

welcome

Here are few things you many not know about Columbus, the capital of Ohio:

- It is the 14th largest city in the United States (second largest in the Midwest).
- It is home to the third largest number of fashion designers in the nation (thanks to such mega brands as Victoria's Secret, Express and many other retailers headquartered here).
- It is one of the 52 places in the world you have to see in 2019 (according to the *New York Times*).

Oh, and there's this little university named Ohio State that happens to have a football team.

We mention these fun facts as a way to say Columbus is more than might expect as we welcome you to the fall publishers' conference.

The main point, of course, is to connect with your colleagues and gain valuable insights. We look forward to sharing ideas and each other's company after our sessions.

We hope this a memorable and fruitful gathering and, if nothing else, you can cross Columbus off your list of 52 places to visit this year.

schedule

FRIDAY, OCTOBER 18

- | | |
|-------------|---|
| 8-9am | Board of Directors Breakfast |
| 9-11am | Board of Directors Meeting |
| 11:30am | Registration Opens |
| 12:30pm | Opening remarks and new member benefits presentation |
| 1-2:15pm | Build your Brand... Blow up your Brand
Lisa Hinson runs a public relations agency that represents several major brands in Columbus with national reach. But she really gets how to work closely with local media in establishing relationships with edit, events, custom, advertising--speaking from the perspective of knowing the importance of working with city magazines and what her clients are looking for.

Until recently launching a new business, Tanisha Robinson was the chief disruption officer for BrewDog. The Scottish craft brewer with a fanatical following has branched out to restaurants (brew pubs) and hospitality (a hotel with a tap in every room). Robinson, a serial entrepreneur, says her job is "to blow s--- up," and she will discuss how to expand beyond your core business. |
| 2:15-2:45pm | Refreshment Break |
| 2:45-4:00pm | Publishers Roundtable: New and Developing Revenue Streams
An open discussion among publishers, facilitated by Lute Harmon Jr. and Ray Paprocki. <ul style="list-style-type: none">• Building digital audiences• Monetizing digital audiences• Emerging digital opportunities• Events profitability• Events ticketing• Starting and building a custom publishing division |
| 5-7pm | Reception at COSI
This Columbus science center, designed by renowned architect Arata Isozaki and ranked as among the best of its kind in the country, is located on the banks of the Scioto River, featuring a view of the downtown Columbus skyline. <i>Uber to 333 W Broad Street.</i> |
| 7:30-9:30pm | Group Dinner at M Restaurant
Cameron Mitchell's marquee restaurant. Dinner and open bar is free for CRMA members. Spouses and guests are welcome for an additional fee. Please RSVP during registration. <i>Uber to 2 Miranova Place.</i> |

SATURDAY, OCTOBER 19

8-9am

Group Breakfast

9-10:15am

Keynote Address: The state of online behavior

Gatehouse digital marketing guru Jake Myers will take us on a tour of online consumer behavior filled with illuminating data and insightful trends to help you track your e-expectations.

10:15-10:45pm

Refreshment Break

10:45-Noon

Publishers Roundtable: A Winning Culture

An open discussion among publishers, facilitated by Lute Harmon Jr. and Ray Paprocki.

- Talent acquisition
- Talent retention
- Training
- Compensation

Noon-1pm

Group Lunch

1-1:45pm

Sponsor Showcase Presentations

1:45-2:00pm

Refreshment Break

2-3pm

Best ideas

3-4pm

People First Leadership: Restaurateur Cameron Mitchell has built a nationally acclaimed business from scratch, experiencing the highs of a \$92 million deal to the lows of almost losing his business. Today, he is as strong as ever and he largely credits his remarkable run to his people-first leadership strategy. Mitchell will discuss how building culture is the foundation of any successful enterprise. As the title of his recently released book proclaims, "Yes is the Answer. What is the Question?"

4-5:30pm

World-class art and happening restaurants: Real estate developer Ron Pizzuti, who is regularly named to the Top 200 collectors by ArtNews, will lead a tour of his artwork, which is on display at The Joseph hotel, as well as possibly at the Pizzuti museum, located a block from the hotel. Afterwards, enjoy the art galleries, specialty shops, colorful street life and dozens of restaurants steps from the hotel in the Short North District, which is cited as a must-see by the *New York Times* in naming Columbus as one of the 52 Places to Go (in the world) in 2019.

5:30-6:30pm

Closing Reception at Soul Bar (in hotel)

SUNDAY, OCTOBER 20

10am

Tour of the Schumaker Student Athlete Development Center at OSU

A big thank you to Scott Schumaker for making arrangements for a guided tour of the Schumaker Student Athlete Development Center on the campus of the Ohio State University. *Uber to 615 Irving Schottenstein Drive.*

our speakers

LISA HINSON



President and Founder

**Hinson Ltd Public
Relations**

Lisa Hinson is president and founder of Hinson Ltd Public Relations, a boutique agency that advises clients on media and community relations, marketing and event management. Lisa serves on the boards of several nonprofit organizations and is the co-founder of Girls with Gears, a grassroots Peloton that has raised over \$800,000 for cancer research at The James. In 2019, she received the Medical Mutual Kent Clapp CEO Leadership Award for Community Service. She has also been recognized as a YWCA Woman of Achievement and was a recipient of the United Way of Central Ohio's Bob Crane Sr Young Philanthropist Award.

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Twitter: @lisahinson

CAMERON MITCHELL



Founder and CEO

**Cameron Mitchell
Restaurants**

Cameron Mitchell is the Founder and CEO of Cameron Mitchell Restaurants, headquartered in Columbus, Ohio. Cameron Mitchell Restaurants (CMR) celebrated its 25th anniversary in 2018, and Mitchell has enjoyed success as a lifelong entrepreneur, accomplished businessman, culinary expert and nationally recognized restaurateur.

Cameron Mitchell's successes in business and keen understanding of the restaurant industry have earned him countless awards and acknowledgements. He has been recognized as Entrepreneur of the Year by Ernst and Young, as a Small Business Person of the Year by the U.S. Small Business Administration and as one of 50 New Taste Makers by *Nation's Restaurant News*.

Cameron has published his new book *What is the Question?* The book chronicles Mitchell's rise in the restaurant industry from troubled youth to the highs and lows of growing his multi-unit, multi-concept nationwide, associate-centered restaurant company.

JAKE MYERS



*Vice President
Digital Sales & Strategy*

**Gatehouse Media +
Thrivehive**

Jake Myers is an award-winning digital marketing executive, speaker, educator and industry thought leader. After spending nearly a decade in sales and strategy, Jake knows what truly drives conversions and creates a far-reaching buzz. Currently, he heads up digital advertising strategy for Gatehouse Media + Thrivehive, the nation's reigning Best Digital Agency. In addition to his extensive digital experience, Jake is a highly sought-after speaker, presenting on topics ranging from digital marketing and brand storytelling to consumer behavior and advertising technology. His audiences have included university students (MBA candidates at The Ohio State University Fisher School of Business and members of the Latin American Institute of Business at The University of Akron, respectively), as well as CEO's, executives, entrepreneurs and more.

TANISHA ROBINSON



Founder
W*nder

Tanisha (T) Robinson is currently the founder of W*nder (pronounced "wonder"), a CBD seltzer brand that it is set to launch in Fall 2019. She is fortunate to have the founders of BrewDog as her first investors.

She worked as the Chief Disruption Officer of BrewDog globally, and was the first CEO of BrewDog USA, where she built the USA business from scratch, laying the foundations for strong future growth, and launching the American bar division and DogHouse Hotel.

Before joining the BrewDog team, Robinson founded several successful companies, including Print Syndicate, a design, technology and marketing company which sold in excess of \$40 million worth of products in its first four years. Robinson also co-founded TicketFire, a mobile app that allows consumers to use, transfer and sell paper tickets. She has also successfully built and sold two other companies, and has burned a few companies to the ground.

things to do

Columbus Blue Jackets

Our NHL franchise takes on the New York Islanders Oct. 19 at Nationwide Arena in the Arena District (a hub of bars and restaurants). Game starts at 7 pm.

nhl.com/bluejackets **DISTANCE FROM HOTEL: 0.6 miles**

Columbus Museum of Art

The grande dame of art museums in Columbus features American and European works from the late 19th and early 20th centuries. Bonus: The museum is free on Sundays. *480 E. Broad St., Downtown, 614-221-6801, columbusmuseum.org*

DISTANCE FROM HOTEL: 1.6 miles

Columbus Zoo and Aquarium

The zoo Jack Hanna made famous. More than 2.4 million guests a year and 10,000-plus animals. *4850 Powell Rd., Powell, 614-645-3400, columbuszoo.org*

DISTANCE FROM HOTEL: 21 miles

COSI

This top-rated science museum has mind-expanding exhibitions for everyone.

Check out The American Museum of Natural History Dinosaur Gallery. *333 W. Broad St., Downtown, 614-228-2674, cosi.org* **DISTANCE FROM HOTEL: 1.7 miles.**

Easton

A nationally recognized shopping/dining/entertainment district that features big-name retailing brands and a host of restaurants. Like a downtown, but on the edge of the city. *Northeast Columbus, 614-337-2200, eastontowncenter.com.*

DISTANCE FROM HOTEL: 9.5 miles

Franklin Park Conservatory and Botanical Gardens

Explore plant habitats from the desert to tropical islands in biomes bursting with color and life. Any time of year, the conservatory is a serene, beautiful spot. *1777 E. Broad St., East Side, 614-715-8000, fpconservatory.org*

DISTANCE FROM HOTEL: 4.1 miles

National Veterans Memorial and Museum

Lauded as the first national museum honoring all U.S. military veterans, Columbus' newest institution preserves and shares the stories of the men and women who have served through an interactive, multimedia experience. *300 W. Broad St., Downtown, 614-362-2800, nationalvmm.org*

DISTANCE FROM HOTEL: 1.4 miles

North Market

A food lovers' haven of grocery stands and eateries. *59 Spruce St., Short North, 614-463-9664, northmarket.com*

DISTANCE FROM HOTEL: 0.3 miles

Ohio Stadium/Ohio State campus/Jack Nicklaus Museum

Ohio State is a city within the city, and campus is a walker's delight. Ohio Stadium is the legendary home of the OSU Buckeye football team. For golf fans, the Jack Nicklaus is on the western edge of campus (nicklausmuseum.org) **DISTANCE FROM HOTEL:** About 1.5 miles to southern edge of campus. Go north on High Street.

Ohio Statehouse

Tours of the Statehouse are free and offered daily. The lower level of the Statehouse is a treasure trove of interactive exhibits that unlock the story of Ohio's legislature and of the building itself. *1 Capitol Sq., Downtown, 614-752-9777, ohiostatehouse.org* **DISTANCE FROM HOTEL:** 1 mile

Pizzuti Collection of CMA

A contemporary art museum housing the internationally known collection of Ron and Ann Pizzuti. *632 N. Park St., 614-280-4004, pizzuti.columbusmuseum.org.* **DISTANCE FROM HOTEL:** One block to the west

Scioto Mile

Pedestrian walkway along the Scioto River, with swings, benches, landscaping, sculptures. *Downtown, along the Scioto River; scioto-mile.com* **DISTANCE FROM HOTEL:** 1.2 miles

Thurber House

The historic home of humorist and cartoonist James Thurber. *77 Jefferson Ave., Downtown, 614-464-1032, thurberhouse.org* **DISTANCE FROM HOTEL:** 1.8 miles

Wexner Center for the Arts

Nationally acclaimed contemporary arts center known as much for its distinctive architecture as for its exhibits. *1871 N. High St., University District, 614-292-3535, wexarts.org* **DISTANCE FROM HOTEL:** 1.9 miles



food and drink

WARNING: *Make reservations weeks in advance. Places get booked quickly.*

Many dining options are available within walking distance of the hotel on High Street, such as **The Guild House** (theguildhousecolumbus.com), which is located right next door, or **Hubbard Grille** (hubbardgrille.com), a couple of blocks north. In addition, there's **Hyde Park**, **Marcella's**, the **Pearl**, **Lemongrass**, **Short North Tavern**, **Del Mar**, the **Service Bar** and more (shortnorth.org/eat-drink/).

And check out **Lincoln Social** (lincolnsocialrooftop.com) for a rooftop lounge experience. Long lines at the elevator, though. For an intimate craft cocktail, try **Mouton** (moutong54.com).

Plus, you have to try **Jeni's** ice cream—a couple of blocks north of the hotel. Her crazy flavor combinations have gone national.

For other notable restaurants not in the Short North, but a quick ride away:

Barcelona Restaurant & Bar

Spanish | 263 E. Whittier St., German Village, 614-443-3699. A classic for approachable Spanish tapas and other palate-expanding fare with an American influence; the patio is one of the most charming in the city.

Basi Italia

Italian | 811 Highland St., Victorian Village, 614-294-7383. Serving clean, simple Italian fare with innovative twists in an intimate setting with one of the city's best patios.

G. Michael's Bistro & Bar

Low Country | 595 S. Third St., German Village, 614-464-0575. This historic German Village eatery promises fine dining with a low country influence.

Jeff Ruby's Steakhouse

89 E. Nationwide Blvd., Downtown, 614-688-7800. Top-flight steaks, a la carte, oysters and sushi in an luxurious atmosphere.

Lindey's Restaurant & Bar

American | 169 E. Beck St., German Village, 614-228-4343. A Columbus institution, this upscale restaurant with Upper East Side New York flair is a favorite, no doubt due to its classic and consistently good fine-dining fare and lush patio.

Rockmill Tavern

Gastropub | 503 S. Front St., Brewery District, 614-732-4364. Housed in the historic Worly Building, the tavern's jumping-off point is Rockmill Brewery's impressive list of Belgian-style beers.

The Keep Liquor Bar

French bistro | 50 W. Broad St., mezzanine level LeVeque Tower, Downtown, 614-745-0322. With a modern take on the French brasserie, The Keep strives for LeVeque Tower luxury without being overly fussy. Check out the chef's counter. The adjacent bar is darkly lit with an emphasis on craft cocktails.

Trillium Kitchen & Patio

Contemporary American | 2333 N. High St., Old North, 614-369-4888. This globe-traversing restaurant and wine bar showcases seafood and seasonal ingredients.

Veritas

Contemporary American | 11 W. Gay St., Downtown, 614-745-3864. Chef Josh Dalton's modern, tasting-menu-only restaurant celebrates the art and science of cooking while offering one of the finest dining experiences in town.

Wolf's Ridge Brewing

Contemporary American | 215 N. Fourth St., Downtown, 614-429-3936. French- and California-cuisine-inspired Wolf's Ridge is a happy marriage of high-end cooking and pints of house-crafted beer.

offsite events

FRIDAY EVENING

COSI Reception

Explore the Center of Science and Industry with your fellow members, including appetizers, open bar and a view of the downtown skyline.

5-7pm

333 W Broad Street

Group Dinner at M Restaurant

Cameron Mitchell's marquee restaurant. Dinner and open bar is free for CRMA members. Spouses and guests are welcome for an additional fee.

7-9pm

2 Miranova Place

SATURDAY EVENING

Explore Ron Pizzuti's art

Explore the art collection of real estate developer and owner of The Joseph hotel, Ron Pizzuti, and enjoy local eats in the Short North area of Columbus, voted as a top city in the world to visit by the *New York Times*.

4-4:30pm: Sip and stroll the Joseph hotel art collection with collector Ron Pizzuti

4:30-5:30: Private tour of the Pizzuti Gallery (*632 North Park St near hotel*)

5:30-6:30: Closing Reception at Soul Bar (in hotel)

SUNDAY MORNING

Tour of the Schumaker Student Athlete Development Center at OSU

The new facility—named after Scott's family—serves the nutritional, physical and psychological development needs of more than 800 OSU student-athletes competing in 33 Olympic sports. Don't miss this rare opportunity.

10am

615 Irving Schottenstein Drive



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