

CRMA FALL PUBLISHERS ROUNDTABLE

Hotel Allegro, Chicago, IL
October 19-20



WELCOME TO THE WINDY CITY

We hope you will be inspired by the speakers we have chosen, motivated by the roundtable discussions and excited to bring new, revenue generating ideas home through the ever-popular Best Ideas session!

We have some exciting excursions planned including a tour of the new *Chicago* magazine offices inside the *Chicago Tribune*, an architectural tour of our beautiful city aboard Chicago's First Lady, a dinner reception on the rooftop of the historic Hotel Lincoln which overlooks the Chicago Zoo and Lake Michigan, and finally an evening of laughter and entertainment at the famous Second City comedy club, where some of America's best comedians are born.

The schedule is full, but leaves some breathing room to network with colleagues and explore our great city.

We welcome you to the Fall Publishers Roundtable,

Chicago magazine and CRMA

Host & Event Chair

Susanna Homan,
Publisher of Chicago Magazine

Event Co-Chair

Shelly Crowley,
Publisher of Mpls.St.Paul Magazine



SCHEDULE

Thursday, October 18

3-5pm

New in 2018! Owners Workshop

If you are an active member of CRMA and own your media company, please come and join moderator Cathy Merrill Williams of Washingtonian magazine as she leads us through the important topics that owners face including insurance, employee handbooks, employee compensation/severance, owner's compensation. *Open to magazine member owners only.*

5:30-6:30pm

Tour the new *Chicago* magazine offices inside the *Chicago Tribune*

Uber/Taxi to 160 N. Stetson Ave., 4th FL

7-9pm

New in 2018! Owners Dinner

Participants of the owners workshop are invited to dine together at The Loyalist, one of Chicago's top restaurants. Location: 177 N. Ada, Chicago. You must be an owner and have attended the workshop to attend this special dinner to launch the new CRMA Owners Group.

Friday, October 19

8-9am

Board of Directors Breakfast

9-Noon

Board of Directors Meeting

Noon-1:30pm

New in 2018! Publishers Lunch with Sponsor Presentations

Enjoy a complimentary pre-meeting lunch while hearing presentations from 6 Associate Members on what makes their products/services unique and how they can help you manage/grow your media business. Incentives will be given out at the end to those who attend the full luncheon. *Open to magazine member attendees and the 6 presenting sponsors only.*

1:30pm

Opening Remarks

1:45-2:45pm

Why She Buys with Bridget Brennan

Female Factor CEO and *Why She Buys: The New Strategy for Reaching the World's Most Powerful Consumers* author Bridget Brennan teaches her audiences how to increase sales and market share by elevating the customer experience. Attendees leave her programs with actionable tools and techniques to better engage the world's dominant force in consumer spending. Thought-provoking and practical, Brennan's lessons are immediately applicable to a wide variety of corporate environments.

2:45-3:15pm

Refreshment Break

3:15-4:15pm

Magazines: Brands and Content that Live Beyond the Pages with Christie Hefner

Former CEO and Chairman of Playboy Enterprises, Christie Hefner, who is widely credited with turning *Playboy* from a domestic magazine business to an international brand driven multi-media and licensing company focusing on and leveraging the core assets of the company, speaks about what she learned about how to structure a company, how to engage your audience, how to leverage and expand your brand and what the future holds for magazines.

5:45-7:45pm

Opening Reception at the Chicago Architecture Center and Boat Cruise with Open Bar & Appetizers aboard the Chicago's First Lady

Meet at the Chicago Architecture Center at 5:45 and board the boat on the dock at approximately 6:30pm. Location: Chicago Riverwalk, 112 E. Wacker Drive.

Saturday, October 20

8-9am

Group Breakfast at Hotel Allegro

9-10:15am

Breaking Down Silos + Getting Your Team to Work Together

It's nice to think that your company works as one big united team, but does it really work that way? Does your sales team work well with the events team to meet sponsorship deadlines? Does your edit team happily produce content for your digital team? Don Harkey from People Centric will talk about how you can design and structure your organization to increase productivity and teamwork across all departments.

10:15-10:45am

Refreshment Break

10:45-Noon

Publishers Q & A Roundtable

In this interactive, fast-paced white board session, publishers will discuss what's working, what's not working and what's next. Moderated by co-chairs Shelly Crowley of *Mpls.St.Paul* Magazine and Susanna Homan of *Chicago* Magazine.

Noon-1:00pm

Group Lunch at Hotel Allegro

1-2:15pm

Audience Development in 2019

The definition of audience development has drastically evolved over the last 10 years. So what are the skillsets required of the audience development team of the future? Going into 2019 it's all about data management, search engine optimization, journey mapping and e-commerce. Presented by Melissa Chowning of Twenty-First Digital and Don Seckler of Peak Inbound Marketing.

2:15-2:45pm

Refreshment Break

2:45-4pm

Best Ideas

Share new ways to generate revenue, close custom business, improve client relations/customer service, audience development or just a great idea on how to save time and money. All attendees will receive a copy of the 2018 Fall Best Ideas Book.

5:30-7:30pm

Dinner Buffet at the J Parker Rooftop Lounge

Enjoy a complimentary casual dinner buffet with open bar while overlooking Lincoln Park and Lake Michigan at the J Parker rooftop lounge. Uber/Taxi to Hotel Lincoln, 1816 N. Clark St., and take the elevator to the roof.

8-10pm

Second City Comedy Club

Join CRMA at Chicago's famous comedy club where many SNL stars are born. Complimentary tickets to attendees that RSVP'd in advance. For those that did not RSVP, ticket may be purchased at the door if space is available. Walk 3 blocks from dinner to 1616 N. Wells St.

OUR SPEAKERS



Bridget Brennan

Bridget Brennan is one of the world's leading authorities on women consumers. She's the author of the acclaimed book, *"Why She Buys: The New Strategy for Reaching the World's Most Powerful Consumers"* (Crown Business), which was called "essential reading" by *The Wall Street Journal*. Brennan is also the Founder and CEO of the strategic consultancy, Female Factor, and a contributing writer for *Forbes.com* and *Paris Retail Week*. Her forthcoming book on transforming customer experiences for women buyers will be published by *HarperCollins Leadership* in Spring 2019.

Brennan brings the voices and perspectives of women to businesses around the world. Through her firm, Female Factor, she provides game-changing insights on how companies can grow new customers, clients and fans. Brennan was named a "Woman to Watch in Retail Disruption" by the think tank Remodista, and is a member of the Vikings Women Advisory Board of the Minnesota Vikings National Football League (NFL) team.

Brennan is the top professional speaker on women consumers and has guest-lectured at universities such as The University of Notre Dame, Northwestern University, the Kellogg School of Management at Northwestern University (one of the top-ranked business schools in the U.S.) and many others. She is based in Chicago.



Melissa Chowning

Melissa Chowning is founder and CEO of Twenty-First Digital, a full-service audience development agency. Founded in 2017, Chowning and her team of five work directly with publishers, brands, and media companies on their digital strategy and audience development efforts. Together, they help their clients build, maintain, and monetize their audiences.

Chowning made her mark as an audience development leader for prominent brands, including D Magazine (2012-2017), Portland Monthly, and Seattle Met (2009-2012). Additionally, she was recognized as one of Folio's top 100 Most Important People in Magazine Media in 2016.

Throughout her career, Chowning has helped change the way people, and publishers, approach audience development. Chowning, along with COO Ashley Mulder, drive their business with passion, endless curiosity, and deep respect for journalism and storytelling.



Don Seckler

Peak Inbound Marketing's Founder, Don Seckler, has over 25 years experience in traditional direct response marketing. He has also been a digital marketer since the beginning. Don was one of the first to use Twitter, Facebook and Google AdWords. He was in the trenches as the web came to life in the mid 1990's and has been developing and executing successful digital marketing campaigns since then.

Last year Don played guitar and sang a different song every day on Facebook.



Christie Hefner

From 1988-2008, Christie Hefner was Chairman and CEO of Playboy Enterprises, Inc., making her the longest serving female CEO of a U.S. public company. During her tenure, she oversaw policy, management and strategy in all areas, and transformed the company from a domestic magazine business to a multi-media international brand driven corporation. She led the company onto the Internet in 1994, making Playboy the first national magazine on the web and followed it with the development and launch of mobile content. Under her leadership, the company developed its profitable television business—the first time a magazine successfully leveraged its brand into television. When she left the company in 2008, Playboy also had a billion dollar licensing business with 80% of the products being for women.

She has served on the board of Marketwatch.com and worked pro bono for two years for the "Columbia Journalism Review."

She now serves as senior strategic advisor to companies including a fifth generation Midwest media company with newspaper and television stations.

She also serves on the board of the D.C. based Center for American Progress Action, the leading progressive public policy think tank, and the Advisory Board of Springboard, which coaches and raises capital for women tech entrepreneurs.

In 1979 as part of the company's 25th Anniversary, she launched the Hugh M. Hefner First Amendment Awards. And, in 1993, the Playboy Foundation established the Freedom of Expression Award at the Sundance Film Festival to honor documentary films that best educate the public on issues of social concern.

In April 2017, she and her father, Hugh M. Hefner, were given the Newseum Freedom of Expression Award in Arts and Entertainment.

THINGS TO DO

Art Institute of Chicago

One of the world's most extensive and well-curated museums features such internationally famous artworks as Van Gogh's *Bedroom in Arles* and Edward Hopper's *Nighthawks*. Be sure to stop by the Modern Wing to see the Edlis/Neeson Collection, a recent gift of \$500 million worth of significant contemporary art.

Grant Park

The Art Institute is located within this downtown urban green space, as is the towering Buckingham Fountain, the Lurie Gardens, and Millennium Park, which boasts Anish Kapoor's iconic and deeply Instagrammable sculpture *Cloud Gate*.

Second City

Chicago is justifiably famous for comedy, producing such titans as Bill Murray, Chris Farley, Stephen Colbert, and Tina Fey. To get a glimpse of how the city manages to churn out so much talent, stop by this legendary improv venue for a show or two. Grab a beer across North Avenue at the Old Town Ale House, a post-show haunt for Second City performers past and present.

The Lakefront

A lake is no ocean, you might be thinking. Well, think again! A walk along Lake Michigan and its beaches and bike paths will make you rethink what it means to live on the coast.

Green Mill Cocktail Lounge

This storied bar might not be close to downtown, but it's worth the hike. Opened in 1909 and once frequented by Al Capone, this north-side palace operates until 4 a.m. every night and always features live music – especially jazz. Order a manhattan, slide into a candlelit booth, and arrive at one in the morning or later so you don't have to pay a cover charge.



PLACES TO EAT

Earlier this year, Chicago's dining department named the city's 50 best restaurants—and luckily, many of them are concentrated downtown. Below is a selection of those spots, many of which take walk-ins or regularly have last-minute reservations available.

RIVER NORTH

Bavette's 218 W. Kinzie St.

Its steaks range from the merely excellent (a New York strip, a study in meaty simplicity) to the transcendent (the magnificent 22-ounce bone-in ribeye, dry-aged for 60 days to a pronounced funkiness and marbled with satiny fat). Its sides embody just the right amount of excess, all cream and fat without teetering into gluttony. Its desserts, like a pitch-black chocolate cream pie in a crumbly Oreo crust, come in surprisingly sane portions. It's the steakhouse of the moment. And by all indications it'll be the steakhouse of the future, too.

The Purple Pig 500 N. Michigan Ave.

The crowded spot's porcine pleasures are many, from fried egg croquettes with chorizo to pig-tail-stuffed piquillo peppers. Rich, yes, but also light enough that you can slam several small plates without stuffing yourself. Since the Pig doesn't take reservations, there's always, always a wait, even (and especially) at lunch, though it's not torturous to endure when you're stationed on their sizable patio with a glass of wine.

RPM Steak 66 W. Kinzie St.

RPM excels at old-school steakhouse luxury, and chef Doug Psaltis revels in excess—like with the silky risotto showered in shaved truffles, or the chocolate cake flecked with edible gold flakes.

Tanta 118 W. Grand Ave.

The restaurant draws on Peru's multicultural culinary influences, in particular Japanese (evident most notably in the niguiris niquei, sashimi-like nibbles of raw fish) and Chinese (see the “del Chifa” section of the menu, featuring dishes that evolved from an influx of Cantonese immigrants to the country in the 1800s). The pisco sours go down easy.

Topolobampo 445 N. Clark St.

Rick Bayless's Topolobampo opened our eyes and palates to the once-radical notion of Mexican food as haute cuisine.

WEST LOOP

Au Cheval 800 W. Randolph St.

When the hostess here quotes you a five-hour wait, it ends up actually being a five-hour wait, and all because of the burger: The double-patty, melty-cheesy-eggy-bacony (if you're doing it properly) creation has justifiably become an icon.

Avec 615 W. Randolph St.

Patrons are squeezed in tightly enough around the communal tables at this pseudo-Mediterranean den that each one becomes a party in its own right, with guests oohing over one another's flatbread-topped skilletts filled with citrus-perfumed mussels or platters of paella studded with snail-sausage nubs.

Bellemore 564 W. Randolph St.

The refined food at this, one of Chicago's best new restaurants, is almost as beautiful as the dining room itself, all wide open spaces and pink velvet.

Blackbird 619 W. Randolph St.

No restaurant in this city has managed to remain hip for as long as Blackbird. Year after year, they have surrounded themselves with smart and creative people in the kitchen, behind the bar, and in the dining room. The result? Extraordinary meals with a distinctive rhythm and allure.

Momotaro 820 W. Lake St.

This self-described “multidimensional Japanese restaurant” comprises three levels and 10,000 square feet and cost \$3.4 million to build. Its expansive menus cover many genres—robata, hibachi, sushi—and succeeds at all of them.

The Publican 837 W. Fulton Market

The Publican may well be the most Chicago restaurant there is—charmingly boisterous, gleefully beer-soaked, and full of oh so much meat.

Sepia 123 N. Jefferson St.

Sepia's glam, velvet-upholstered space matches the effortlessly stylish cooking of chef Andrew Zimmerman, who continues to guide his flagship spot with grace and confidence without ever seeming forced.

Swift & Sons 1000 W. Fulton Market

It's not a stretch to call this gleaming, neo-retro steakhouse magical. As in: There's an actual magician who can be summoned to your table and reel off mind-blowing card tricks after you and your date have polished off a golden-crusted beef Wellington for two. Anything you want, Swift & Sons can make it happen, from a gently charred strip steak to a roving dessert cart to, say, theater tickets (with help from the in-restaurant concierge).

OFFSITE EVENTS

Thursday 5:30-6:30pm

**Tour the new *Chicago* magazine
offices inside the *Chicago Tribune***

160 N. Stetson Ave., 4th FL

Friday 5:45-7:45pm

**Chicago Architecture Center
Reception and Boat Ride**

112 E. Wacker Dr.

Saturday 5:30-7:30pm

**Dinner buffet at the J Parker
Rooftop Event Space**

1816 N. Clark St.

Saturday 8-10pm

**Second City Comedy Club
(just 3 blocks from dinner)**

1616 N. Wells St.



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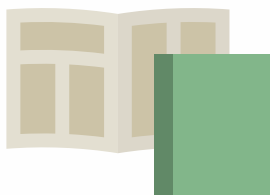
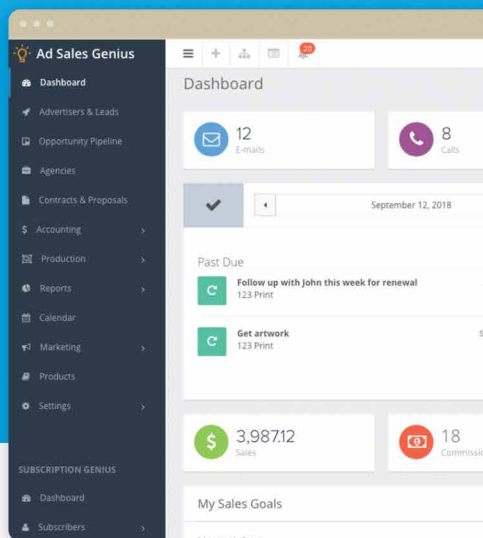
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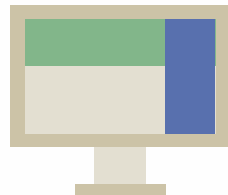
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