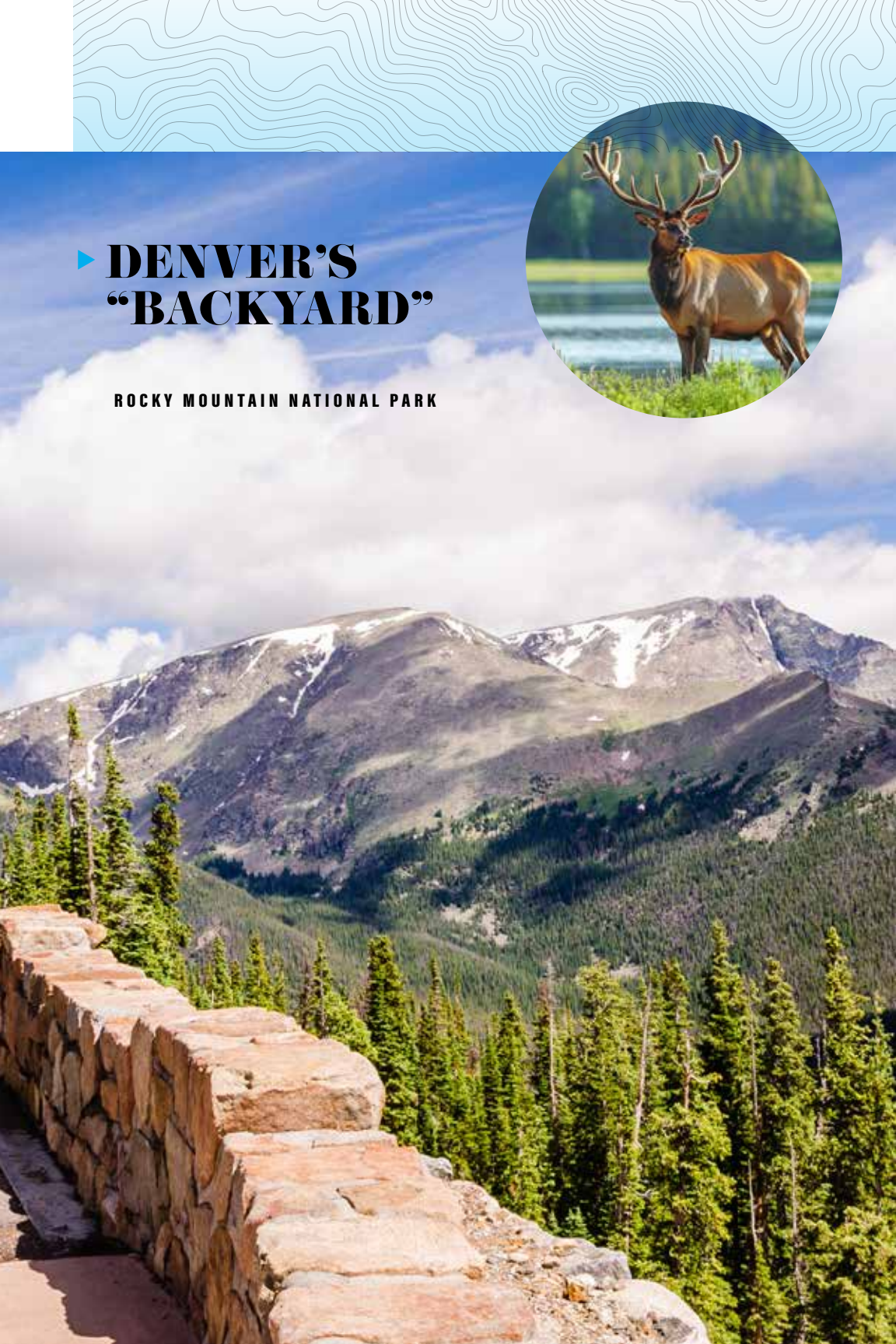
8:00 - 9:00 AM	GROUP BREAKFAST
9:00 - 9:30 AM	KEYNOTE Bo Sacks of Media Intelligence: The Future of Publishing in the 21st Century
9:30 - 10:00 AM	KEYNOTE Guy Tasaka of Tasaka Digital: Local Media 3.0: Reimagining Community Engagement & Monetization
10:00 - 11:00 AM	SESSION 5
11:00 - 11:30 AM	REFRESHMENTS & NETWORKING WITH EXHIBITORS
11:30 AM - 12:30 PM	SESSION 6
12:30 - 2:00 PM	GROUP LUNCH
2:00 - 3:00 PM	SESSION 7
3:00 - 3:30 PM	REFRESHMENTS
3:30 - 4:30 PM	SESSION 8
6:00 - 6:30 PM	AWARDS COCKTAIL RECEPTION at hotel
6:30 - 7:30 PM	AWARDS BANQUET DINNER
7:30 - 9:00 PM	AWARDS PRESENTATIONS

The Denver Art Museum



► DENVER'S “BACKYARD”

ROCKY MOUNTAIN NATIONAL PARK



► OPENING RECEPTION

Join us at the Hilton City Center ballroom in Denver to network with your fellow CRMA peers and exhibitors

WEDNESDAY, JUNE 4
5 - 7:00 PM

**ENJOY
COMPLIMENTARY
OPEN BAR
& APPETIZERS**



Photo: Larimer Square

▶ WORKSHOPS

THE AI GAMES: COMPETE, COLLABORATE & SELL SMARTER WITH AI

WEDNESDAY 3:00-5:00 PM

Kevin Berrier of MDDC Ad Services

Put your AI skills into action in this fast-paced, hands-on workshop where you'll compete in The AI Games—a team challenge to create a 5-minute, AI-powered sales pitch in under an hour. Along the way, you'll learn how AI can make prospecting, pitching, and proposal writing faster and more effective. You'll also connect with fellow media sales professionals, share strategies, and leave with practical ideas you can use immediately in your day-to-day sales process. Bring your laptop and make sure your free ChatGPT account is set up in advance—this one's all action.

AI FOR EDITORS + PUBLISHERS PRACTICAL TOOLS AND TRANSFORMATIVE STRATEGIES

WEDNESDAY 4:00-5:00 PM

Guy Tasaka of Tasaka Digital

This hands-on session will explore practical AI applications that can reduce costs, increase productivity, and create innovative user experiences.

Participants will learn:

- How to use generative AI for content workflow optimization
- Techniques for creating personalized content experiences
- AI-powered tools for audience engagement and monetization
- Developing a competitive advantage through intelligent technology

Practical Takeaways:

- AI tools for editing, headline and article writing
- Strategies for creating content across multiple platforms
- How to build a technology stack that leverages AI

Photo: Emmanuel Appiah



► OFFSITE PARTY

Join us at Milk Market at Dairy Block to network with your fellow CRMA members

THURSDAY, JUNE 5
5:30 - 7:30 PM

1800 Wazee St Suite 100, Denver, CO

Walk 6 blocks or take the shuttle bus outside the hotel beginning at 5:15 PM





► KEYNOTES

TURNING PROBLEMS INTO OPPORTUNITIES: FIRESIDE CHAT WITH LARRY KRAMER

THURSDAY 9-9:30 AM

Larry Kramer, USA Today

The world of media is changing dramatically and each publisher faces a broad range of challenges. Larry Kramer will stimulate the audience to think about how to attack their most prevalent and common problems, and how to turn those problems into opportunities. Some are obvious, like the erosion of trust of all levels of media and others less so, like the changing ways the consumer is looking for information and the difficult search for “truth” at a local level will spur some great discussion and thinking in this ‘fireside chat’ format. Larry will draw on his personal and professional experiences to provide a fresh perspective, new ideas and inspiration that will encourage hearty dialogue.



LARRY KRAMER presently serves as a board member of Advance Local and advisor to Advance Publications (parent company of Conde Nast), as well as a trustee for Syracuse University (vice chair). He is also chair of the board of WinVest Acquisition Corp., a SPAC in the Fintech arena (NASDAQ:WINV).

He started his career as an award-winning reporter for the *San Francisco Examiner*, where he rose to executive editor, and the *Washington Post*, where he became assistant managing editor. While a journalist, he won several awards, including the National Press Club Award, The Associated Press Award for news writing, and the Gerald Loeb award for business reporting. His staffs won two Pulitzer Prizes. He serves a two-year term as a Pulitzer Prize juror. He is the author of *C-Scape*, a book about the changing landscape of the media business (Harper Business, 2010).

After 20 years in journalism, he founded DataSport Inc. and later CBS Marketwatch.com, which he took public and ran as CEO and chair for a decade until its sale to Dow Jones in 2025.

He has served as the first president of CBS Digital Media, and later president and publisher of *USA Today*. He is a graduate of Harvard University (MBA) and Syracuse University (BS in journalism and political science).

THE PERFECT STORM

THURSDAY 9:30-10AM

Don Harkey, People Centric Consulting Group

The U.S. workforce is facing a dual challenge: a rapidly growing expertise shortage due to demographic shifts and an overwhelming demand for employees. Organizations are struggling to fill critical roles while inexperienced managers and executives take on higher responsibilities. This session explores the factors driving the perfect storm and offers strategies to build resilience, develop leadership, and improve employee engagement—key elements that will determine which companies thrive and which struggle in this new era of workforce dynamics.

Learning Objectives:

- Participants will gain an understanding of the demographic and economic factors contributing to the expertise shortage and how it affects organizational performance
- Explore strategies to train and support emerging leaders, ensuring they are equipped to manage teams and navigate the complexities of modern workforce challenges
- Learn techniques to boost employee engagement, which is crucial for retaining talent and positioning their organization as an attractive employer in a competitive labor market



DON HARKEY is sought-after for his business insights in multiple industries.

As a former engineer, Don brings a unique perspective to every organization he works with; he views every business as a machine and that machine is perfectly designed to get the results that it is currently getting. As the CEO of People Centric, Don loves to help people adjust their machine to produce better results. He is highly strategic, process driven, and an engaging keynote speaker.

THE FUTURE OF PUBLISHING IN THE 21ST CENTURY: HOW PUBLISHING WILL NOT ONLY SURVIVE BUT THRIVE

FRIDAY 9-9:30 AM

Bo Sacks, Media Intelligence

The media industry is facing a range of challenges in the year ahead, including shifts in advertising markets, pressure on consumer spending due to inflation and financial struggles, and continued changes in media consumption habits. In order to address these challenges, many publishers will need to be flexible and find ways to achieve their goals with fewer resources. In addition, print publishers will also have to grapple with rising paper and printing costs, and all players face a year full of multiple uncertainties.

At the same time, the industry may be more resilient than you might think. Despite these challenges, the media industry remains full of potential for those who are able to adapt and find new ways to connect with their audiences. Whether through subscriptions, advertising, or other forms of revenue, there are opportunities for publishers to thrive in the face of these challenges.

In this informative presentation filled with information, facts, myth-busting, and humor, we will hear about the future possibilities for publishers, including:

- Analysis and market predictions of printed and paginated products
- Publishing myth busting
- The truth about digital lies
- How we communicate alters what we communicate
- Actionable revenue advice and examples



BO SACKS is a veteran of the printing/publishing industry since 1970. Bo was always an innovator, even back in the 70s he followed a distinctly creative path. He started his career where some people end—with the founding of his own weekly newspaper in the metro New York area.

After several years in the alternative press, publishing newspapers in New York and Tucson, Az., he became one of the early fathers of *High Times* magazine. Bo has held positions that include publisher, editor, freelance writer, director of manufacturing and distribution, senior sales manager, circulator, chief of operations, pressman, cameraman, lecturer, and developer of website companies.

Today Bo's firm, Precision Media Group, does private consulting and publishes *Heard on the Web: Media Intelligence*, a daily e-newsletter that delivers pertinent industry news to a diverse, worldwide, publishing community of over 16,750 media industry leaders. It is the longest running e-newsletter in the world.

LOCAL MEDIA 3.0: REIMAGINING COMMUNITY ENGAGEMENT AND MONETIZATION

FRIDAY 9:30-10 AM

Guy Tasaka, Tasaka Digital

In this transformative session, Guy Tasaka will guide city magazine publishers through the critical evolution of local media. Discover how to transform your publication from a traditional print model to a dynamic, data-driven community hub.

Learn strategies to:

- Curate content across multiple platforms
- Leverage first-party data as your most valuable asset
- Create new revenue streams beyond traditional advertising
- Position your publication as the trusted nexus of local information
- Utilize technology to serve your community more effectively

Key Insights:

- The shift from content creation to content curation
- Building audience segments that attract advertisers
- Embracing omnichannel publishing and selling
- Leveraging AI and automation to increase efficiency



GUY TASAKA is a media technology evangelist with more than a 35-year track record of driving innovation in local media. As a seasoned strategist, he has transformed digital strategies for renowned organizations including, *The New York Times*, *Macworld Magazine*, Calkins Media and Ziff-Davis Publishing.

Named the Local Media Association's Innovator of the Year, Guy has been at the forefront of digital transformation, specializing in mobile publishing, connected television, and emerging media technologies. As the founder of Tasaka Digital and LocalMINT, he provides strategic guidance to media companies navigating technological disruption.

A thought leader and frequent speaker, Guy specializes in helping media organizations reimagine their business models in the digital age. His expertise spans product management, strategic planning, and cutting-edge technology implementation.



► EDITORIAL

THURSDAY | JUNE 5

SESSION 1: 10:00 - 11:00 AM

FOOD WRITING: HOW TO KEEP IT CRISP

Jose Ralat of Texas Monthly, **Brian Reinhart** of D magazine, **Hanna Raskin** of The Food Section

Join successful food editors as they share their secrets for breathing new life into standard story formats. They'll dig into what makes a profile sing, how to spot and highlight trends worth covering, and clever ways to make yet another "best ice cream" roundup feel fresh and essential.

SESSION 2: 11:30 AM - 12:30 PM

EDITORIAL GROUP THERAPY

Chris Vogel of Boston Magazine, **Jayne Haugen Olson** of Mpls.St.Paul Magazine

A problem-solving session where participants share their toughest edit challenges and receive practical solutions from seasoned peers. Bring your problems, leave with answers.

SESSION 3: 2:00 - 3:00 PM

THE ART OF NEWSLETTER INTIMACY: CONVERTING READERS INTO REVENUE

Hanna Raskin of The Food Section, **Melissa Chowning** of Twenty First Digital, **Jarrett Medlin** of St.Louis Magazine, **Sabrina Sucato** of Today Media

Dive into strategies for crafting newsletters that forge genuine 1:1 connections with readers as well as strategies for growing newsletter subscribers. Expert panelists share techniques for developing a distinctive voice, nurturing subscriber loyalty, and transforming engaged audiences into sustainable revenue streams. Discussion covers personalization tactics, metrics that matter, and the delicate balance of content and conversion.

SESSION 4: 3:30 - 4:30 PM

BEYOND LINE EDITS: THE ARCHITECTURE OF FEATURE WRITING

Eric Nusbaum of Seattle Met, **Catherine Elton** of Boston Magazine

Editors talk longform editing craft, revealing their methods for transforming raw features into compelling narratives. Learn to build story arcs, place pivotal moments, and guide major revisions that elevate feature stories.

FRIDAY | JUNE 6

SESSION 5: 10:00 - 11:00 AM

POLITICS THAT POP**Robert Sanchez** of 5280, **Bradford Pearson** of Philadelphia magazine

Editors share strategies for translating politics & policy into people-focused stories, covering controversial local issues fairly, and keeping readers engaged with consequential coverage that affects their daily lives. Learn how to make civic journalism a strength, not a subscriber risk.

SESSION 6: 11:30 AM - 12:30 PM

INSTAGRAM THAT WORKS: BUILDING YOUR DIGITAL VOICE**Dalila Brent** of SagaCity Media, **Dillon Stewart** of Cleveland Magazine, **Melissa Tallo** of D Magazine

Move beyond basic posts to create an Instagram presence at low, low cost that captivates local audiences. Leading social media editors share practical strategies for crafting compelling visual stories, growing followers, and turning Instagram into a powerful platform for audience and brand development.

SESSION 7: 2:00 - 3:00 PM

OPENING PAGES: FOB FOR TODAY'S READER**Kristen Schott** of Philadelphia Magazine, **Jayne Haugen Olson** of Mpls.St.Paul Magazine, **Brooke Jackson-Glidden** of Portland Monthly

Panelists tackle the challenges of keeping FOB sections vital and engaging across print and digital platforms. Get creative solutions for reimagining recurring departments, discover what's working in other markets, and explore how city magazines are successfully adapting traditional front-of-book content for digital.

SESSION 8: 3:30 - 4:30 PM

100 IDEAS IN 60 MINUTES**Brian Kendall** of Fort Worth Magazine

This is the annual fast-paced, interactive session where attendees collectively generate 100 fresh editorial ideas. A moderator gets everyone going and then captures the group's rapid-fire brainstorming; all attendees receive the complete idea list post-session.



► SALES & EVENTS

THURSDAY | JUNE 5

SESSION 1: 10:00 - 11:00 AM

EVENT TRENDS 2025 & BEYOND

Sarah Kloepple of BizBash, **Sara McNamara** of Ticketsauce, **Marissa Tinter** of Grow Marketing;
Moderated by **Piniel Simegn** of 5280

When it comes to consumer and customer engagement, there is no replacement for the value of IRL connection! What does that look like and how can it be an effective tool for you as marketers, event producers and sales leads? Hear from industry experts on macro and micro event trends, how brands are showing up in the world—and most importantly—how you can apply these learnings for your market and audiences.

SESSION 2: 11:30 AM - 12:30 PM

INCREASING YOUR DIGITAL SALES AND CLOSING RATIOS

Shannon Kinney of Dream Local

In this dynamic session, we'll cover how digital products work together to help your clients - and give you the tools to increase your closing ratios in today's market. We'll look at the four most important questions you can ask a prospect and how to become their trusted advisor. You'll leave with increased confidence, and a checklist for a perfect proposal to increase your closing ratios, and you'll learn what 92% of sellers don't know about persistence.

SESSION 3: 2:00 - 3:00 PM

WINNING THE TUG OF WAR WITH TIME. TIME MANAGEMENT SECRETS TO GET MORE DONE IN LESS TIME.

Ryan Dohrn of Brain Swell Media

This is one of Ryan's most popular workshops! From creating call zones to time-saving email templates to making better use of your CRM tools - learn expert and well-tested tips to reclaim eight hours every week and win more business faster. Ryan will share his top 10 time management tools that will help you boost your personal productivity by 35% in just one week!

SESSION 4: 3:30 - 4:30 PM

SALES BEST IDEAS

Moderated by **Carole Nicksin** of Milwaukee Magazine, **Charity Huff** of 5280

In this popular session, hear from CRMA members as they present their best ideas from the past year and leave with a Best Ideas Digital Book.

FRIDAY | JUNE 6

SESSION 5: 10:00 - 11:00 AM

SALES GROUP THERAPYModerated by **Ryan Dohrn** of Brain Swell Media

What keeps you up at night? Whether it's how to close the deal or how to find new business, bring your concerns to this session. Our "therapist" Ryan Dohrn has the answers you're looking for.

SESSION 6: 11:30 AM - 12:30 PM

EVENTS - WHAT'S WORKING

Rachel Gill of D Magazine, **Danesha Price-Quintanilla** of Washingtonian and **Logan Aguirre** of 417 Magazine

With increased competition, how do we keep our flagship events fresh? And what types of new events are gaining traction? Our panelists will discuss where they are finding sponsorship dollars, what types of trade agreements they are making with vendors and how they are marketing their events to attract attendees. We'll get down to the nitty-gritty of margins, ticket pricing and more.

SESSION 7: 2:00 - 3:00 PM

INTEGRATED DIGITAL SALES PLAYBOOK

Irene Peterson of Mpls.St.Paul Magazine, **Jacquie Chakirelis** of Cleveland Studios, **Charity Huff** of 5280

This session will dive deep into a conversation with three CRMA publishers' approach to integrated sales, from setting up your department to servicing clients. Come with your questions and leave with concrete examples and best practices: marketing materials, category specific approaches, on-boarding how to's.

SESSION 8: 3:30 - 4:30 PM

HOW TO COMPETE WITH NATIONAL MEDIA BRANDS ROUNDTABLEModerated by **Carin Keane** of Gulfshore Life

The AXIOS, SCOUT Guide, and Modern Luxury's of the world are moving into our markets and positioning themselves as a local alternative to city and regional publications. How do we compete? This roundtable session is a space where we can share best practices and ideas on how to strengthen our position as the true and original local media brand in our respective markets.



► DESIGN

THURSDAY

JUNE 5

SESSION 1: 10:00 - 11:00 AM

THE BEST EDITORIAL PACKAGES LOOK EFFORTLESS. THEY AREN'T.

Jamie Prokell of Men's Health

Building a great editorial package is a collaboration between edit and art. Designer and creative director at Men's Health, Jamie Prokell, discusses the best practices and processes for creating good looking editorial feature packages that just work.

SESSION 2: 11:30 AM - 12:30 PM

REDESIGN CASE STUDY - 417

Sarah Patton of 417 Magazine, **Carla Frank** of Carla Frank Creative + Co.

Tackling a redesign is one of the most challenging, and rewarding, times for an art department. What is it like to bring in an outside firm to assist in this process? We'll hear from Sarah Patton, *417 Magazine* creative director, and Carla Frank, founder and creative director Carla Frank Creative & Co. on the process and timeline for the 2024 417 rebrand and redesign.

SESSION 3: 2:00 - 3:00 PM

EDITORIAL PHOTOGRAPHY IN THE AGE OF UNCERTAINTY

Emily Keegan of Here & There magazine

Magazines matter more than ever. They are made by people – not algorithms – and the pictures you create come from a place of curiosity and “truth”. In the world of AI, city magazines are a much needed celebration of “the real” and a tether to our neighborhoods and communities. We'll examine what photographic trends can tell us about who we are and where we're going, how to create meaningful images, and how to surprise and push the reader in ways the internet (and AI) can't.

SESSION 4: 3:30 - 4:30 PM

TYPOGRAPHY

Greg Gazdowicz of Commercial Type Foundry

Through Commercial Type case studies, this session will address the creative inspiration as well as best practices for producing unique, custom and licensed typefaces. We will also review a showcase of “fonts in use” and see how designers have deployed them across a range of design and editorial projects—some expected and some surprising. Q&A to follow.

FRIDAY | JUNE 6

SESSION 5: 10:00 - 11:00 AM

AI ETHICS**Talia Cotton** of Cotton Design

It's time to build thoughtful and forward looking AI policies. Is there a place for ethical AI use in design and editorial art? Talia Cotton is a leading specialist on the intersection of design and technology and will lead a conversation on this controversial topic.

SESSION 6: 11:30 AM - 12:30 PM

CREATING A SENSE OF PLACE**Marshall McKinney** of Metaleap Creative

Marshall was the founding creative director of Garden & Gun where he led the design department for 16 years developing the beautiful aesthetic we know and love—while still feeling local and authentic. During his tenure, he also nurtured a stable of local photographers and illustrators with this same perspective and passion for visuals.

SESSION 7: 2:00 - 3:00 PM

PHOTOGRAPHY AS LONGFORM JOURNALISM**Benjamin Rasmussen**, Denver-based photographer

Ben will present his editorial photography and discuss how he finds, pitches, and reports stories that can be told visually. Along with some behind the scenes, he will also discuss how these editorial shoots sometimes become larger projects—photo essays, books, exhibitions that showcase magazines as the generator of culture.

SESSION 8: 3:30 - 4:30 PM

THE EDITOR ART DIRECTOR TEAM**Tom White** and **Jarrett Medlin** of St. Louis Magazine, **Michael Novak** and **Brooke Jackson-Glidden** of Portland Monthly

Let's peek behind the curtain of a standout art and edit team. How do they push each other to do their best work? What challenges have they faced and how have they overcome them? Bring your questions and an open mind on how to form a working relationship based on mutual respect.



▶ **STUDIO: CUSTOM PUBLISHING & DIGITAL AGENCY**

THURSDAY | JUNE 5

SESSION 1: 10:00 - 11:00 AM

BUILDING YOUR DIGITAL BUSINESS: TOP 4 TRENDS THAT WILL MAKE OR BREAK YOUR DIGITAL REVENUE GROWTH OR AGENCY

Shannon Kinney of Dream Local

In this session, we will tackle the three main areas that you need to accelerate your digital business. We'll cover how to expand your revenue and market share growth beyond your own website and email list. Whether you have a mature digital business that you'd like to increase, or you're starting from scratch, this workshop will give you insights you can take back and immediately implement to grow your business.

SESSION 2: 11:30 AM - 12:30 PM

7 HIGH QUALITY CONTENT PRODUCTS THAT SELL IN 2025

Kenny Katzgrau of Broadstreet, **David Arkin** of David Arkin Consulting

Business owners and marketers love sharing their story, and there are plenty of captivating, clever and unique ways that publishers can help them achieve that. David and Kenny share seven of their favorites, along with the process, pro-tips, and pricing that bring it all together.

SESSION 3: 2:00 - 3:00 PM

SHIFTS IN SOLUTIONS: WHAT IS FUELING RETENTION AND CLIENT ROI?

Shannon Kinney of Dream Local

In today's fast paced landscape, many of the solutions that we've sold for years effectively aren't working as well as they did in the past. How do we adapt to these rapidly changing trends? We will learn: Trends that are fueling client sentiments and requirements, a la carte to multi-tactic plans, shifting goals, little measurement and how to tackle, as well as the changing role of reporting results. Finally, we will cover how to collaborate with the client, and their changing expectations about their role and bringing it all home to increase revenue and retention.

SESSION 4: 3:30 - 4:30 PM

AI-POWERED MEDIA SALES: TOP FIVE TOOLS EVERY MEDIA REP NEEDS TODAY

Ryan Dohrn of Brain Swell Media

With an overwhelming array of AI sales tools available, how can serious media sales reps know which ones to rely on? In this practical workshop, 30-year ad sales veteran Ryan Dohrn reveals his top five AI tools, essential for researching more effectively, uncovering valuable sales opportunities, and gaining a competitive edge. Don't miss this chance to elevate your sales strategy—learn the tools that high-performing reps are already using to outsell the competition.

FRIDAY | JUNE 6

SESSION 5: 10:00 - 11:00 AM

DATA, DASHBOARDS AND CLIENT REPORTING BEST PRACTICES ROUNDTABLE

Irene Peterson of Mpls.St.Paul Magazine, **Jacquie Chakirelis** of Cleveland Studios, **Ken Campbell** of AdCellerant

In today's competitive digital landscape, effective data utilization and transparent client reporting are key to retaining and growing client relationships. This session will explore best practices for building insightful dashboards, delivering impactful performance reports, and using data storytelling to demonstrate value. Learn how digital teams can leverage these tools not only to showcase campaign success, but also to identify upsell opportunities and drive increased investment in digital marketing packages.

SESSION 6: 11:30 AM - 12:30 PM

INSTAGRAM THAT WORKS: BUILDING YOUR DIGITAL VOICE

Dalila Brent of SagaCity Media, **Dillon Stewart** of Cleveland Magazine, **Melissa Tallo** of D Magazine

Move beyond basic posts to create an Instagram presence at low, low cost that captivates local audiences. Leading social media editors share practical strategies for crafting compelling visual stories, growing followers, and turning Instagram into a powerful platform for audience and brand development.

SESSION 7: 2:00 - 3:00 PM

INTEGRATED DIGITAL SALES PLAYBOOK

Irene Peterson of Mpls.St.Paul Magazine, **Jacquie Chakirelis** of Cleveland Studios, **Charity Huff** of 5280

This session will dive deep into a conversation with three CRMA publishers' approach to integrated sales, from setting up your department to servicing clients. Come with your questions and leave with concrete examples and best practices: marketing materials, category specific approaches, on-boarding how to's.

SESSION 8: 3:30 - 4:30 PM

CTV OPPORTUNITY, STRUCTURING A VIDEO TEAM - VIDEO SALES SUCCESS STORIES

Evan Wood, **Will Moore** and **Austin Kolb** of The Evoke Group

Building on our discussion in session 2, this panel will talk about leveraging video capabilities both internally and with third-party, white-labeled vendors in order to create original editorial video content, ad content for our partners, and sponsored content with aspects of both previous categories.



► AUDIENCE DEVELOPMENT

THURSDAY | JUNE 5

SESSION 1: 10:00 - 11:00 AM

BEST PRACTICES + CASE STUDIES: SUBSCRIPTION RETENTION, AUTO RENEWALS, WIN BACK, AND MORE

Greg Wolfe, Paco Acosta, and Meg Clark of Four String Media

In this session, the Four String Media team will present on what is (and isn't) working with their clients to renew as many subscriptions as possible and maximize renewal revenue, while keeping renewal marketing expenses as low as possible.

SESSION 2: 11:30 AM - 12:30 PM

SOCIAL SUCCESS: UNLOCKING THE POWER OF PAID SOCIAL FOR PUBLISHERS

Andrew Grimes and Natalie Sorge of NPS Media Group

Dive into the dynamic world of paid social! Discover industry trends that are shaping the future, master the basics of paid social campaigns, and learn best practices that will elevate your strategies and drive subscriptions. Join us for a fun and interactive exploration that will empower you to harness the full potential of paid social as a revenue driver!

SESSION 3: 2:00 - 3:00 PM

THE ART OF NEWSLETTER INTIMACY: CONVERTING READERS INTO REVENUE

Hanna Raskin of The Food Section, **Melissa Chowning** of Twenty-First Digital, **Jarrett Medlin** of St.Louis Magazine, **Sabrina Sucato** of Today Media

Dive into strategies for crafting newsletters that forge genuine 1:1 connections with readers as well as strategies for growing newsletter subscribers. Expert panelists share techniques for developing a distinctive voice, nurturing subscriber loyalty, and transforming engaged audiences into sustainable revenue streams. Discussion covers personalization tactics, metrics that matter, and the delicate balance of content and conversion.

SESSION 4: 3:30 - 4:30 PM

2025 STATE OF AUDIENCE: DATA-DRIVEN ENGAGEMENT AND MONETIZATION IN A ZERO-CLICK WORLD

Tony Napoleone of Omeda

Hear the 2025 proprietary insights on what audiences are *actually* doing, what's engaging, what's converting, what's not and how you can adapt your strategy to drive results. Armed with fresh data and real-world case studies, we will break down the key audience development and conversion metrics that matter — along with smart, tested strategies that you can put to work. If you've ever wondered how your performance stacks up against the best in media and subscriptions, this is your chance to find out.

FRIDAY | JUNE 6

SESSION 5: 10:00 - 11:00 AM

TACTICS TO ENGAGE NEW PAID SUBSCRIBERS**Dan Oshinsky** of Inbox Collective

That first time a reader chooses to support your work is just the start of your relationship with them. Here's how to keep those supporters coming back again and again.

SESSION 6: 11:30 AM - 12:30 PM

AUDIENCE DEVELOPMENT FIRESIDE CHAT**Dan Oshinsky** of Inbox Collective, **Melissa Chowning** of Twenty-First Digital

Join Dan and Melissa in a conversation about trends, opportunities, and mistakes in audience development. This is a great way to get feedback from experts on different themes that weren't touched in other sessions.

SESSION 7: 2:00 - 3:00 PM

CRMA PANEL: STRATEGIES FOR DRIVING TICKET REVENUE**Piniel Simegn** of 5280, **Katie Williams** of Milwaukee Magazine, **Dalila Brent** of SagaCity Media

Learn how CRMAs are building their pipeline for consumer ticket revenue and driving people to their events.

SESSION 8: 3:30 - 4:30 PM

AUDIENCE DEVELOPMENT GROUP THERAPY**Paul Lopreiato** of Philadelphia, **Carly Lambert** of 5280

Open discussion troubleshooting any and all problems.



► SPEAKERS



PACO ACOSTA has broad experience in print and digital media marketing. Over the years, he has consulted or worked directly with hundreds of magazines, including large consumer titles, city regionals and business to business, such as *National Geographic* and *American Express*. Besides consumer marketing, his roles have included financial and strategic planning. He also served as an adjunct professor at Pace University and Columbia University. His non publishing roles include being a volunteer EMT for his community, restoring and owning vintage vehicles, home brewing and making his own maple syrup.



LOGAN AGUIRRE is the publisher/owner of Four One Seven, a leading regional media company in southwest Missouri that produces *417 Magazine* and *Biz 417*. Under her leadership Four One Seven has undergone a full rebrand and redesign, launched new products like, Think Summit, Ladies Who Launch (coming to Branson this year!), Remarkable women's public speaking program and The Legacy Network while also being recognized as a Great Game of Business All Star five years running and a Springfield Chamber Small Business of the Year finalist. Logan is a graduate of Mizzou's journalism school, she's married to her husband of 19 years Dave and together they have a daughter Lucy and a son Cruz. When not cheering for her kids on a stage or a field, you can find her in hot yoga classes or on a boat with her family at Table Rock Lake.



KEVIN BERRIER is the marketing director of MDDC Ad Services and a leader in digital advertising strategy, specializing in helping news media and sales teams harness the power of AI. With deep experience across media buying, programmatic advertising, and AI-driven campaign design, Kevin has trained hundreds of sales professionals on using AI tools to supercharge creativity and performance. Known for his practical, approachable style, he makes even the most complex tech feel accessible—and always brings a little fun to the mix. Today, he's your guide through The AI Games, where teamwork, tech, and big ideas collide.



DALILA BRENT is a creative strategist and writer who is driven by a passion for storytelling that uplifts culture and community. As director of digital engagement at SagaCity Media, she oversees digital strategy for *Houstonia*, *Portland Monthly*, and *Seattle Met*. With over a decade of experience across broadcast media, PR, and print journalism, she brings sharp editorial insight to every project.



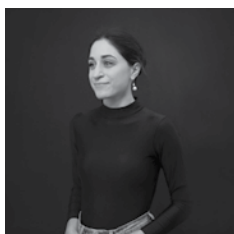
KEN CAMPBELL is a business development manager at AdCellerant. Ken is an experienced marketer with 30 years' experience in publishing, direct mail, promotions, digital marketing and B2B sales. Over the years, he has worked with over a thousand different businesses—developing marketing plans both big and small—and acting as a trusted advisor to his clients. A former digital director for a multi-state newspaper group, Ken hired AdCellerant to explode the company's digital revenues. In 2022 he joined AdCellerant to help connect publishers to this vast opportunity. Ken lives near Clemson, SC (Go Tigers!) with his wife of 31 years and their three children.



JACQUIE CHAKIRELIS is an award-winning marketing leader, international speaker, and recognized digital media strategist. Named one of the Top 50 Influential Women in Content Marketing and featured in LinkedIn's 10 Rising Stars of the Marketing World, she currently serves as the senior director of digital strategy for Cleveland Studios, a regional publishing powerhouse behind *Cleveland Magazine* and *Ohio Magazine*. Jacquie founded *Family Matters Radio*, a nationally syndicated talk radio program and podcast focused on women's issues. Over 13 years, the platform earned five Society of Professional Journalists awards for excellence in programming. She was a key producer for MomsLikeMe.com, a Gannett-backed social network that launched in over 80 communities. As marketing director for the Great Lakes Science Center, a NASA-affiliated museum, Jacquie drove a comprehensive digital transformation that positioned the institution as one of the most visited science centers in the country.



MELISSA CHOWNING is the CEO of Twenty-First Digital (aka TFD), an audience development agency with a mission to help media organizations create an indispensable relationship with their audience that drives relevance, sustainability, and profitability. She has also served as a coach for The Meta Journalism Project Accelerator Program, Google News Initiative (GNI) and the Poynter Institute where she teaches newsrooms worldwide how to grow their audiences online.



TALIA COTTON is an internationally recognized designer, coder, and creative director known for pioneering the integration of technology and graphic design. She is the founder of Cotton, an award-winning design and technology studio based in New York City, where she leads work that bridges computation and visual communication for clients ranging from Google, the *New York Times*, and The Guggenheim to independent cultural institutions and startups. Formerly a lead at Pentagram, Talia is a recipient of the Young Guns Award recognizing top creatives under 30, and received a nomination for the Cooper Hewitt National Design Award as an Emerging Designer. A frequent speaker on the future of design, generative tools, and creative entrepreneurship, she delivered 17 talks in the past year alone, including keynote presentations at OFFF Barcelona, LADFEST in Peru, and D&AD in China.



RYAN DOHRN is the founder of media sales training firm Brain Swell Media. He has trained over 30,000 ad sales reps in seven countries. Ryan sells media every day and has been a part of over a billion dollars in media sales. He is a graduate of the Cornell Executive Leadership Program, and his 30-year media sales and marketing career includes leadership roles at Disney/ABC TV, Morris Publishing, PennWell Publishing, and The NY Times Company. He is an Emmy Award winner, a multiple business book author, and has been featured in *USA Today* and on Forbes.com. Ryan has trained the sales teams at 15+ CRMA member companies and currently works monthly with over 50 media companies.



CATHERINE ELTON serves as senior editor at *Boston* magazine, where she both writes and edits long-form features. A two-time City and Regional Magazine Association Writer of the Year, she has also edited many CRMA award-winning pieces. Before joining *Boston*, she was a longtime freelance writer who spent more than a decade as a foreign correspondent in Central and South America.



CARLA FRANK doesn't just design magazines—she creates success stories. As the founding design director of *O, The Oprah Magazine*—the most successful magazine launch in publishing history—she understands what publishers and editors need to connect with audiences in increasingly competitive markets. With her combination of creative vision and business acumen, Carla partners with publishing teams with an established process to transform challenges into opportunities, whether launching new titles or reinvigorating established brands. Over her 20+ award-winning years, she has collaborated with publishing teams across every category, from global media companies to independent niche publications. Carla began her career at *Washingtonian Magazine* and has recently partnered in the redesign of *417 Magazine*. She actively shapes the future of publishing as an adjunct professor, mentor, and thought leader. Carla's insights on content strategy, visual storytelling, and brand evolution are sought by universities and industry conferences, where she addresses evolving challenges facing today's publishing professionals.



GREG GAZDOWICZ studied graphic design at the Maryland Institute College of Art, where he also found his deep passion for type design and cycling. He worked as a graphic designer at many branding studios, start-ups, and non-profits before studying typeface design at Type@Cooper in New York City. Greg began working with Commercial Type in early 2014, and has been a staff designer since that year.



RACHEL GILL serves as the director of operations at D Magazine Partners, where she brings over eight years of leadership experience across roles, including sales manager and chief of staff. Known for her strategic vision and ability to drive cross-functional initiatives, Rachel plays a pivotal role in shaping operational excellence within the organization. Before transitioning into the media industry, she was an NFL cheerleader for the Washington Redskins—a testament to her discipline, energy, and presence. Rachel's diverse background and passion for impactful leadership make her a compelling voice on topics ranging from organizational strategy to women in business.



ANDREW GRIMES is the chief digital strategist for NPS Media Group, specializing in SEO, SEM, social media marketing, and email marketing. After working as an executive in the marketing industry for nearly two decades, he shifted to the agency space. He also teaches marketing and analytics in the MBA, MSM, and undergraduate programs at the University of Kentucky. Andrew and the NPS team have worked with clients ranging from the Fortune 500 to the local startup and non-profit.



CHARITY HUFF has worked with, and founded companies, that have pioneered digital-first strategies and tactics. Her latest endeavor is 5280 Elevated, Inc., which acquired 5280 magazine in December 2024. Understanding and valuing local ownership for such a beloved publication, Huff will act as CEO and publisher, creating new opportunities for community connection and brand growth. She is also CEO and founder of January Spring, a digital agency based in Denver that provides advertising strategies to media and publishing companies. Huff also serves on several boards of directors for organizations that advocate for women's leadership and provide meaningful support to causes in her community.



BROOKE JACKSON-GLIDDEN is editor in chief of *Portland Monthly*. As an experienced editor, narrative journalist, and lifestyle reporter, her primary focus is on the food and beverage industry, the arts, culture, and travel. Previously, Brooke served as the editor of *Eater Portland*, where she covered restaurants, culinary trends, labor movements, and identity politics within the kitchen. Brooke was a regular contributor to *Eater.com*, representing the Pacific Northwest and exploring the role of food in film and television. Her work has appeared in the *Boston Globe*, the *Arizona Republic*, and *USA Today*, and she regularly appears on *City Cast Portland*, among other podcasts and radio shows. At the 2023 James Beard Media Awards, she won the Jonathan Gold Local Voice Award, a prize for a reporter who “engages readers through enterprising food and dining coverage, and whose work displays versatility in form.”



KENNY KATZGRAU is the publisher of RedBankGreen and creator of Broadstreet, a company and ad manager that recently won the Local Media Association’s Best R&D Partner. Once an engineer at Mozilla and Yahoo, he fell into publishing, learned to sell, and took up the torch of helping RedBankGreen, an 18-year-old hyperlocal news outlet, stand for 100 years. He’s here to make sure other publishers stand for 100 years too—and the first step is taking marketing budgets back from Facebook and Google.



EMILY KEEGIN is a photo director, consultant and cultural critic based in Oakland, California. She began her career working in magazines, first at *Time* magazine, then *Bloomberg Businessweek*, *The Fader* and *No Man’s Land*. Other clients include Colors Studio, IBM, Nike, and Apple. She holds a BA from Bennington College and an MA in Fine Art Photography from the Royal College of Art.



BRIAN KENDALL is the executive editor of *Fort Worth Magazine* where he wears many hats—writer, editor, social media manager, content ideator (not a word), and reluctant stand-in model. Brian received his bachelor's degree in journalism from Angelo State University, and his diverse portfolio includes civic journalism, celebrity profiles, and offbeat stories on table tennis, steak-eating challenges, and baby elephants.



SHANNON KINNEY is a seasoned startup founder and executive with over 30 years of experience in digital marketing. She has been at the forefront of digital transformation for media companies since 1995, and has consulted with, and presented to, media companies large and small worldwide. With experience in sales, marketing, online product development and leadership, Dream Local Digital is her third nationally scaled digital marketing solution company. She founded the company in 2009 “to bring the power of online marketing to small and medium sized businesses” and has helped more than 75,000 small and medium sized businesses and media companies. She spent many years on the Local Media Foundation and Local Media Association boards. Currently, she is the lead for their Branded Content Project, and writes a monthly column on sales for *Editor & Publisher* magazine.



SARAH KLOEPPLE is the deputy editor for *BizBash*, a national trade publication for event and meeting professionals and experiential marketers. She oversees the brand's entire editorial calendar, which includes daily content for the website and two print issues a year. She is also a contributing writer for her home base city magazine, *Baltimore* magazine. Before her time in Baltimore, she lived in St. Louis and was an editor for *St. Louis Magazine*. Sarah is a graduate of the University of Missouri School of Journalism.



AUSTIN KOLB is a Missouri native who has spent most of his time in Columbia, MO. He also lived in three countries and three states before returning to the Show-Me State and founding a video marketing venture, The Evoke Group, in 2013. With one other founding partner, Austin embarked on the journey to feed his personal curiosity about the digital age and an inner drive to “create”. Austin is a musician, writer, designer, photographer/filmmaker with an entrepreneurial spirit. He started a DJ venture, developed an independent design business, engineered a home recording studio, and started a reggae band, The Austin Kolb Band, which he continues to lead today. His creativity and forward-thinking in the video marketing industry has brought The Evoke Group over 20 National Awards, and he continues to innovate with the constantly changing times. Austin is a proud husband and father of two.



CARLY LAMBERT is the COO of 5280 Elevated, Inc., where she leads day-to-day operations across departments while leading the audience development, marketing, creative services, and operational teams. With a foundation in graphic design and a strong background in integrated media, Carly began her career crafting strategic marketing campaigns for 5280’s clients. Over the past decade, she has grown into her current role, helping to shape the company’s vision and drive innovation in the evolving media landscape. A proud Denver native, Carly is an avid skier and hiker, a loyal Colorado Avalanche fan, and a passionate traveler.



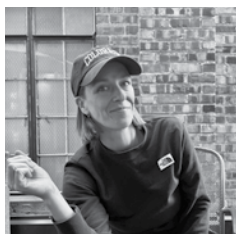
PAUL LOPREIATO is the associate director of audience production and analytics at Metro Corp, spearheading the digital strategy at *Philadelphia* magazine. He transforms digital analytics into actionable intelligence. He has spent seven years at Metro Corp growing consumer revenue through paywalls, integrating these systems with the legacy print experience, and driving editorial strategy. Paul has also increased digital consumer revenue at *The Washington Post* and other media outlets.



JARRETT MEDLIN is the publisher of SLM Media Group and editor in chief of *St. Louis Magazine* and stmag.com. Since he joined the company in 2008, SLM has launched a range of niche digital and print products, besides winning multiple national and regional awards. Medlin holds master's and bachelor's degrees from the Missouri School of Journalism.



MARSHALL MCKINNEY has over two decades of publication design, and has shaped and launched national media brands across diverse categories, including sports, style, travel, culture, and food. After honing his craft at *Outside* magazine, and several other titles in the West, he moved to Charleston, South Carolina in 2008 to help establish *Garden & Gun*, where he served as founding creative director for 16 years. Under his creative leadership, *Garden & Gun* grew into one of the industry's most acclaimed brands, earning two ASME General Excellence awards and the Society of Publication Designers' Brand of the Year in 2017. Blending strategic vision, storytelling, and design, Marshall crafts "sticky" omni-channel brand experiences that foster loyalty and repeat engagement. He's currently serving as Creative Director in Residence with Metaleap Creative out of Atlanta, Georgia and when not working you'll find him hip deep in the garden or palling around with his son, Wiley.



SARA MCNAMARA, currently the director of business development for Ticketsauce, is an experienced professional in the ticketing and events industry with a strong background in hospitality and tourism management. Since 2018, Sara has collaborated with media companies to leverage their relationships with local event creators to launch and scale their own ticketing brands, adding to their digital revenue streams. While she works directly with event creators as well, she finds the most excitement when helping media companies take their event strategies to the next level. When Sara's not working, she's out hiking in the Colorado mountains with her family and her pup, Pepperoni.



WILL MOORE is a partner/executive producer for the Evoke Group. He has spent nearly 10 years in the video production world, helping clients bring their visions to life and tell stories that truly connect with their audiences. Growing up a theater kid in St. Louis, Missouri, Will fell in love with the art of storytelling early on, and that passion has only grown stronger in his professional life. Whether it's a big brand campaign or a small business project, he believes every story deserves creativity, heart, and a clear, engaging voice. Will has been leading *Missouri Life TV* production since 2019. Traveling across his home state, discovering its people, places, and hidden gems, and helping bring *Missouri Life Magazine* into the digital video space has been an incredible and fulfilling journey—one that continues to inspire him every day.



TONY NAPOLEONE helps media companies monetize their data, grow their audience, and implement new technology and products with new and innovative strategies and insights. Tony works closely with digital revenue, marketing, and technology leads at Omeda's clients to drive audience growth, engagement, and revenue. As Omeda's VP of client experience he oversees the post-sales division, including onboarding and enablement, support, and client success. Before his seven years at Omeda, Tony spent ten years at Bobit Business Media, a B2B media company where he ran the audience development, email marketing, and data teams.



MICHAEL NOVAK is the award-winning art director of *Portland Monthly* magazine in Oregon. A problem solver with a curious nature, and an all-around nice guy, he simply loves narrative design and has been doing it for probably way too long. With a background in animation and illustration, and a love for photography, Michael is a multi-hyphenate creative who thrives on the art of visual storytelling.



ERIC NUSBAUM is the editor in chief of *Seattle Met* and the author of *Stealing Home: Los Angeles, the Dodgers, and the Lives Caught in Between*.



DAN OSHINSKY is the founder and owner of Inbox Collective, a consultancy that helps news organizations, non-profits, and indie newsletters get the most out of email. He specializes in helping organizations build loyal audiences via email and then converting that audience into subscribers, members, or donors. Dan previously worked as the director of newsletters at both *The New Yorker* and BuzzFeed. He's been a featured speaker at events like Litmus Live in Boston, Email Summit DK in Odense, and the Email Marketing Summit in Brisbane. Publications like *The Washington Post*, *Fortune*, and *Digiday* have also quoted him on email strategies.



SARAH PATTON is the creative director at *417 Magazine*, where she leads the design team in creating visually compelling content that celebrates the best ways to live, work, and play in southwest Missouri. Her strategic oversight, collaborative leadership approach, and boundless creativity have contributed to a successful career helping brands, businesses, and publishers reach their audiences with maximum visual impact.



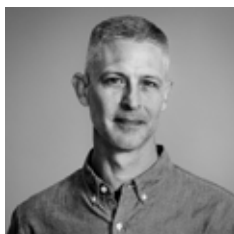
BRADFORD PEARSON is a National Magazine Award-winning journalist and author whose work examines everything from magicians to Japanese American incarceration to his own kidnapping. He's written for the *New York Times*, and *Esquire*, *Time*, and *Men's Health* magazines, among many other publications. His 2021 book *The Eagles of Heart Mountain* was the basis for the Emmy-nominated NFL documentary *9066: Fear, Football, and the Theft of Freedom*. He is currently the editor of Philadelphia magazine and a contributing writer for the *New York Times*' Special Projects team.



IRENE PETERSON is vice president of strategic growth at *Mpls. St. Paul Magazine*, where she leads advertising sales, partnerships, and new business initiatives. As a longtime member of the City and Regional Magazine Association, Irene is passionate about supporting local brands, growing engaged audiences, and exploring new opportunities across print, digital, events, and branded content. With a strong background in media sales and marketing, she focuses on helping her team and fellow CRMA members navigate the challenges and opportunities of today's media landscape with a collaborative and strategic approach.



DANESHA PRICE is the director of marketing and events for Washingtonian Media. She leads the marketing and events team at *Washingtonian Magazine*, where she oversees the execution of more than 15 annual events ranging from large-scale public ticketed events for 2,000 attendees to intimate receptions for 75 guests. With expertise in strategic event planning, digital marketing, and creative content development, she specializes in crafting comprehensive marketing campaigns that drive engagement and attendance. Danesha is a graduate of Virginia Commonwealth University with a bachelor of arts in fashion merchandising and minors in both business and public relations. She holds certificates in professional event management from The George Washington University, digital marketing from General Assembly, and has extensive experience with marketing technologies and project management platforms. When not orchestrating successful events, Danesha enjoys nurturing her collection of plants, tackling creative DIY projects, or reading a new book.



JAMIE PROKELL makes pictures. He arranges things so they work, so they fit, so they look right, and if you ask him about it, he'll probably just shrug and keep going. He knows that the best kind of design—the good kind—doesn't shout. It just works. Jamie lives in Maplewood, New Jersey, where there are trees and space to run. Running being one of those things that clears his mind. He's been creative director at *Men's Health* since 2018, pulling the strings behind the scenes, making sure the magazine doesn't look like hell, which, believe it or not, is harder than it sounds. He's also taken on creative direction for *Women's Health*. He works with editors, photographers, people who have things to say, to help them grab the reader's attention. From 2018 to 2020, he served on the board of the Society of Publication Designers. Jamie just wants to make something good. Not flashy, not loud—just good. And most of the time, he does.



JOSÉ R. RALAT is *Texas Monthly's* taco editor, writing about tacos, Mexican food, and food culture across the state and beyond. He is the author of *American Tacos: A History & Guide*, now in an expanded and revised paperback edition. In 2022 and 2023, he won James Beard awards for his *Texas Monthly* Tex-Mexplainer column.



HANNA RASKIN is founder of *The Food Section*, a National Magazine Award-winning publication dedicated to delivering rigorous and independent food journalism to underserved communities across the American South. Launched in 2021 with the support of a one-year Substack Local grant, *The Food Section* has grown into a trusted standalone website with a team of 10 correspondents. Its daily newsletter has earned accolades from the Online News Association, Society for Features Journalism, The Webby Awards, and the James Beard Foundation, which in 2023 awarded its Dining and Travel writing medal to TFS' Interstate 95 restaurant guide. Previously, Raskin served as food editor and chief critic for *The Post and Courier* in Charleston, South Carolina, where she earned the Beard Foundation's inaugural Local Impact Journalism prize. She contributes frequently to *Garden & Gun* and serves as columnist for the Southern Foodways Alliance's quarterly, *Gravy*.



BENJAMIN RASMUSSEN was raised in the Philippines by an American mother and a Danish father. His practice looks at community identity, and specifically how it can be disrupted by factors such as civil unrest, war, and natural disaster. Previous projects have centered on Syrian refugee communities in Jordan, the aftermath of a typhoon in the Philippines and his own childhood split between three continents. Based in Denver, he works with *5280*, *Time*, *Monocle*, *The New Times*, *Apple*, and *Google*, among others.



ROBERT SANCHEZ is *5280* magazine's award-winning senior staff writer whose work has spanned topics from housing insecurity to Civil War-era serial killers. The National Magazine Awards and CRMA have recognized his work, and notable writing collections have anthologized several of his stories. Beyond *5280*, Sanchez's features have appeared in outlets such as *ESPN*, *Sports Illustrated*, and *Esquire*. A three-time CRMA writer of the year, Sanchez also teaches reporting and writing at the University of Denver. He and his wife have two children and two golden retrievers.



KRISTEN SCHOTT is an award-winning journalist with nearly two decades of experience. She currently is the deputy editor of lifestyle and weddings for *Philadelphia* magazine, where she leads the publication's service-oriented travel, retail, fashion, and design coverage, the annual Best of Philly feature—which she co-edits—and the ancillary wedding publication. Schott has been with *Philadelphia* magazine for five years and previously served as editor-in-chief of *Modern Luxury DC* magazine and *Modern Luxury Weddings Washington*. She began her career in Orange County, Calif., where she grew up, and her work has appeared in *Condé Nast Traveler*, *Bethesda* magazine, *Northern Virginia* magazine, and the *Los Angeles Review of Books*. She is a member of Les Dames d'Escoffier, a mentor with TeamRunRun, and a Type 1 diabetes advocate. In her free time, Schott enjoys traveling with her husband, Luke, long-distance running, and walking with her dog, Julia Child.



PINIEL SIMEGN is a detail-oriented and systems-driven marketer with a decade of experience in traditional, digital, and experiential marketing. As the marketing director at 5280, Piniel oversees the conception, planning, promotion, and execution of the brand's signature events. She also guides the public relations efforts, community partnerships, and the strategy and content curation of the brand's marketing social media channel.



NATALIE SORGE is the digital director at NPS Media Group, a multi-channel marketing company geared towards helping publishers and subscription brands grow and succeed. With over 15 years of experience in the publishing industry (previously at *Better Homes & Gardens*), she uses her extensive knowledge to execute tailored digital marketing campaigns for over 20 clients, focusing on driving subscriptions, expanding audiences, and maximizing ROI. Under her leadership, her team has consistently delivered impactful results and forged strong partnerships within the industry.



DILLON STEWART is the editor of *Cleveland Magazine*, where he oversees a monthly print magazine, a business quarterly, daily web content, and nine weekly email newsletters. A graduate of Ohio University's Scripps School of Journalism, his mission is to bring the storytelling, voice, beauty and quality of legacy magazines into the digital age.



SABRINA SUCATO is the associate digital publisher for Today Media, a family of leading lifestyle publications along the East Coast. She oversees digital initiatives and performance, with a focus on analytics, brand development, editorial content, newsletters, SEO, social media, and strategy.



MELISSA TALLO is the social media manager at *D Magazine*, where she leads strategy, content development, and execution across all social media platforms for their portfolio of publications. A proud native Dallasite, Melissa is passionate about using social media as a tool to fulfill *D Magazine's* mission of connecting its audience with the people, places, and things that matter most in Dallas.



MARISSA TINTER serves as senior director of account and brand strategy at Grow Marketing, an award winning, women-owned agency headquartered in San Francisco, specializing in brand strategy, experiential design and production. Marissa leads planning, strategy and program development for some of the world's best brands, including Google and Meta. From dreaming up brand pop-ups to developing multi-year initiatives, she enjoys getting in deep with clients to drive success, while having a little fun along the way. Prior to Grow, Marissa worked at The Coca-Cola Company, overseeing experiential marketing across several brand portfolios. She has also worked in marketing communications at global multi-brand restaurant company, Inspire Brands, and in consumer PR at MSL, a Publicis Group agency. Marissa lives in Atlanta with her husband, daughter and Goldendoodle, and loves coffee shop hopping—always on a quest to find the perfect latte.



CHRIS VOGEL is editor in chief of *Boston* magazine and the longest-serving editorial director since its founding in 1970. He previously served as chief content officer of Metro Corp, overseeing *Boston* and *Philadelphia* magazines. Under his leadership, both titles garnered dozens of national journalism awards, cementing their places among America's top city magazines. A Livingston Award finalist and former college basketball player, he likes pillow forts.



TOM WHITE is currently the creative director for *St. Louis Magazine*, as well as an adjunct professor at the Missouri School of Journalism. White earned a bachelor of science in graphic design and photography from The Pennsylvania State University, where he also minored in information systems statistical analysis. He has worked with *SAVEUR*, *AFAR Magazine*, The Missouri Historical Society, *Washingtonian*, *San Diego* magazine, *The Hollywood Reporter*, *Los Angeles Magazine*, *Honolulu Magazine*, *Ladies Home Journal*, *Midwest Living*, and *GQ*. White has received awards and recognition from The Society of Publication Designers, City & Regional Magazine Association, and the Tulsa Press Club. He proudly participated in the Type Hike Gateway Arch Poster Exhibition, celebrating our nation's 60th national park. White's poster design and that of the 59 other contributing designers are now part of the permanent collections in the Library of Congress.



KATIE WILLIAMS has been a dedicated member of the *Milwaukee Magazine* team for the past 11 years, contributing in various capacities from circulation and marketing to events and sales. She is currently the magazine's associate publisher. With a journalism degree from the University of Wisconsin-Milwaukee, Katie brings a wealth of knowledge and expertise to the role, along with a deep love for Milwaukee. The most rewarding part of her job is collaborating with the immensely talented staff at *Milwaukee Magazine*. Outside of work, Katie is passionate about playing, watching and coaching sports, especially when it involves her kids. She also enjoys live music and unwinding with an ice-cold Miller Lite.



GREG WOLFE founded magazine services agency Four String Media in 2020. Greg has more than 25 years of experience with circulation and audience development, most with Circulation Specialists, one of the original and leading circulation outsource companies, where he was president and owner. He operates as a high-level consultant on circulation and audience strategy, marketing and operations for magazine and media companies, and has experience with all types of consumer and business publications, as well as digital media. His clients over the years have included *The New Republic*, *Garden & Gun*, *The Atlantic*, Wooden Boat Publishing, *Archaeology* magazine, *Motor Trend*, Crain Communications, *Boys Life*, and hundreds of others. Greg has consulted for many city and regional publications and publishers, including Today Media, Metro Corp, MSP Communications, *Sonoma Magazine*, 5280 Publishing, *Missouri Life*, *Rhode Island Monthly*, and *Santa Fe Magazine*.



EVAN WOOD is associate publisher of *Missouri Life* magazine. Before rejoining the family business, Evan spent his career working at various points as literary editor of a news magazine, staff writer at an LA-based music magazine, and copywriter for many agencies. He holds a master of fine art from the School of the Art Institute of Chicago and considers himself a dogged evangelist for all things print.



► WHERE TO EAT

WITHIN 3 BLOCKS

Guard and Grace (ritzy steakhouse) - lunch, cocktails, dinner \$\$\$\$

Panzano (a slice of Italy) - cocktails, dinner \$\$\$

Zocalito (Oaxacan Mexican) - cocktails, dinner \$\$\$

La Loma (old-school Denver Mexican) - lunch, margaritas, dinner \$\$

Ship Tavern at the Brown Palace (historic) - lunch, drinks, dinner \$\$\$

Chopstickers (best dumplings) - lunch \$

54thirty Rooftop (cocktail bar with a great view from the 20th floor) \$\$

Union Lodge No. 1 (speakeasy-style cocktail bar) - cocktails \$\$

WITHIN .5 MILES:

Rioja (James Beard Award winner) - lunch, cocktails, dinner \$\$\$

Osteria Marco (casual Italian) - lunch, cocktails, dinner \$\$

Sam's No. 3 (one of Denver's oldest diners) - breakfast, lunch, dinner \$

Stout Street Social (something for everyone) - lunch, cocktails, dinner \$\$

Pasque and Stellar Jay at the Populus (stunning architecture, great views) - lunch, cocktails, dinner \$\$

Dragonfly Noodles (house-made ramen noodles) - lunch, dinner \$

ChoLon (Southeast Asian fusion) - cocktails, dinner \$\$\$

Bruto (chef's counter, Michelin star) - dinner \$\$\$\$

LONG WALK (20 MINUTES) OR VERY SHORT UBER:

The Wild (hip craft cocktails) - cocktails \$\$\$

Wynkoop Brewing Co. (Colorado's oldest brewpub) - best for pints and snacks \$\$

Tavernetta (upscale Italian) - happy hour \$\$, dinner \$\$\$\$

Sunday Vinyl (small plates and records) - wine, dinner \$\$\$\$

Ajax (wood-fired grill) - cocktails, dinner \$\$\$

Little Johnny B's Wood-fired Pizza (among Denver's best pizzerias) - cocktails, dinner \$\$

Cart-Driver (pizza and oysters) - drinks, dinner \$\$

Work & Class (slow cooked meats and sides) - drinks, dinner \$\$

Carne (steak house with Latin American touches) - cocktails, dinner \$\$\$

Denver Central Market (food hall and market) - cocktails, coffee, pastries, lunch, dinner \$\$

La Diabla (Michelin Bib Gourmand, tacos, pozole) - \$\$

INSIDE UNION STATION (worth seeing just for the architecture)

Olive & Finch - lunch, cocktails, dinner

Mercantile - cocktails, dinner

Ultreia - Spanish tapas

Cooper Lounge - swanky mezzanine cocktail bar

Terminal Bar - casual drinks



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THANK YOU!

**WORKING OUT (FRONT) AND ROCKING OUT (BACK)
AT RED ROCKS AMPHITHEATRE**