



CITY & REGIONAL
MAGAZINE
ASSOCIATION

ANNUAL
CONFERENCE

41



BALTIMORE

JUNE 3-5 2023





CRMA CONFERENCE
BALTIMORE





2023 ANNUAL CONFERENCE COMMITTEE

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Max Weiss, *Baltimore Magazine*

Lydia Woolever, *Baltimore Magazine*

Ron Cassie, *Baltimore Magazine*

Jane Marion, *Baltimore Magazine*

Linda Fears, *Hudson Valley Magazine*

★ SALES

Ammie Scott Motes, *417 Magazine*

★ DESIGN

Amanda White-Iseli, *Baltimore Magazine*

★ AUDIENCE DEVELOPMENT

Sarah South, *D Magazine*

Betsy Benson, *Pittsburgh Magazine*

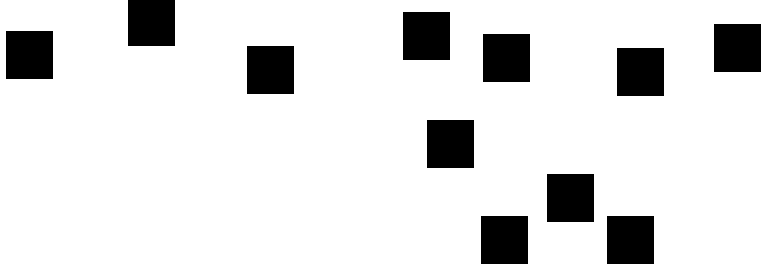
★ EVENTS/MARKETING

Suzanna de Baca, *dsm Magazine*

Kirk Davis, *Philadelphia Magazine*

★ CRMA EXECUTIVE DIRECTOR

Cate Sanderson



JOIN US AT THE BYGONE

Baltimore magazine invites you to an evening inspired by all things Charm City. Enjoy a cool drink in this glamorous club on the 29th floor of the Four Seasons Hotel, with breathtaking city views.

CHEERS!

SUNDAY, JUNE 4, 5:30-7:00 PM
400 INTERNATIONAL DRIVE



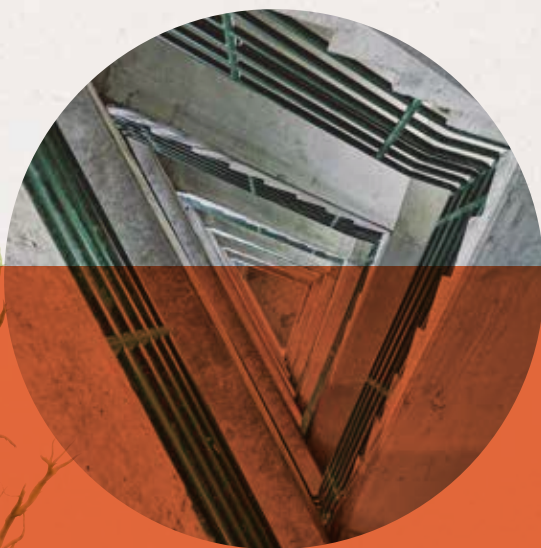
CHARMED, WE'RE SURE.

Welcome to Baltimore, a town known for crabs, hons, John Waters, Berger Cookies, *The Wire* (an undeniably great show if not quite the best PR for the city), and gobs and gobs of charm.

Right now, you're in the Harbor East neighborhood of Baltimore—a relatively newish, upscale bridge between the touristy Inner Harbor and the funky environs of Fells Point. It's the home to a bunch of great restaurants, some slick condos and hotels, a movie theater, an Anthropologie, and the inevitable Whole Foods.

Something you'll notice about Harbor East, true of most of Baltimore: We can't get enough of our repurposed industrial warehouses. This makes sense as Baltimore is a town that luxuriates in nostalgia—and we have a knack for blending the old with the new. It's fun to spot the fading signage on these hulking brick structures—so keep your eyes peeled.

We hope you enjoy exploring the city. And if you have any questions, don't hesitate to ask one of the B-mag staffers: If there's one thing we love doing, it's boasting about Charm City.



SCHEDULE AT A GLANCE

SATURDAY, JUNE 3

8:30 - 10:30 AM	Board of Directors Breakfast Meeting
2:30 - 3:30 PM	WORKSHOPS <ul style="list-style-type: none">• Leveraging the Transformative Power of AI for Publishers, Editors, Audience Developers and Sales with Kenny Katzgau
3:30 - 5:00 PM	• Sales Training Workshop with Ryan Dohrn
5:00 - 7:00 PM	OPENING COCKTAIL RECEPTION Hotel Ballroom

SUNDAY, JUNE 4

8:00 - 9:00 AM	GROUP BREAKFAST
8:45 - 9:00 AM	Welcome from <i>Baltimore</i> magazine and Al Hutchinson, CEO of Visit Baltimore
9:00 - 9:15 AM	OPENING REMARKS
9:15 - 9:45 AM	KEYNOTE Thinking Local for a Global Audience <i>presented by Mariam Aldhahi</i>
9:45 - 10:15 AM	KEYNOTE Innovating and Diversifying Across Teams: Trends and essentials to connect with your readers profitably <i>presented by David Chivers</i>
10:15 - 10:45 AM	REFRESHMENT BREAK
10:45 AM - 12:00 PM	SESSION 1
12:00 - 1:30 PM	GROUP LUNCH
1:30 - 2:45 PM	SESSION 2
2:45 - 3:15 PM	REFRESHMENT BREAK
3:15 - 4:30 PM	SESSION 3
5:30 - 7:00 PM	OFFSITE PARTY at The Bygone <i>Hosted by Baltimore magazine</i>





MONDAY, JUNE 5

8:00 - 9:00 AM	<i>GROUP BREAKFAST</i>
9:00 - 9:15 AM	<i>OPENING REMARKS</i>
9:15 - 9:45 AM	KEYNOTE Finding Hope in a Time of Existential Threat <i>presented by Kathleen Capetta</i>
9:45 - 10:15 AM	KEYNOTE Reimagining Your Legacy Brand <i>presented by Amanda Smith</i>
10:15 - 10:45 AM	<i>REFRESHMENT BREAK</i>
10:45 AM - 12:00 PM	SESSION 4
12:00 - 1:30 PM	<i>LUNCH ON YOUR OWN</i>
1:30 - 2:45 PM	SESSION 5
2:45 - 3:15 PM	<i>REFRESHMENT BREAK</i>
3:15 - 4:30 PM	SESSION 6
6:00 - 6:30 PM	<i>AWARDS COCKTAIL RECEPTION</i>
6:30 - 9:00 PM	<i>AWARDS BANQUET</i>

SUNDAY KEYNOTE PRESENTATIONS



Mariam Aldhahi is the managing editor of *New York Magazine*, where she oversees the production of the print magazine and works on a wide range of projects focused on the editorial and business growth of the publication. Prior to this, she was *New York's* director of editorial operations, managing editor of *Curbed*, and a writer focused on design and urbanism. She holds an MFA in design criticism from the School of Visual Arts.

THINKING LOCAL FOR A GLOBAL AUDIENCE

Though its name implies a hyper local mission, *New York Magazine* has never been simply a local publication—since its founding in 1968, its coverage has sharpened its focus on the national and global, adopting a New Yorker's view of the world to serve an audience that stretches far beyond city limits. As the magazine has modernized to keep up with an always evolving media industry, it has grown to include digital brands like *Vulture*, *The Cut*, and *The Strategist*, podcasts like *Pivot* and *On with Kara Swisher*, and annual festivals like *Vulture Festival*, all of which strike a similar balance: to be authoritative about New York City, even while its interests reach far beyond. In this presentation, *New York's* Managing Editor, Mariam Aldhahi, will share how *New York* and its growing portfolio consider the question of being “local” in a competitive global news economy.

Mariam Aldhahi, Managing Editor,
New York Magazine



INNOVATING AND DIVERSIFYING ACROSS TEAMS: TRENDS AND ESSENTIALS TO CONNECT WITH YOUR READERS PROFITABLY

What does it take to reach new readers and unlock new revenue streams? Alignment and working across departments and teams. David distills learnings and trends from The Facebook Journalism Project working with local and regional publishers and his time with larger media organizations like *The Wall Street Journal*, *USA Today* and *The Des Moines Register*.

David Chivers, Founder,
Digital Acceleration Partners



David Chivers is the founder of Digital Acceleration Partners. As a consultant and advisor, he assists organizations with revenue and audience growth, product development, customer experience/engagement, digital transformation, marketing strategy, content strategy, alternative revenue streams, strategic planning, and innovation projects.

David has spoken and coached in several Facebook accelerator programs around the globe focused on reader revenue, audience development, and customer loyalty. He has also held executive operating roles at the *Wall Street Journal*, Dow Jones, Meredith Corporation, and the USA TODAY Network. He has run audience and marketing teams and digital product organizations as well as served as president and publisher of the *Des Moines Register*. David holds an executive certificate in Strategy and Innovation from MIT, an MBA from the University of Iowa, a master's degree in integrated marketing communications from Roosevelt University, and a bachelor's degree in English and anthropology from Central College.

MONDAY KEYNOTE PRESENTATIONS



Kathleen Capetta is an experienced media executive with extensive expertise in content, digital strategy, revenue diversification, and organizational management. Most recently she was the publisher of Compass Media in the Cayman Islands, where she did a complete turnaround from a legacy company to a modern, multimedia enterprise. Prior to Compass she was the editor in chief of *Down East* magazine for five years and worked at the company for a total of eleven years. While at *Down East* she helped launch their shelter title, a successful e-commerce store, and a trips division. Currently she is a founding partner of Katahdin Media Management, a media consulting group.

FINDING HOPE IN A TIME OF EXISTENTIAL THREAT

"The future does not fit in the containers of the past." Author Rishad Tobaccowala's insight captures what many of us in this industry must finally reckon with in a real way. The magazine industry as a whole is facing unprecedented challenges. Now is the time to be asking ourselves the big existential questions. Why do we exist? Do we really matter? What constructs are we clinging to and why? In this talk, we will walk through how the honest answers to those questions can fuel innovation and reinvention. We will explore how you can identify your unique model for future success by honoring and excavating your editorial brand DNA. And we will address how to translate that essence into revenue diversification initiatives with a staff that is eager to chart the course together. Attendees will emerge with hope that a meaningful and profitable future is waiting for us all—if we have the courage to pursue it.

Kathleen Capetta, Partner,
Katahdin Media Management

REIMAGINING YOUR LEGACY BRAND

In a time of media disruption and accelerated digital innovation, legacy print brands can not only attract, but also grow and engage new audiences. Discover how history can be both an asset and advantage in speaking to today's media consumer on their terms, and hear from a 113-year-old brand that has thrived in audience development, market share and revenue since 2020, while always remaining true to its roots.

Amanda Smith, President,
Fairchild Media



Amanda Smith serves as Fairchild Media's president, leading sales, marketing, live media and business operations across Fairchild's *WWD*, *Footwear News*, *Sourcing Journal* and *Beauty Inc.* As an award-winning ad sales leader over two decades, Amanda has deep experience and relationships in the luxury, retail, and fashion sectors. Her reputation for relentless innovation on behalf of clients has led to a stellar track record of outperforming expectations, delivering revenue growth, and forging successful teams and first-ever opportunities and partnerships. Prior to joining PMC, Amanda served in ad-sales leadership at some of the most iconic brands in publishing, including *Fast Company*, *Vogue*, the *Wall Street Journal*, the *New York Times*, and *Conde Nast Traveler*.

SATURDAY WORKSHOPS

2:30-3:30 PM

WORKSHOP 1: Leveraging the Transformative Power of AI for Publishers, Editors, Audience Developers and Sales

AI will transform operations at companies of all sizes. Its power goes far beyond the classic example of generating text—and extends to the most overlooked areas of a publisher's day-to-day operations. With that said, its applications aren't always immediately obvious. This session will walk through the usage of the freely available ChatGPT and select AI-powered tools to provide some particularly impressive and role-specific use cases that should absolutely be leveraged by your team to save time and reduce internal bottlenecks.

Speaker: **Kenny Katzgau** of Broadstreet

3:30-5:00 PM

WORKSHOP 2: Research Like A Pro and Get More Meetings Now!

How well do you research your prospects before you call them to set a meeting? How do you set up the meeting in such a way that you will build momentum instead of being “ghosted” after you meet? Sales coach Ryan Dohrn will show you how to use LinkedIn, Facebook and five other amazing tools to prove you are relevant to your client's exact needs, including how to find anyone's contact email online and using online research to prove the value you bring to their company. Research like a pro, get more meetings and use Ryan's seven tips to keep the post-meeting conversation going and close the deal.

Speaker: **Ryan Dohrn** of BrainSwell Media



CRMA
BALTIMORE



OPENING RECEPTION

Join us at The Marriott
Waterfront in the Harborside
Ballroom to network
with your fellow CRMA
members and exhibitors!

**SATURDAY
JUNE 3
5-7 PM**

**ENJOY
COMPLIMENTARY
OPEN BAR
& APPETIZERS**

AUDIENCE DEVELOPMENT

SUNDAY, JUNE 4

SESSION 1 10:45 AM - 12:00 PM

**IT'S NOT YOU, IT'S THEM. NAVIGATING YOUR RELATIONSHIP
WITH THE EVER-CHANGING READER**

Are your readers breaking up with you or are their consumption habits simply changing? In this session, we'll explore the signals your readers are showing that indicate consumer behavior is evolving, plus case studies that will give examples on how your publication can launch successful audience engagement campaigns that cultivate stickiness and reduce churn.

SPEAKER: Sam Guzik of New York Public Radio

SESSION 2 1:30 - 2:45 PM

GETTING THE MOST OUT OF YOUR EMAIL STRATEGY

It's 2023, and yes, email is still as important as ever to publishers. But building a great email strategy is harder than you'd think. You'll need a plan for what to launch, what to test, how to grow your list, and how to use surveys to improve every part of your email strategy. Let's talk through the playbook and help you take your newsletters to the next level in 2023.

SPEAKER: Dan Oshinsky of Inbox Collective

SESSION 3 3:15 - 4:30 PM

**WARMING THE AUDIENCE FUNNEL: MOVING YOUR READERS
FROM ANONYMOUS, TO KNOWN, TO LOYAL**

This session covers strategies and best practices to convert anonymous, infrequent browsers to known readers and loyal advocates. Explore balancing reader and business value while creating value loops to deepen reader engagement. Learn the metrics and milestones along the reader journey with real-world examples.

SPEAKER: David Chivers of Digital Acceleration Partners

MONDAY, JUNE 5

SESSION 4 10:45 AM - 12:00 PM

EXPLORING GA4 AND BEYOND

You've migrated from Universal Analytics to GA4—now what? In this session, we'll explore the key differences between Universal Analytics and GA4 and the impacts this has on your publication. Join us as we take a deep dive into updated metrics, reporting, tagging, tracking, and more. We'll also discuss how to use these metrics in a meaningful way, so you can leave more prepared to use your data to inform decisions and take action. Lastly, we'll review how GA4 fits into your overall tech stack so you can get the most out of the tools you're already using.

SPEAKER: Moustafa Moursy of Push Analytics

SESSION 5 1:30 - 2:45 PM

USING DATA TO SHAPE EDITORIAL CONTENT AND DRIVE READER REVENUE

Audience Development and Editorial from *Philadelphia* magazine and *Boston* magazine team up to discuss their process and the results of their data-driven reader revenue and editorial strategy. They detail how their strategy carried them through paywall launches, algorithm changes, and more.

SPEAKERS: Paul Lopreiato and Chris Vogel of Metrocorp

SESSION 6 3:15 - 4:30 PM

WHITEBOARD: WHAT'S WORKING, WHAT'S NOT, AND WHAT'S NEXT?

In this participatory session, we'll share, discuss, and brainstorm various opportunities and ideas to overcome some of the challenges faced in audience development. How do we grow our print subscribers in a digital-first world? How do we cultivate brand loyalists using our products? What are we doing well and where is there room for improvement? Bring your questions and ideas for the group and be ready to participate!

MODERATOR: Twenty-First Digital

DESIGN

SUNDAY, JUNE 4

SESSION 1 10:45 AM - 12:00 PM

TELLING A STORY IN PICTURES

Award-winning photographer Justin Tsucalas shares how features can be built around the long-term documentation of subjects ranging from duckpin bowling lanes to the renovation of an iconic train station to boat building on the Eastern Shore. Dynamic imagery does some heavy lifting in educating readers of the history and current state of a region's cultural traditions and landmarks.

SPEAKER: Justin Tsucalas of Plaid Photo

SESSION 2 1:30 - 2:45 PM

ILLUSTRATING THE NEWS AND BEYOND

From news editorials and cultural subjects to portraits and conceptualizing, a comprehensive explanation of the journey from ideas to finished illustrations

SPEAKER: Alex Fine of Alex Fine Illustration

SESSION 3 3:15 - 4:30 PM

BLACK COLLAGE ART NOW

Learn about Black Collagists, an online platform that features the work of emerging and established Black collage artists from around the world, and available for freelance assignments.

SPEAKER: Teri Henderson, author of *Black Collagists*



MONDAY, JUNE 5

SESSION 4 10:45 AM - 12:00 PM

PEER-TO-PEER EDITORIAL/DESIGN DISCUSSION

Like any close relationship there is the good, the bad, and the creatively inspiring. We'll talk about the intimate collaborations between edit and art especially when it comes to ancillary publications—including what works and what we're still working on—with plenty of time for group discussion.

PANELISTS: **Janelle Erlichman Diamond** and **Staci Lanham** of *Baltimore* magazine

SESSION 5 1:30 - 2:45 PM

STYLED BY YOUR OWN DESIGN

How hiring a stylist for your design project can elevate your editorial vision, captivate your audience and make an ultimate aesthetic come to life.

SPEAKER: **Giulietta Pinna** of Limonata Creative

SESSION 6 3:15 - 4:30 PM

MADE YOU LOOK! BALTIMORE'S OWN GLOBE POSTER PRINTING CORP

Famous for eye-catching colors and bold typography Globe Poster shouted the names of America's greatest entertainers from Jazz and R&B to Hip-Hop. Travel through decades of Globe's greatest hits and learn how this historic letterpress collection thrives in the digital era.

SPEAKER: **Allison Fisher** of the Globe Collection and Press at MICA (Maryland Institute, College of Art)

EDITORIAL

SUNDAY, JUNE 4

SESSION 1 10:45 AM - 12:00 PM

BUILDING TRUST: COVERING RACE, DIVERSITY AND SOCIAL JUSTICE

Historically, mainstream journalism outlets have not represented the full diversity of the people and communities in their circulation area. How do we overcome that? How do we build trust in underrepresented communities and how do we knit those stories into our editorial DNA?

PANELISTS: **Erica Green** of the *New York Times*, **Lisa Snowden** of *Baltimore Beat*, **Brian Charles** of the *Chronicle of Higher Education*

MODERATOR: **Ron Cassie** of *Baltimore* magazine

SESSION 2 1:30 - 2:45 PM

HOW TO KEEP SERVICE COVERAGE FRESH

We all know that service packages are the mainstay of city regionals. We also know that working on them can feel like Groundhog Day as we return to the same topics year after year. From Top Docs to Best Restaurants, our panel shares their tips and tricks for keeping your annual packages fresh—for the writer and reader.

PANELISTS: **Jess Mayhugh** of Vox Media, **Mimi Montgomery** of *Washingtonian*, **Jane Marion** of *Baltimore* magazine, **Kim Knox Beckius** of *Yankee* magazine

MODERATOR: **Lauren Cohen** of *Baltimore* magazine

SESSION 3 3:15 - 4:30 PM

CELEBRATING SENSE OF PLACE

At the core of every city-regional magazine is a desire to capture the essence of a particular place. That goes beyond the obvious—the region's favorite food or sports team—to get at something almost ineffable: your town's character, its truest self; something your readers instantly recognize as authentic. This session offers strategies to help you capture that elusive but all-important sense of place.

PANELISTS: **Anna Walsh** of *Texas Monthly*, **Mel Allen** of *Yankee* magazine, **Nicholas Hunt** of *5280*

MODERATOR: **Lydia Woolever** of *Baltimore* magazine

MONDAY, JUNE 5

SESSION 4 10:45 AM - 12:00 PM

PERFECTING THE PROFILE

Great profiles can be the most enjoyable features that a magazine produces—the type of pieces readers relate to, talk about, and share. So what are the best strategies to encourage subjects to open up? Our panel of experts reveals the secrets to digging deeper, eliciting compelling stories, and crafting profiles that really resonate.

PANELISTS: Freelance writers **Anna Peele**, **Bill Newcott**, and **Dave Howard**

MODERATOR: **Jane Marion** of *Baltimore* magazine

SESSION 5 1:30 - 2:45 PM

THINKING VISUALLY AS AN EDITOR

Oftentimes, we conceive of the story first and then come up with the art plan. But magazines are a particularly visual medium. This panel discusses various strategies for writers and editors to think visually—from finding story inspiration in archival images to tag-teaming with photographers to collaborating closely with creative directors.

PANELISTS: **Zac Crain** of *D* magazine, **Tom White** of *St. Louis*,

Lauren Cohen of *Baltimore* magazine

MODERATORS: **Lydia Woolever** and **Ron Cassie** of *Baltimore* magazine

SESSION 6 3:15 - 4:30 PM

75 STORY IDEAS IN 75 MINUTES

One of the best things about working for a city regional? We all get to “borrow” from each other. Back by popular demand, this session will be an audience-powered, freewheeling exchange of great ideas—ones you’ve already done, ones you’re considering, and ones that just popped into your head.

MODERATORS: **Max Weiss** of *Baltimore* magazine, **Matt Goodman** of *D* magazine,

Laura Swartz of *Philadelphia* magazine



MARKETING & EVENTS

SUNDAY, JUNE 4

SESSION 1 10:45 AM - 12:00 PM

**EVENTS REDUX: REIMAGINING EVENT BUSINESS MODELS FOR
MAXIMUM PROFITABILITY**

With so much disruption to events during the pandemic, CRMA members have had to reimagine city events and put new best practices in place to ensure the event is worthwhile and profitable. Hear how to design new events, how to evolve your favorite events, best practices for optimizing sponsorships, which events have the highest return on investment and the lowest labor costs, awards elements can you add to existing events to increase revenue and more. Hear from some of CRMA's leading events teams about how they are looking at profitability and bring your ideas too!

PANELISTS: **Danielle Gartenmayer** of Metrocorp, **Gigi Ekstrom** of *D* magazine, **Monica Weber** of Today Media

SESSION 2 1:30 - 2:45 PM

WINNING THROUGH EVENT INNOVATION

As CRMA members strive to remain on the leading edge in evolving their event platforms, hear how several leaders and companies are innovating for the future, reaching more diverse audiences, and creating must-attend experiences.

PANELISTS: **Danielle Gartenmayer** of Metrocorp, **Emily Schultz** of *DSM* magazine, **Kirsten Holtz Naim** of *Washingtonian*

SESSION 3 3:15 - 4:30 PM

BRANDING WORKSHOP

Advertising and branding expert Matt McDermott will conduct an interactive (and entertaining) workshop to help you and your team uncover, refine, and articulate your brand's personality and audience's reason to believe. Through a series of hands-on exercises, Matt will take you through a hyper-accelerated strategy session. By the completion of the workshop, participants will have developed:

- A Brand/Competitor SWOT
- Audience profile
- An initial brand platform document with promise, proofpoints, and personality profile
- Messaging for overcoming barriers to action and brand affinity

SPEAKER: **Matt McDermott** of the Harvey Agency

MONDAY, JUNE 5

SESSION 4 10:45 AM - 12:00 PM

HARNESSING THE POWER OF LOCAL INFLUENCERS AND CONTENT CREATORS

Imagine thousands of influential local people spreading the word about your brand. Join this session featuring renown serial entrepreneur and brand expert Emily Steele for an inside look at leveraging the influence in your own community to grow your own brand and to help your clients amplify their reach. Steele is the cofounder and CEO of Hummingbirds, a company that connects brands to hyper-local content creators and influencers. She'll help CRMA members think about how to set up successful campaigns, vet interested content creators in your community, and get locals excited to come back repeatedly as paying customers and lifelong brand champions. Hummingbirds has made it possible for small/geographically-based brands to work with content creators in their own backyard to drive awareness and sales and attendees will have the opportunity to tap Emily's expertise.

SPEAKER: Emily Steele of Hummingbirds

SESSION 5 1:30 - 2:45 PM

BUILDING AN ICONIC BRAND

Tune in to this panel and roundtable to learn about how CRMA leaders are building their brands. From merchandising, using celebrities and creating strategic partnerships to evolving multimedia, you'll come away with ideas on how to make your brand stand out in your market and win the the hearts and minds of your audience.

PANELISTS: Christine Allison of *D* magazine, Frank Jones of *Palm Springs Life*, Dan Brogan of 5280

SESSION 6 3:15 - 4:30 PM

MARKETING/EVENTS BEST IDEAS AND WHITEBOARD

Hear from your fellow marketing and event peers on the best ideas from the last year, followed by a whiteboard session on challenges and solutions for 2023!

MODERATOR: Suzanna de Baca of *dsm* magazine

SALES

SUNDAY, JUNE 4

SESSION 1 10:45 AM - 12:00 PM

STRATEGIES FOR SUCCESSFULLY SELLING NEW BUSINESS

Baltimore magazine sold nearly \$1M in totally new business in 2022. Hear from the team about the structured new business programs they have put into place and why they love selling new business. Bring your success stories to share, too!

PANELISTS: **Stephanie Shapiro**, **Danny Glazer**, **Jennifer Rosenberger** and **Michelle Coughlan** from *Baltimore* magazine

SESSION 2 1:30 - 2:45 PM

WIN BIG BY SELLING FREQUENCY

Stop selling 1x ads! How to shift your mindset and your business by presenting and closing high frequency contracts.

PANELISTS: **Melisa Mackevicius-Leonard** of *Milwaukee Magazine*, **Tiffany Myroniak** of *Cleveland Magazine*, **Ammie Scott Motes** of *417 magazine*, **Ana Mantini** of *Westchester Magazine*

SESSION 3 3:15 - 4:30 PM

HOW TO MAXIMIZE NEWSLETTER AD REVENUE

Some local newsletters are bringing in hundreds of thousands of dollars per year in ad revenue. What are they doing that you aren't? Let's explore newsletter ad formats and opportunities, tools to sell and deploy ads, and best practices and benchmarks you can use to get the most out of your newsletter ad strategy.

SPEAKER: **Dan Oshinsky** of the Inbox Collective



MONDAY, JUNE 5

SESSION 4 10:45 AM - 12:00 PM

THINKING OUTSIDE THE BOX WITH DIGITAL

Hear from two digital sales superstars on how they are driving major digital revenue growth through targeted display, targeted social, device ID, SEM, SEO and other audience extension products in their toolbox. Learn the pitch, the process, how to bundle products and which categories are the best targets. Learn to think outside the digital box to close new deals and take your digital sales to an all time high.

PANELISTS: **Ari Ben** of 5280 magazine, **Brad Smith** of Metrocorp

SESSION 5 1:30 - 2:45 PM

TOP 5 STRATEGIES TO TAKE YOUR SALES TO THE NEXT LEVEL

Baltimore based Sandler trains 52,000 professionals every year and CEO Dave Mattson will teach us the top 5 key strategies to separate yourself from the competition and close more sales. The buyer journey, technology and the virtual experience have transformed the sales interaction and we will discuss what we need to do as sales professionals to thrive in this new environment.

SPEAKERS: **Dave Mattson** of Sandler Training

SESSION 6 3:15 - 4:30 PM

SUCCESS THROUGH SALES AUTOMATION

Do you want your CRM to be working for you while you are out on sales calls? How would you like an "inbox" of warm leads when you get back to the office? It's happening! Hear from CRMA panelists on how they are automating the sales process and get to goal faster.

SPEAKERS: **Luis Argueta** of *Mpls.St.Paul Magazine*, **Ammie Scott Motes** of 417 magazine, **Kelly Travis** of *St. Louis Magazine*



WHERE TO EAT

Baltimore has a storied culinary scene. Crabs rule, but we also have amazing local oysters, a vibrant dive bar culture, and James Beard-nominated restaurants. The mighty blue crab is in season. Crack some hard-shells, order a crab cake, or get a bowl of Maryland crab soup while you're here.

LUNCH

Spots within walking distance.

Broadway Market: Historic Fells Point food hall with lots of options, including Thai food at Thai Street, pierogies at Sophie's, and whole fried fish at Sal & Son's Seafood. Dating back to 1786, it's one of the oldest public markets in Baltimore. 1640 Aliceanna St. \$

Cocina Luchadoras: Fabulous Fells Point gem for authentic tacos. Consider getting a Mexican torta, too. Seating is limited, carryout is an excellent option. 253 S. Broadway. \$

Ekiben: Tiny hole in the wall with a cult following that's up for a James Beard Award. There are a few barstools, but it's mostly carryout. The Neighborhood Bird—Taiwanese curried fried chicken thigh on a steamed bun—and Tofu Brah—tofu in spicy peanut sauce—are the signatures. 1622 Eastern Ave. \$

Harbor East Delicatessen & Pizzeria: Popular place for pizza and oversized sandwiches. 1006 Aliceanna St. \$\$

Italian Disco: Great spot for handmade pizzas and pasta. Dine in or take out. 1006 Fleet St. \$\$

James Joyce Irish Pub: The Emerald Isles meet Charm City at this Irish pub that's known for its fish and chips, bangers and mash, and other Irish classics. 616 President St. \$\$

Kneads Bakery: Grab-and-go or dine-in spot for light fare, salads, soup, and sandwiches. 506 S. Central Ave. \$\$

Lebanese Taverna: Lovely Middle Eastern restaurant with a staggering array of mezze (small plates) from pungent cheeses to smokey grilled vegetables and meat. Also open for dinner. 719 S. President St. \$\$

Loch Bar: Seafood-leaning menu with some real hits including the lobster roll, the crab-cake sandwich, and tuna poke. Also open for dinner. 240 International Dr. \$\$\$

Maximón: Enjoy elevated tacos, tortas, and a terrific raw bar at this stylish Mexican and South American-inspired restaurant. The waterfront patio is stunning. Also open for dinner. 200 International Dr. \$\$

Starbucks: No explanation necessary but when you need it, you need it. 615 S. President St. \$

Taco Fiesta: No-fuss Mexican spot for tacos, burritos, and house-made salsas. Take-out available. 618 S. Exeter St. \$

DINNER

Spots within walking distance or a 10-minute drive.

Azumi: Stylish, upscale sushi spot that sources most of its fish from the Toyosu Fish Market in Japan. **\$\$\$\$**

Captain James Seafood Palace: Who doesn't love a crab house shaped like a ship? Go here for the total steamed crab experience. Oprah visits when she's in town. 2127 Boston St. **\$\$**

Charleston: Even if you don't want to do the whole prix-fixe tasting menu, sit at the bar, and order the fried oysters and a martini or glass of wine. The chef, Cindy Wolf, is a 23-time James Beard Award semi-finalist. 1000 Lancaster St. **\$\$\$\$**

Choptank: Local crab house in the 200-year-old Broadway Market. Good place to go for hard-shell crabs or a crab-cake sandwich. 1641 Aliceanna St. **\$\$**

Cinghiale: Upscale Italian food in Harbor East with an award-winning wine list, house-made pasta, and terrific charcuterie. One of the prettiest restaurants in Baltimore. 822 Lancaster St. **\$\$\$**

Duck Duck Goose: Lovely bistro serving elevated French fare, like burgers with foie gras or duck confit. 814 S. Broadway. **\$\$**

Duda's Tavern: Charm City dive bar with terrific burgers, crab cakes, and lineup of local beers. 1600 Thames St. **\$**

Elk Room: If you want a place to get a drink and great bar snacks, this is a unique, speakeasy-style cocktail bar. Esquire named it one of the best bars in the country. 1010 Fleet St. **\$\$**

La Scala: Traditional, dependable red sauce joint with a bocce ball court. 1012 Eastern Ave. **\$\$\$**

Little Donna's: Homey little neighborhood spot known for its pizza and Polish specialties like pierogies and palacinke pancakes stuffed with crab. 1812 Bank St. **\$\$**

Mama's On the Half Shell: Quintessential Baltimore tavern serving tons of local seafood—don't miss the cream of crab soup topped with a fried soft-shell—and oysters galore. 2901 O'Donnell St. **\$\$**

Ouzo Bay: Greek chic spot with gorgeous patio and a signature fish display, with seafood from all over the world. Cross the street for cocktails at Ouzo Beach. 1000 Lancaster St. **\$\$\$**

Peter's Inn: Husband-and-wife-owned biker bar turned cozy restaurant, with a limited menu of elevated comfort food. 504 S. Ann St. **\$\$\$**

Sagamore Pendry: A bit of fun Baltimore history: This is on the site of Baltimore's Ellis Island and was a stand-in for the police station on Homicide. Gorgeous bar area at Rec Pier Chophouse restaurant. Visit The Cannon Room micro bar within the hotel. 1715 Thames St. **\$\$\$**

Tagliata: Luxe Italian chophouse with house-made pasta, hand-cut steaks, potent cocktails, and live music. Ask to sit on the patio. 1012 Fleet St. **\$\$\$**

Thames Street Oyster House: Classic New England-style oyster bar with award-winning lobster rolls. Great place to slurp oysters. Reservations recommended. 1728 Thames St. **\$\$\$**

SPEAKERS



MIRIAM ALDHAHI is the managing editor of *New York Magazine*, where she oversees the production of the print magazine and works on a wide range of projects focused on the editorial and business growth of the publication. Prior to this, she was *New York Magazine*'s director of editorial operations, managing editor of *Curbed*, and a writer focused on design and urbanism. She holds an MFA in design criticism from the School of Visual Arts.



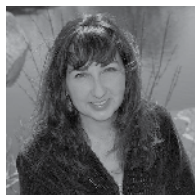
MEL ALLEN is only the fifth editor in *Yankee*'s nearly 90-year history. Mel's career at *Yankee* magazine spans more than four decades. In his pursuit of stories, he has raced a sled dog team, crawled into the dens of black bears, and fished with the legendary Ted Williams. At the center of every issue he has edited is the sense of place that defines New England. Mel taught magazine writing at the University of Massachusetts, Amherst, for a dozen years, and led workshops on the editor-writer relationship and creative nonfiction. For the past five years, he has taught in Bay Path University's MFA in Creative Nonfiction program. In 2018, Mel was inducted into the Folio Hall of Fame for Editorial Excellence. He lives and writes in New Hampshire.



CHRISTINE ALLISON is the editor in chief and CEO of D Magazine Partners, which publishes *D Magazine*, *D CEO*, *D Home* and *D Weddings*. The Allison family has owned the company for most of its nearly 50 years. *D Magazine* has won the award for CRMA's General Excellence for mid-size magazines multiple times over the years. DMP also owns D Custom, an award-winning content marketing agency, and People Newspapers.



LUIS ARGUETA is the communication manager for sales and marketing at *Mpls.St.Paul Magazine*. He has been working in B2B marketing communications and public relations for fifteen years. His previous line of work includes public pensions, credit card security, loyalty programs, nonprofit organizations, and photography. In his free time, Luis enjoys spending time outdoor with his wife, two boys, two dogs, and nine chickens in his St. Paul home.



KIM KNOX BECKIUS is *Yankee* magazine's travel and branded content editor. A longtime freelance writer/photographer and *Yankee* contributing editor based in Connecticut, she has explored every corner of the region while writing six books on travel in the Northeast and contributing updates to New England guidebooks published by Fodor's, Frommer's, and Michelin. For more than twenty years, Kim served as New England travel expert for TripSavvy (formerly About.com). She is a member of the Society of American Travel Writers (SATW) and is frequently called on by the media to discuss New England travel and events. She is likely the only person who has hugged both Art Garfunkel and a baby moose.



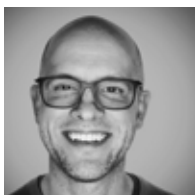
ARI BEN is an established media sales professional with over fifteen years in ad sales and sales rep development. Having begun his career in the hustle and bustle of the New York City media landscape, Ari has helped countless clients achieve success through integrated media campaigns across a multitude of platforms. Ari is currently the ad director for 5280 Publishing and continues to service the real estate category of ad sales. As a Kansas University alum, Ari spends his time cheering on the Jayhawks as well as all Denver sports teams!



SPEAKERS



DANIEL BROGAN is the founder, CEO, and editor in chief of 5280 magazine. Launched from his second bedroom in 1993, 5280 is the winner of two National Magazine Awards, the magazine industry's equivalent of the Pulitzer Prize, and was named the best big-city magazine in America by the City and Regional Magazine Association in 2018 and 2020. The company also publishes *5280 Home*, *5280 Traveler*, and *5280 Health* magazines.



DAVID CHIVERS is the founder of Digital Acceleration Partners. As a consultant and advisor, he assists organizations with revenue and audience growth, product development, customer experience/engagement, digital transformation, marketing strategy, content strategy, alternative revenue streams, strategic planning, and innovation projects. As a coach, David acts as a trusted sounding board for founders, CEOs, C-suite executives, and board members, focusing on strategic planning, succession processes, mergers, exits, and strategic investments. He has also held executive operating roles at the *Wall Street Journal*, Dow Jones, Meredith Corporation, and the USA TODAY Network. He has run audience and marketing teams and digital product organizations as well as served as president and publisher of the *Des Moines Register*. David holds an executive certificate in strategy and innovation from MIT, an MBA from the University of Iowa, master's degree in integrated marketing communications from Roosevelt University, and a bachelor's degree in English and anthropology from Central College. He continually learns from his spouse, their two teenage children, and their two dogs.

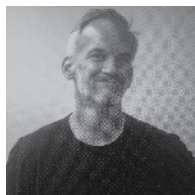




LAUREN COHEN is the digital senior editor at *Baltimore* magazine, where she oversees the magazine's daily website. In addition to designing all print stories for the web, she also assigns and edits blogs and news stories, collaborates on social and email marketing products, and works closely with print editors to bring their features and departments to life online. Throughout her nine-year tenure with *Baltimore*, Lauren has covered everything from food news and local events to senate hearings and development stories, both in print and online.



MICHELLE COUGHLAN, a senior account executive, is an optimistic and enthusiastic professional who has been with *Baltimore* magazine for over twenty-five years. Throughout her career at the magazine, Michelle has closed several national and large advertisers and continued to maintain strong client relationships that generate repeat business year over year. She attributes her success in print, digital, and sponsorships to her ability to listen to customers and put their needs first. Michelle lives in the Riverside area of Baltimore with her husband, two children and a golden retriever who is dying to come on a sales call with her.



ZAC CRAIN is senior editor at *D* magazine, and has written about the explosion in West, Texas; legendary country singer Charley Pride; Tony Dorsett's struggle with life after football; and the systematic displacement of Black people in the Fair Park area in the 1960s and 1970s. He is the author of 2009's *Black Tooth Grin*, 2020's *A Pedestrian's Recent History of Dallas*, and 2021's *I See You, Big German*.

SPEAKERS



JANELLE ERLICHMAN DIAMOND has been at *Baltimore* magazine for seventeen years, a marriage that has lasted almost as long as the one she has with her husband. During her tenure she has been style editor, a senior editor, and most recently the editor of *Baltimore Weddings* and *Baltimore Home*. Before that she spent seven years at the *Washington Post's* style desk. She is a huge lover of this city and all its quirks, stories, and people—including her own four little humans. Every summer she performs in the Fluid Movement Water Ballet and is a proud steward of a Little Free Library in her front yard.



RYAN DOHRN is the owner of Niche Media Events and the founder of the media sales training firm, Brain Swell Media. He has trained over 30,000 ad sales reps including twenty-five+ at CRMA member publications. Ryan sells media every day and has been a part of over a half billion dollars in media sales. He is a graduate of the Cornell Executive Leadership Program and his thirty year media sales and marketing career includes leadership roles at Disney/ABC TV, Penwell Publishing, Morris Communications, and the New York Times Company. He is an Emmy Award winner, multiple business book author and has been featured in USA Today and on Forbes.com. Ryan currently works monthly with over fifty media companies and their related sales and management teams.



GIGI EKSTROM is the marketing director of D Magazine Partners, overseeing marketing and events for *D Magazine*, *D CEO*, *D Home*, and *D Weddings*. Her marketing career spans 35 years, with previous roles at Campbell Soup Company, World Cup Soccer USA, and an international import firm that she co-founded. She most recently served as director of Marketing and Community Relations at Lakehill Preparatory School in Dallas, and was the coordinator for two award-winning marketing education programs in Dallas ISD. A former national career education teacher of the year, she is also the author of two marketing textbooks. Gigi is active in her community and serves on numerous boards and committees. She holds a Bachelor of business administration from the University of Texas at Arlington and an MBA in international marketing from the Thunderbird School of International Management.



ALEX FINE is an illustrator who lives and works in Pikesville, Maryland. After graduating with a BFA from Maryland Institute College of Art, he began working in editorial illustration for various print publications. Alex's work can often be seen today in *Newsweek*, the *Washington Post*, the *New York Times* and *Politico* among others. In addition to editorial, he has worked on numerous books and ad campaigns for clients such as Scholastic, Penguin, Abrams, Harper Collins, and Adobe.



ALLISON FISHER is a designer and letterpress printer from Baltimore, Maryland. She is the manager of the Globe Collection and Press at MICA (Maryland Institute College of Art). As a student she fell in love with printmaking while earning her BFA in graphic design at MICA. She was bitten by the DayGlo love of Globe and devoted most of her senior year helping to rally support for acquisition of the collection. She oversees Globe's operation including archiving, education, and production of new projects in the iconic Globe style for clients including John Waters, the New York Film Festival, *Baltimore* magazine, and Baltimore Votes.



DANIELLE GARTENMAYER has been with MetroCorp for over fourteen years. She is a Philadelphia native and attended Jefferson University where she obtained a BA in marketing as well as an MBA. Since beginning at MetroCorp, Danielle has played various roles in sales, marketing and most currently events and is known for starting the P Influencer Network at Philadelphia magazine. Currently, she oversees 40+ events a year produced by *Philadelphia* and *Boston* magazines as well as thriving at executing custom, one-of-a-kind experiences for clients.



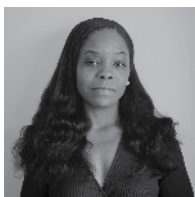
SPEAKERS



DANNY GLAZER is a senior account representative at *Baltimore* magazine with over seven years' experience helping businesses with branding, digital awareness, and event sponsorship. Specializing in networking and new business development, Danny ensures clients meet their branding and marketing needs.



MATT GOODMAN is the online editorial director for *D Magazine*, the city magazine of Dallas. He has investigated a surgeon who killed, profiled a man who paid for a submarine to travel to the deepest parts of the earth, followed a heart transplant from donor to recipient, and writes a city column for the magazine. Despite being from Houston, he has covered too many Dallas City Council meetings to count.



ERICA L. GREEN is a *New York Times* correspondent in Washington who covers domestic policy. Ms. Green joined the *New York Times* in 2017 as an education reporter, focusing on the U.S. Department of Education and issues related to civil rights and educational equity in the nation's schools. Her coverage has documented how the nation's schools have navigated historic challenges in recent years, including the divisive political and social climate that arose during the presidency of Donald J. Trump and a once-in-a-generation pandemic. Her coverage has also illuminated some of the under-covered issues facing the most marginalized students, from the dismal educational outcomes for Native American students to the disproportionate disciplining of Black girls in school to the secret and illegal suspensions of special education students. She also co-authored the explosive *Times* investigation exposing leaders of a celebrated school in Louisiana who abused students and falsified their college applications to get them to Ivy League schools. The story was featured as the debut episode of the *Times*' television show, *The Weekly*, and is the subject of an upcoming book.



SAM GUZIK is a journalist, futurist, and product strategist. He is the director of product for New York Public Radio (WNYC) and a foresight affiliate at the Future Today Institute. Before joining WNYC, he worked at Hearst Newspapers as a product director. Before that, he served as editor for strategy and platforms in *Newsday's* opinion department. There he was a member of the editorial board, responsible for translating the board's voice to digital platforms. Sam has taught video production, data visualization, and interactive design at the Columbia University Graduate School of Journalism. He's a graduate of Washington University in St. Louis, holds an MBA from the NYU Stern School of Business, and is a graduate of Columbia's Graduate School of Journalism where he was recognized with a Pulitzer Traveling Fellowship.



TERI HENDERSON, who was born in Fort Worth, Texas, is now a Baltimore-based independent curator, *Baltimore Beat's* arts and culture editor, and the author of *Black Collagists: The Book*. Teri holds a BS in psychology from Texas Christian University. In 2019 Teri co-founded WDLY, a nomadic, curatorial platform. In 2020 she started an Instagram account called @blackcollagists. This platform features the work of emerging, and more established and well-known collage artists, to raise awareness about the history of Black collage art. *Black Collagists: The Book* is a physical record of her research. Teri focuses her work as a writer and curator on Black artists and creatives. She previously served as the art law clinic director for Maryland Volunteer Lawyers For The Arts and is currently on their board of directors.

SPEAKERS



DAVE HOWARD is a journalist and the author of nonfiction books and magazine stories. His profile of President Biden won the 2022 CRMA Best Feature (circ under 60,000). His most recent book, *Chasing Phil: The Adventures of Two Undercover Agents with the World's Most Charming Con Man*, was published in 2017. The undercover investigation into a global network of white-collar crime was the first of its kind in FBI history. Dave has an extensive background as a magazine editor. He worked as the executive editor of *Popular Mechanics* and *Bicycling*, story editor at *Prevention*, and senior editor at *Backpacker*.



NICHOLAS HUNT grew up near the Smoky Mountains in East Tennessee, where he learned to mountain bike, kayak, fly fish, and ski. It's also where he learned to write, a skill that's taken him across the country as a magazine editor. After graduating from the University of Tennessee with a BS in journalism and electronic media, he marched west with stints at multiple publications, including fellowships at *Men's Health* and *Washingtonian*, as well as editorships at *Arkansas Life*, *Outside*, and REI's *Uncommon Path*. He's currently senior editor at *5280*, where he edits its Compass department, writes feature packages, and, amidst stories on everything from quantum computing to agriculture, specializes in adventure travel, mountain sports, and the outdoor recreation economy.

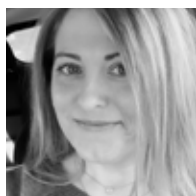




AL HUTCHINSON joined Visit Baltimore as president and CEO in November 2016. As the chief executive of the city's official destination sales and marketing organization, he is responsible for driving positive economic impact for the city through the attraction of leisure travelers and convention business to Baltimore. Al boasts more than thirty years of experience in the destination marketing industry in cities from Richmond to Pittsburgh to Mobile. He serves on numerous key industry boards and is the incoming chair of the Destinations International board of directors. He is active with Downtown Partnership of Baltimore, the Greater Baltimore Committee, and Morgan State's School of Business Dean's advisory board. Al is a Richmond, Virginia native, University of Alabama alumnus, and with his wife, Unae, a proud father to Asia and Jalen.



FRANKLIN W. JONES was born and raised in Palm Springs, California and is a graduate of the University of San Diego. He has been in the media and marketing professions for the past forty years. He was production manager at Cline, Davis & Mann Advertising Agency, New York, N.Y., now one of the 100 largest agencies in the world. Franklin is president and owner of Desert Publications, Inc. and publisher of *Palm Springs Life* magazine.



STACI LANHAM is the art director of special editions at *Baltimore* magazine. As a designer with 20-plus years of experience, Staci has worked on multiple publications as well as marketing, event, and branding campaigns for both local and national clients. During her tenure at *Baltimore* magazine, she has rebranded and redesigned *Baltimore Weddings* issue and website, as well as the *Baltimore Home* section. She has a master's in publication design, a BS in geography, and lives in Towson, Maryland with her family and rescue pets.

SPEAKERS



PAUL LOPREIATO is the associate director of audience products and analytics for *Philadelphia* and *Boston* magazines. He drives reader revenue and turns digital analytics into actionable insights.



MELISA MACKEVICIUS-LEONARD is a former chef turned marketer, sales and business development expert with more than twenty years of experience in the advertising, marketing and publishing industries. Her expertise ranges from media sales at *Milwaukee Magazine*, as well as agency leadership and integrated new business development at advertising agencies McCann Detroit, Third Street, FCB Chicago, Hanson Dodge, and Havas Worldwide. Melissa says her professional passion is being part of a creative team who generates innovative ideas that help grow our clients' businesses – while making strong connections with our community.



ANA MEDINA MANTINI is the associate publisher of *Westchester Home* magazine. In her role working with Today Media's top local publications, she consults with regional and local businesses to implement successful advertising partnerships utilizing traditional media and the latest in digital technologies. Ana works closely with the editorial and marketing departments to manage the shelter brand's growth, profitability and visibility in the market. She was previously at *Boston* magazine, the city's leading regional publication, managing a portfolio of national, regional and local clients.



JANE MARION is the deputy editor for *Baltimore* and the magazine's longtime food and dining editor. In her twenty-three-year tenure at the city regional magazine, in addition to covering the dining scene, her beats have included mental health and wellness, general lifestyle, home and garden, and profile writing. Previously, she was an editor at *TV Guide Magazine*—America's best-selling magazine at the time—a columnist for *Philadelphia* magazine, and a contributor to *Entertainment Weekly*. In her thirty-six years as a journalist, she has interviewed everyone from Oprah to Miss Piggy. She is a graduate of the Columbia School of Journalism and the University of Pennsylvania and has been recognized for her work by Folio, City and Regional Magazine Association, and the MDDC Press Association.

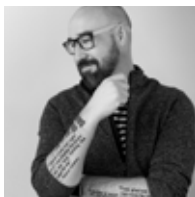


DAVE MATTSON is a best-selling author, sales and management thought leader, keynote speaker and leader for sales training seminars around the world. As president and CEO of Sandler, Mattson oversees the corporate direction and strategy for the company's global operations including sales, marketing, consulting, alliances, and support. His key areas of focus are leadership, strategy, and client satisfaction.



JESS MAYHUGH is the managing editor at *Eater* and *Punch*, where she oversees day-to-day operations, manages cross-network packages, and spearheads food and drink coverage around the country. Previously, she has worked for *Thrillist*, *Smithsonian* magazine, *Baltimore* magazine, *Inc.* magazine, *Serious Eats*, and other publications. Her editorial work has been lauded by Folio and the City and Regional Magazine Association, and her podcast, *Buzzed in Baltimore*, was nominated by the *Baltimore Sun* for best use of audio. She is a graduate of the University of Maryland's Philip Merrill College of Journalism, the Emerging Media master's program at Loyola University, and has taught digital publishing at Towson University. Born and raised in Baltimore, Jess has been excited to watch the city become a bona fide food and drink destination.

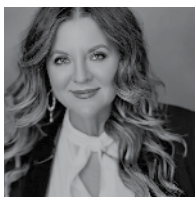
SPEAKERS



MATT MCDERMOTT, is president/CEO of The Harvey Agency. He's a creative strategist and positive skeptic who's worked in advertising and marketing for more than two decades. He's worked with brands across industries, including Comcast Universal, Stanley Black & Decker, Johns Hopkins University, National Geographic, and the U.S. Navy. A former high school English teacher, he knows how to use his outside voice, especially when advocating for social equity, youth development, and animal welfare. He's taught advertising and branding at Towson University and the Maryland Institute College of Art and has been featured in *Ad Age*, the *Baltimore Sun*, the *Washington Post*, and a number of radio, TV, and streaming platforms. He lives in Baltimore with his wife, an anti-money laundering attorney and former roller derby all-star, as well as a surly teenager and countless rescue animals.



MIMI MONTGOMERY is the home and features editor at *Washingtonian* magazine and has written for the *Washington Post*, *Garden & Gun*, *Outside Magazine*, *DCist*, *PoPville*, *Washington City Paper*, and *Walter Magazine*. She has a BA in English modern studies from the University of Virginia and a MPS in journalism from Georgetown University.



AMMIE SCOTT NOTES is the VP of strategy and senior account executive at Whitaker Publishing, the company that produces *417 Magazine*, *417 Home*, *417 Bride*, and *Biz 417* in Springfield, Missouri. In her more than thirteen years at *417* she has grown in roles ranging from account executive to sales manager before stepping into her current role which includes serving on the executive leadership team. In addition to overseeing the largest book of business at the company, Ammie also trains new sales team members and serves as a mentor or guide for the entire team.



MOUSTAFA MOURSY leads Push Analytics, a business consultancy firm that's among the best in class in helping businesses grow and specifically optimizing their business processes. His extensive sales and technical background allows him to build out and weave together complex business processes and technology stacks to deliver custom and hyper focused business systems.



TIFFANY MYRONIAK has been a sales leader in the community at *Cleveland Magazine* for more than twenty-five years. Tiffany served as vice president of the grassroots organization, Downtown Merchants Association in Cleveland, and became a member of Women in Sports and Events due to her love of her hometown sports teams. After five years in an account executive role, she was promoted to advertising director in 2004 where she led the *Cleveland Magazine* sales team to record sales. In 2007, she moved back into sales after starting a family while helping the associate publisher grow the sales team and reach their goals. She's currently the senior account manager where she services some of the top accounts for *Cleveland Magazine*. Tiffany lives in Sagamore Hills with her husband Greg, their two teenage daughters Emilia and Delaney and their dog, Percy. She loves to play volleyball and sing with her twin sister in a local band as well as cheer on her daughters who are competitive dancers.



KIRSTEN HOLTZ NAIM is the Senior Director of Events at *Washingtonian* magazine and an experienced events expert in Washington, D.C. Kirsten spent several years working with local and international companies to produce experiential marketing activations, including festivals, conferences, live shows, and consumer-based experiences. Kirsten began her career in the corporate retail buying program at Bloomingdale's. She later transitioned into events at IMG Fashion, the New America Foundation, *Slate* magazine, and *Washington City Paper*, along with a role in marketing and engagement for TED's membership program. Kirsten has a master's degree in Strategic Public Relations from George Washington University and a bachelor's degree in International Business from Howard University.

SPEAKERS



BILL NEWCOTT is an award-winning film critic and writer who has been covering Hollywood and profiling celebrities for more than forty years. He is the creator of AARP's Movies for Grownups franchise and the movie critic for the *Saturday Evening Post*. A noted travel writer, Bill won the prestigious Lowell Thomas Award from the Society of American Travel Writers in 2007. Prior to his association with AARP, he was expeditions editor for *National Geographic* magazine, where he won the Aviation and Space Writers Association Award for Excellence in 1996.



DAN OSHINSKY runs 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. He's the creator of Not a Newsletter, a monthly briefing with news, tips, and ideas about how to send better email. He 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. He's also been widely quoted on email strategies, including in publications like the *Washington, Fortune*, and *Digiday*.



ANNA PEELE is a feature writer who focuses on culture. She began her career at *Esquire* in 2010, where she wrote cover stories of Miles Teller and Chris Pratt and won the 2016 ASME Next Award for Journalists Under 30. In 2016, she became the culture editor of *GQ* and oversaw the annual comedy issue and compiled an oral history of Jeff Goldblum. As a freelancer, she has profiled subjects ranging from Steve-O to Dr. Fauci and written features on Bravo's racial reckoning for *New York Magazine*, the deaths of Love Island contestants for *Vanity Fair*, and Garry Shandling's weekly celebrity basketball game for ESPN. "'Fight Club' with Better Jokes: Inside Garry Shandling's Secret Pickup Game" was recognized as a piece of Notable Sports Writing in The Best American Sports Writing 2019.



GIULIETTA PINNA is the owner of Limonata Creative and Prop Up Shop, the Baltimore/DC region's only prop rental house and photo studio. As a creative director, art director, set designer and prop stylist, Giuletta specializes in visual content creation for commercial and editorial food, interior, lifestyle, product, and still life projects. Her clients include nationally recognized publications, brands, chefs, interior designers and entrepreneurs. Her work has been featured in *Baltimore* magazine, *Domino*, *House Beautiful*, *Real Simple*, *Southern Living*, the *Wall Street Journal*, the *Washington Post* and *Washingtonian* magazine, among others.



JENNIFER ROSENBERGER has more than fifteen years' experience in client-facing positions in a variety of industries and has worked in the media industry for seven and a half years as a multimedia account executive selling print, digital and event sponsorships. Jennifer was recruited to *Baltimore* magazine as an integrated account executive in 2020 during the pandemic and has stayed committed to success and growing her book of business. She is experienced in helping advertisers discover and purchase the right media that meets their needs and goals. Email marketing is one of Jennifer's specialties and she has increasingly relied on broadcast emails to find qualified prospects and continue to exceed new business and monthly goals.



EMILY SCHULTZ is the senior director of publishing operations at Business Publications Corporation, a locally-owned media company and the parent company of *dsm* magazine and the *Des Moines Business Record*. Originally from Eastern Iowa, Emily completed her degree at New York University and remained in New York City, working in educational technology and project management. After returning to Iowa, she joined BPC to run custom publishing operations and was then promoted to manage the magazine and custom publishing sales and design teams. In 2022, she was promoted to her current role, and is now also responsible for operational and process improvements throughout the company. Emily also serves on the board for the Waukee Chamber of Commerce and the Des Moines Book Festival. Emily and her husband live in the Des Moines metro with two lovely children and two naughty dogs.



SPEAKERS



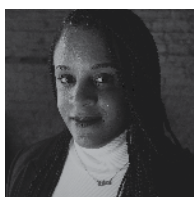
STEPHANIE SHAPIRO is the VP of sales for *Baltimore* magazine. Stephanie has been active in the media advertising industry for more than thirty-five years with the past ten years focused specifically on local lifestyle magazines, digital products, and events. She started out many years ago “on the street”, selling multi-media solutions to small, medium, and large local businesses. Stephanie has built, rebuilt, and led successful sales teams over the past ten years. She currently leads a team of six marketing consultants at *Baltimore* magazine. They focus on, and sell a monthly magazine, four ancillary publications, and over ten types of digital products in addition to hosting and selling multiple sponsorships for live local events. She is also involved in selling the Creative Studio division which offers everything from printing, designing, writing, web and so much more. Stephanie’s superpower is hiring, mentoring, and developing new business opportunities. In 2022, under her leadership, her sales team sold a total of \$975,000 in new business sales.



AMANDA SMITH serves as president of Fairchild Media, leading sales, marketing, live media and business operations across Fairchild’s *WWD*, *Footwear News*, *Sourcing Journal*, and *Beauty Inc.* As an award-winning ad sales leader over two decades, Amanda has deep experience and relationships in the luxury, retail, and fashion sectors. Her reputation for relentless innovation on behalf of clients has led to a stellar track record of outperforming expectations, delivering revenue growth, and forging successful teams and first-ever opportunities and partnerships. Prior to joining PMC, Amanda served in ad-sales leadership at some of the most iconic brands in publishing, including *Fast Company*, *Vogue*, the *Wall Street Journal*, the *New York Times*, and *Conde Nast Traveler*.



BRAD SMITH has been with MetroCorp Media since October 2021, where he currently is the president of digital sales and strategy. He spearheads digital go-to market strategies and digital sales growth. Brad also partners with other MetroCorp Media leaders reimagining their new digital agency, City Studios, to launch summer of 2022. Previous to MetroCorp Media, Brad was with Lee Enterprises at the *Buffalo News* (senior director of sales and operations), the *Philadelphia Inquirer* (VP of sales and operations), Tribune Publishing at the *New York Daily News* (GM of digital), Gannett (corp. director of group sales) and Digital First Media/Adtaxi (regional director of sales and operations). In these roles, Brad led the sales divisions to drive print ad sales and digital sales in addition to working with operation teams to reduce digital churn and drive digital retention. Brad's family, wife and two children, have lived in Wynnewood, Pennsylvania (twenty minutes outside of Philadelphia) for more than fifteen years.



LISA SNOWDEN is the editor in chief of *Baltimore Beat*, a digital and print-based news product based in Baltimore City. At *Baltimore Beat*, Lisa uses decades of experience as a reporter and in leadership to help re-imagine a new approach to news and storytelling. Previously, she was an editor at *Baltimore City Paper*, *Baltimore Sun*, and the Real News Network. Her work has appeared in *Essence*, the *Washington Post*, *Baltimore* magazine, and many other publications.



EMILY STEELE is a creative entrepreneur on a mission to help individuals, business owners, and local communities create a bigger impact with their presence online and offline. She has spent the last ten years finding innovative ways to make a difference. From launching a local bike ride that has given a community in Ghana access to clean water and education to building FemCity Des Moines into one of the most successful FemCity networking groups in the country, Emily has an ability to take an idea and mobilize it by getting the community on board. You can currently find Emily scaling Hummingbirds, a venture-backed marketing technology company that helps brands find and work with hyper-local influencers and content creators.

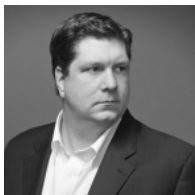
SPEAKERS



KELLY TRAVIS is the director of marketing and revenue operations for *St. Louis Magazine*. She's spent over a decade working in the B2B software industry building out strategies that align marketing and sales teams to increase brand awareness, generate qualified leads, and drive customer engagement.



JUSTIN TSUCALAS is an award-winning photographer and owner of Plaid Photo, a Baltimore-based studio. As a Baltimore native, he has spent over a decade photographing the people and scenes of his native city. From documenting the quirky life of a city dogwalker to capturing the culinary masterpieces of Baltimore's celebrated chefs, he enjoys shooting a wide-range of subjects. Justin established himself as a lifestyle photographer by winning the 2016 PDN World In Focus grand prize for his *Drift Wood* photo essay and by being featured in *Emerging Photographer* Vol. 7, No. 1 for his *Post Collegiate* series. Some of his clients include *Wired*, *National Geographic Traveler*, *Food Network*, *Baltimore* magazine, *B-More Art Magazine*, *Four Seasons*, and *Consumer Reports*.



CHRIS VOGEL is the editor of *Boston* magazine and the chief content officer for its parent company, Metro Corp. During his time as editor, he has continued the magazine's time-honored legacy of award-winning journalism while leading the rapid growth and monetization of the company's websites, including the successful implementation of a paywall. In 2020, Vogel also began overseeing the editorial direction of *Boston's* sister publication, *Philadelphia* magazine. Under his guidance, *Boston* and *Philadelphia* have each won numerous awards from the City and Regional Magazine Association as well as consistently been nominated for General Excellence, solidifying their standings as among the top city magazines in America.



ANNA WALSH is the director of editorial operations at *Texas Monthly*, overseeing workflows and projects across all platforms. She moved to Austin in 2019 and shortly thereafter joined *TM* as its managing editor. She previously worked in the *Washington Post*'s Opinions department as a multiplatform editor; at the *Baltimore City Paper* as the copy editor, food and drink editor, and, later, managing editor; and at the *York Dispatch* as a sports copy editor.



MONICA WEBER is Director of Marketing with Delaware Today and Today Media. While marketing and events are her primary focus, she works on wide range of projects designed to generate revenue. She started her career in the automotive industry, then joined what is now Bally's Dover Casino, overseeing headliner entertainment, player loyalty programs and advertising. Before joining Today Media, she worked in NASCAR with a focus on ticket sales and sponsor activation. She holds a Bachelor of Arts degree from the University of Delaware.



TOM WHITE is the design director at *St. Louis Magazine*, as well as an adjunct professor at the Missouri School of Journalism. Tom has experience working with *AFAR* magazine, The Missouri Historical Society, *Washingtonian* magazine, *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, the City & Regional Magazine Association, and the Tulsa Press Club. His favorite accolade was the honor of participating in the Type Hike Gateway Arch Poster Exhibition, celebrating our nation's sixtieth national park. White's poster design, and that of the fifty-nine other contributing designers, are now part of the permanent collections in the Library of Congress.



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