

2018 CRMA | winter publisher's RETREAT

thursday FEBRUARY 8

8-9AM: Board of Directors Breakfast

9-11AM: Board of Directors Meeting

Noon-1PM: Registration

1PM: Opening Remarks

1:15-2:30PM: Meaningful Work – A Quest to do Great Business, Find Your Calling and Feed Your Soul with Shawn Askinosie, Author, Entrepreneur and Philanthropist. Askinosie shares his hard-won insights into doing work that reflects one's values and purpose in life. He shares with readers visioning tools that can be used in any industry or field to create a work life that is inspired and fulfilling.

2:30-2:45PM: BREAK

2:45-4:30PM: Publishers Q & A Roundtable – A deep dive into what's working, what's not working and what's next. Moderated by John Balardo of Hour Media

5:30-7:30PM: Opening Reception in Las Casitas Garden, Directly in front of the beach, at Casa Magna

friday FEBRUARY 9

8-9AM: Group Breakfast at Casa Magna

9-10AM: Killing Marketing – How Innovative Businesses Are Turning Marketing Costs Into Profit with Robert Rose, Chief Strategy Officer at The Content Advisory

10-10:15AM: BREAK

10:15-11AM: Revenue Summit Part 1: Selling Omni-Channel Big Contracts. David Lipson will lead the discussion on how his company is securing big contracts that now make up a significant percentage of total annual revenue. Bring your own examples too!

11-11:15AM: BREAK

11:15-Noon: Revenue Summit Part 2: Driving Monthly Recurring Revenue (MRR). An open discussion on the feasibility of a monthly subscription product and creating directories that are charged on a monthly basis. MRR is a valuable metric that became popularized by new tech companies, particularly SAAS companies (software as a service). If MRR is making these companies valuation so high, how can we shift some of our revenue to work like this?

Noon-1PM: Group Lunch at Casa Magna

Afternoon off

6-8PM: CRMA Happy Hour at Vista Grill, Pulpito 102, Amapas, www.vistagrill.com

saturday FEBRUARY 10

8-9AM: Group Breakfast at Casa Magna

9-10AM: Special Interest Publications Roundtables – Bring examples and share ideas about special interest publications that are driving revenue and engaging readers, or listen and learn how you might launch a new product in your market. Please bring a few copies of your Business, Home, Wedding magazines and a media kit to pass around.

10-10:15AM: BREAK

10:15-11:15AM: Sponsor Showcase – By request from both members and sponsors, (6) participating sponsors will deliver 10-minute presentations on the latest services and technology they have to offer. Proceeds will be given back to the CRMA members that attend this session in full. Walk away with great ideas and pesos-in-hand to enjoy the afternoon.

11:15-11:30AM: BREAK

11:30AM-12:30PM: Best Ideas – Share new ways to generate revenue, close custom business, client relations/customer service, audience development or just a great idea on how to save time and money. All attendees will receive a copy of the 2018 Winter Best Ideas Book.

Lunch on your own

5:30-7:30PM: Enjoy drinks and appetizers at the home of Connie Wimer of DSM Magazine, serving Des Moines, Iowa. Address is: Avalon Condominiums, Calle Gardenias #248, Unit 1008. Phone 515-864-7720.

speaker bios

SHAWN ASKINOSIE

Twenty-five years ago, Shawn Askinosie was a successful criminal defense lawyer successfully trying three high-profile murder cases, two that would later go on to become a Dateline special. Wealthy, in high demand, but burned out, he chucked it all to start Askinosie Chocolate a small-batch, award-winning chocolate company widely considered to be a vanguard in the industry. Known for sourcing 100% of his cocoa beans directly from farmers across the globe, Shawn has pioneered direct trade and profit sharing in the craft chocolate industry with farmers in Tanzania, Ecuador, and the Philippines. In addition to developing relationships with smallholder farmers, the company also partners with schools in their origin communities to provide lunch to 1,600 children every day with no outside donations.

In this inspiring presentation about championing a vocation that feeds your heart and soul, Askinosie shares his hard-won insights into doing work that reflects one's values and purpose in life. He shares visioning tools that can be used in any industry or field to create a work life that is inspired and fulfilling. Askinosie shows us that everyone has the capacity to find meaning in their work and be a positive force for good in the world.

ROBERT ROSE

As the Chief Strategy Advisor for the Content Marketing Institute, Robert has provided strategic marketing advice to some of the world's most innovative companies including Capital One, Dell, Caterpillar, Hewlett Packard, Microsoft, UPS and the Bill & Melinda Gates Foundation.

In his new book called *Killing Marketing*, co-authored with Joe Pulizzi, Rose and Pulizzi rewrite the rules of marketing- enabling readers to make the kind of transition that turns average companies into industry leaders.

Killing Marketing will teach you how to transform your marketing department into a media company, how to integrate this new marketing operation into your other traditional marketing efforts, build a strategy for competing against other media companies, best practices for attracting and retaining your audience and how to create a paid/earned media strategy.

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