



CRMA
FALL
PUBLISHER'S
ROUNDTABLE

OCT 14-15, 2022
HILTON HEAD, SC
AT THE WESTIN HOTEL

MEETING PLANNING COMMITTEE:

Laurie Laykish, *LOCAL Life* | Logan Aguirre, *417 Magazine*

F R I D A Y
OCTOBER 14, 2022



8-11AM

Board of Directors Breakfast and Meeting

NOON-1:00PM

Welcome Back Lunch

1-1:30PM

If I Could Turn Back Time: How to Stand Out in a Crowded Print Market

If you could turn the clock back 5 years, what would you do differently knowing what you know now? One of the benefits of starting a business from scratch is there aren't any legacy systems that hold you back. You can hand pick your dream time. You can't say 'we've always done it that way.' The team from *LOCAL Life* will share the story of their start-up and what they chose not to do to differentiate in a print-saturated market.

Speaker: *Laurie Laykish and Lance Hanlin of LOCAL Life*

1:30-2:15PM

Print vs. Digital: Here's How to Evolve Your Brand

Traditional brands have spent decades bringing in revenue through magazine advertising. We'll discuss why that model needs to change if you want your brand to be successful for another 20+ years, how to think about reorganizing your teams, and why you shouldn't view digital as a checkbox and more as a leader for your business moving forward.

Speaker: *Deanne Kaczerski of Travel Curator*

2:15-2:30PM

Break

2:30-3:15PM

Create a Long-Lasting Affiliate Revenue Strategy

Everywhere you look online it seems that everyone is taking advantage of affiliate revenue — and it's working. Individual brands are bringing in millions of dollars each year through e-commerce content. In this session, we'll discuss how to set up a long-lasting affiliate strategy and discuss what's working for you now and how to push beyond a revenue plateau.

Speaker: *Deanne Kaczerski of Travel Curator*

3:15-3:45PM

Refreshment Break

3:45-5PM

When Preparation Meets Opportunity: The Future Economic Outlook

Hear from the experts at ITR Economics about the US economic forecast, phases in business cycles, audience-specific ramifications and how to prepare for economic downturns, upturns and u-turns. No matter what is on the horizon, learn how to prepare now and seize the opportunities when they come! **Speaker:** *ITR Economics*

5:30-8:30PM

Cocktails and Group Dinner

at The Quarterdeck in Sea Pines Resort



SATURDAY

OCTOBER 15, 2022

7:15-8AM

Morning Beach Walk

Meet up for a beach walk and network!

8:30-9:30AM

Group Breakfast

9:30-10:30AM

Little Things, Big Impact

We all have Champagne dreams on inflation budgets. So how do we get everything we can out of all we got? Look for the little free things that make a big difference! In this roundtable discussion publishers share one or two little/free things they have implemented that have made a big impact on their business, clients, teams, products or bottom lines. No idea is too small for this one! **Moderated by Laurie Laykish of LOCAL Life and Logan Aguirre of 417 Magazine**

10:30-11AM

Refreshment Break

11AM-NOON

Fostering Transformation

The need to evolve has never been more pressing, with local media companies facing rising production costs, a changing workforce and strained budgets. To do so requires embracing change, continually adapting and refining products and processes in a way that's deliberate, measurable and sustainable. Matt Coen shares how the team at SLM Media is creating the conditions for transformation with the goal of better serving readers' and advertisers' needs while carving out an essential place in the community. **Speaker: Matt Coen of St. Louis Magazine**

NOON-1:30PM

Lunch

1:30PM-2:15PM

Survey your Stakeholders

We often miss the biggest piece to strategic planning: surveying our stakeholders. How are your top clients performing and how do they see you fitting into their future plans? What content do your readers want to see more or less of in print? How do your employees view the purpose of your business? Are they aligned on your vision and mission? Logan Aguirre with 417 walks you through how to get this information and the questions you need to be asking to get the Marketplace information you need for your strategic planning. **Speaker: Logan Aguirre of 417 Magazine**

2:15PM-3PM

Content Used to be King — What Happened?

CRMA Lifetime Achievement Award winner Bernie Mann will share his perspective on why the advertiser has replaced content as king. By putting the reader first, *Our State Magazine* has experienced consistent growth in revenue, extraordinary subscriber growth how they have kept, and will always keep, content their king. **Speaker: Bernie Mann of Our State**

3-3:30PM

Refreshment Break

3:30-4:30PM

Best NEW Ideas or Ideas in INCUBATION

Back by popular demand! Share and learn from your fellow publishers on the Best Ideas that are driving revenue and engagement. You must submit an idea to participate in this closing session! Top 5 Ideas by vote win \$100 each!

5-6:30PM

Closing Reception at the Westin Hotel

WELCOME TO HILTON HEAD ISLAND

An Insider Guide to [#LiveLikeaLocal](#)

October is the perfect time to discover Hilton Head Island. Thanks to the island's lingering summers, you can expect sunny days in the high 70s and cool nights in the 50s. Best of all, the summer crowds are long gone. Here are a few local recommendations.



WHERE TO EAT

With more than 250 restaurants, there's something delicious to satisfy every palate. Places can still get busy so we recommend reservations. Favorites include:

BREAKFAST

- Palmetto Bay Sunrise Cafe
- A Lowcountry Backyard
- Nectar Farm Kitchen ★ **LOCAL Life Pick:** *Fried Chicken and local honey*
- Hilton Head Social Bakery
- Gringo's Diner

LUNCH

- Chow Daddy's (tacos)
- Hudson's Seafood House on the Docks (local shrimp) ★ **LOCAL Life Pick:** *Oysters Rockefeller on the dock at sunset*
- Skull Creek Dockside (waterfront)
- Java Burrito Company (Mexican)
- Truffles Cafe (American)

DINNER

- Alexander's Restaurant & Wine Bar (upscale seafood)
- Charlie's Coastal Bistro (local fish) ★ **LOCAL Life Pick:** *Ask Sommelier Margaret for a wine recommendation; she contributes a column to LOCAL Life*
- Nunzio Restaurant + Bar (authentic Italian)
- Michael Anthony's Cucina Italiana (authentic Italian)
- Lulu Kitchen (New American)



DRINKS

- Pool Bar Jim's
- Tiki Hut
- Skull Creek Boathouse
- Hilton Head Distillery ★ **LOCAL Life Suggestion:** *Book a tour and tasting.*
- Lincoln & South Brewing Company



WHAT TO DO

On Hilton Head Island, a new adventure awaits around every corner. Favorite activities include:

- **Go to the beach.** Explore 12 miles of stunning sand without the summer crowds.
★ **LOCAL Life Insider:** *Islander Beach is less crowded and more 'local'*
- **Play golf.** Rent a set of clubs and play one of 33 world-class golf courses in the area. The most famous are Harbour Town Golf Links (home to the PGA Tour's RBC Heritage) and the Robert Trent Jones Course at Palmetto Dunes. ★ **LOCAL Life Tip:** *The course near the Westin, Robber's Row is good and close by.*
- **Play tennis.** Hilton Head boasts more than 300 tennis courts, more than any other resort destination in the country. Keep an eye out for local resident Stan Smith!
★ **LOCAL Life Insider:** *Check their website for Pickleball clinics*
- **Rent a bike.** Spin your wheels on more than 60 miles of multi-use trails.
- **Book a dolphin tour.** Many captains operate out of Palmetto Bay, Shelter Cove and Harbour Town marinas.
- **Rock N Ribs.** Attend a music and barbecue festival on Oct. 15 at Coligny Plaza. Music by Blues Traveler!



Welcome to Hilton Head Island and the surrounding area. A place to love, to discover and to reconnect with nature. A place overwhelmingly green and blue — a stark reminder of the contrast between the land and sea here. One of the last places which seem to be protected from unnatural capitalistic distractions and signs. It's sure that you will find something to love over the bridge.



COUPLES, SPOUSES OR FAMILY TIME

Savannah is less than an hour's drive but a world away. If you have a day, book a hop-on, hop-off trolley tour and have a cocktail on the Rooftop of the JW on the River.

Bluffton is just over the bridge. Spend an afternoon strolling the quaint old town, have lunch at The Cottage, dinner at The Pearl and enjoy live music at Calhoun's or The Roasting Room.

THANK YOU
MEETING SPONSORS



Group Dinner Sponsor



Friday Lunch
Sponsor

Super Lawyers®

Opening Reception Sponsor

Publication
Printers corp.

Saturday Lunch
Sponsor



January Spring

WiFi Sponsor



Print vs. Digital Session
Sponsor



OUR DATA SPEAKS VOLUMES

Audio Visual Sponsor

PW~~X~~Solutions
a PubWor~~X~~ company

Fostering Transformation
Session Sponsor



Lanyards Sponsor



Best Ideas Session Sponsor

BROADSTREET

Refreshment Break
Sponsor



Little Things, Big Impact
Session Sponsor