



**CRMA 42ND ANNUAL CONFERENCE**  
NEW ORLEANS MARRIOTT, NEW ORLEANS  
JUNE 2-4, 2018

# welcome





Too bad there wasn't a City and Regional Magazine Association back in 1803. New Orleans would have been the dominant city in a region that was a whopper. Thomas Jefferson just wanted to buy New Orleans from France, but Napoleon, strapped for cash, threw in the entire Louisiana territory, which stretched north to the Canadian border and west as far as Montana. This region practically doubled the size of the fledgling United States.

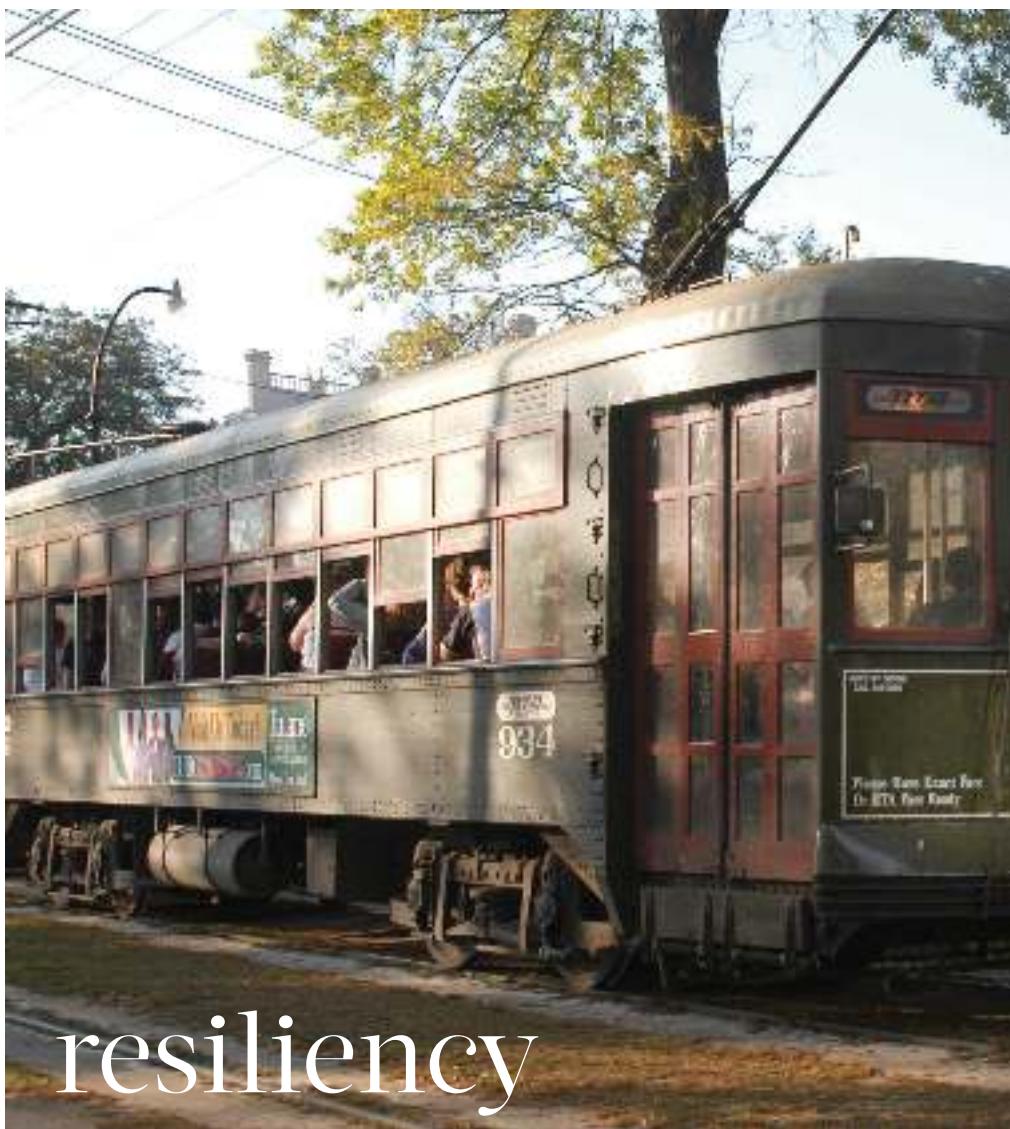
New Orleans was unlike any city in the nation. What was mostly a white, English speaking country now had a place where the locals were Creole, reflecting a mixture of French or Spanish, as well as "freed people of color," slaves and the general milieu that arrives through a port connected with the world. One group, from Santo Domingo, brought not only the Caribbean dialect, but voo doo whose rituals were spoken in a French Caribbean patois.

By 1803 New Orleans, having been founded in 1718, was already a spry octogenarian and still growing. What happened in 1718 is being celebrated this year, for it is the Tricentennial of the settlement along the big bend in the Mississippi River being designated by France as "New Orleans."

You will never be too far from history, or quirkiness, in New Orleans. The thoroughfare in front of the Marriott Hotel where you are staying is called Canal Street, though there was never a canal there (however, one was proposed.) The street's median is called a "neutral ground" because it was the dividing line between the French and Americans, who did not always get along. Those trolleys that run on the neutral ground are properly referred to as "streetcars." A couple of blocks to the east is the river although, because of a big bend, it is actually on the city's west bank. (You will need a map to understand this.)

And so it goes. You are visiting a city filled with character and characters, and, oh yes, jazz was invented here, the Mardi Gras celebration is the biggest on the continent, and the food, enriched by the bounty of the Gulf of Mexico and the recipes of many cultures, is globally famous. New Orleans even inspired many songs including the melancholy, "Do you Know What it Means to Miss New Orleans?"

Perhaps you will find out. – **ERROL LABORDE**



# resiliency

In 2009, in the depths of the Great Recession and just a few short years after Hurricane Katrina's destruction, CRMA hosted its annual convention in New Orleans. At the urging of New Orleans Magazine, we came to support their community and bring a little convention business. The conference was small in attendance, but rich in experience. After the days spent in our sessions, we toured the 9th Ward and witnessed the reconstruction of newly built storm-resistant homes. We celebrated the traditions and culture by experiencing a "second line" parade, gorged on beignets and some of us even studied our tea leaves.



CRMA

CITY AND REGIONAL MAGAZINE ASSOCIATION

Nine years later, we have returned. The city continues to rebuild itself; an evolving yet lasting jewel of an American city. This city is resilient. And so are we. Our collective industry and individual businesses have changed since last we visited. We have been forced to hone our skills and reinvent the way we engage with our readers. We have created new platforms and opportunities to strengthen our relationships with our audiences. Like New Orleans, we have resiliently evolved, tenacious in service to our readers, renovating the present while preparing for a beautiful and lasting future.

- REMY SPREEUW

# schedule

SATURDAY, JUNE 2

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**NOON**

**Registration Opens**

**1-4pm**

**The New CRMA Biz Mags Group Roundtable (new in 2018!)**

The new CRMA business magazine publishers and aspiring business magazine publishers group will meet and discuss trending topics in the Biz Mags B:B industry including advertising sections, editorial calendars, events, sponsorships and much more. Moderated by John Balardo, Hour Media. It's not too late to join the group- all CRMA members are welcome!

**2-4pm**

**Mindset Development Training Session Unlocking your True Potential  
(new in 2018 free for all attendees!)**

Presenter, Chuck Bolena, M.Ed., Results from Thinking. The goal for this workshop is to create a rare opportunity to take a step away from your daily life and responsibilities and to emerge yourself in a creative environment focused on helping you grow and thrive in all aspects of your life. "Life gets better when you get better." ~ Brian Tracy. This quote is the premise of Chuck's coaching style, and he will educate, engage, and empower you to take action and begin improving areas of your life immediately.

**4-5:30pm**

**Financial Standards Survey (FSS) Workshop (new format in 2018!)**

Building on the success of the revamped FSS from 2017, participants will hear a short presentation on the medians and averages of the survey by Bill Wehrman, COO of Today Media, then break out into groups for an in-depth discuss of the variances by your assigned circulation category (A, B, C & D). Ask questions of other members in your group and learn how you might restructure your team to drive productivity and profits: You must participate in the survey to attend this important and confidential session.

**5:30-7:30pm**

**Opening Cocktail Reception at the Marriott hotel with New Orleans Jazz band and other New Orleans-style entertainment in the Mardi Gras Ballroom.**

Appetizers and open bar. Exhibits will be open during the party, so please take this opportunity to network with our Associate Members and thank them for their support of CRMA!

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## SUNDAY, JUNE 3

**8am-9am**

**Group Breakfast/Exhibits Open**

**9am-9:45am**

**Keynote: Terry McDonell**

**The Evolution, Mutation and Rebirth of City and Regional Magazines**

In 1968 Clay Felker's idea to put shopping and politics together in New York Magazine seemed outrageous. What was a city magazine anyway? Soon it was obvious. So was the brilliance of the New Journalism that came with it. Fifty years later, the Media Lab at MIT is offering a class that treats local journalism as an engineering problem. The arc between the two is the timeline of McDonell's career and through all the disruption—"creative" or otherwise—he argues that the demand for Felker's original vision only got stronger... and much more complicated.

**9:45am-10am**

**Break/Exhibits Open**

**10am-10:45am**

**Keynote: Rebecca Darwin**

**The Big Easy: Nice to be Niche**

In its first decade, Garden & Gun has evolved into a distinctive lifestyle brand with a loyal following. Built on the celebration of a region, G&G's authentic storytelling and unforgettable experiences have resulted in a national love affair with the South. Discover the importance of harnessing the power of an ultra-engaged audience with a simple brand mission—Think Big.



# schedule

**10:45-11:0am**

**Break/Exhibits Open**

**11am-11:45am Keynote**

**Douglas Brinkley**

**Media Resiliency in a Post-Cronkite America**

Renown historian Douglas Brinkley, author of Cronkite and regular contributor to CNN and Vanity Fair will discuss the history and evolution of media credibility. In his talk, he will address how City and Regional magazines can contextualize and report news to readers and how to combat the idea that the media is no longer important or credible from both a liberal and a conservative perspective. In the “fake news” era in which we now live, hear Doug’s angle on how City and Regional magazines can be beacons of trust in untrustworthy times.

**NOON-2pm**

**Group Lunch with Keynote: Linda Thomas Brooks**

**Magazine Media: Better. Believe It.**

Extensive research continues show that magazine media is the most trusted, inspiring and influential of all media. In this enlightening presentation, Linda Thomas Brooks, president and CEO of MPA – The Association of Magazine Media, presents the proof of magazines’ powerful ability to drive sales and deliver a higher return on advertising spend than any other measured media. She addresses why magazine media serves as a shortcut to quality, amplifying and clarifying messages in today’s chaotic media landscape. The enduring and contextual relevance of magazine media helps move key metrics all across the purchase funnel, helping marketers build brand and sell products. This presentation also includes new analyses showing quantitatively how magazine media brands are powerful influencers in social media.

**2pm-3:15pm**

**BREAKOUT SESSION 1**

**3:15pm-3:45pm**

**Break/Exhibits Open**

**3:45-5:00pm**

**BREAKOUT SESSION 2**

**5:30pm-8:00pm**

**New Orleans Magazine Hosts a CRMA Party at Antoine's restaurant** (see p. 15) Sunday evening New Orleans Magazine will second line CRMA down to Antoine's where it all began. Fifty-two years ago New Orleans Magazine was created in a dining room in the back near the wine room of Antoine's which has a rich history all its own. This 175 year old family restaurant is in the heart of the French Quarter and CRMA members will dance their way to cocktails in a true New Orleans tradition.

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**MONDAY, JUNE 4****8am-9am**

Group Breakfast/Exhibits Open

**9am-10:15am**

BREAKOUT SESSION 3

**10:15am-10:45**

Break/Exhibits and Magazine Display close after this break

**10:45am-NOON**

BREAKOUT SESSION 4

**NOON-1:30pm**

Lunch on Your Own

**1:30pm-2:45pm**

BREAKOUT SESSION 5

**2:45pm-3:00pm**

Break

**3:00pm-4:15pm**

BREAKOUT SESSION 6

**5:30pm-9:00pm**

Awards Cocktail Reception, Dinner Banquet and Awards Presentation

# keynote speakers



## **Terry McDonell**

**Editor/Author**

Terry McDonell is a writer, editor and media executive with experience across numerous platforms. He has top edited thirteen magazines, including Sports Illustrated, Esquire and Rolling Stone and was inducted into the ASME Editors Hall of Fame in 2012. He is also a novelist (*California Bloodstock*) and poet (*Wyoming*) and has written and produced for film (*Plimpton!!! Staring George Plimpton as Himself*) and television (*Miami Vice*, *China Beach*, and *Sport in America* for HBO). Most recently he co-founded the literary website LitHub. He is president of the board of the Paris Review and serves on the Board of Overseers of the Columbia Journalism Review. His memoir (*The Accidental Life: An Editor's notes on Writing and Writers*) was published in 2016 by Knopf.



### **Rebecca Darwin**

#### **Garden & Gun**

Rebecca Wesson Darwin is cofounder & CEO of The Allée Group LLC, formed with partners Pierre Manigault and J. Edward Bell III that owns Garden & Gun. Darwin launched Garden & Gun in spring 2007, after moving back south to Charleston, South Carolina, following a successful career in publishing in New York City. Darwin decided to create Garden & Gun after realizing that most of her favorite publications spoke primarily to readers on the coasts and not to the rest of the country. Her goal was to craft a magazine that would appeal to men and women interested in the sporting life, adventurous travel, and good food and drink.

Named 2015 winner of the National Magazine Award in General Excellence (Style & Design), Garden & Gun has consistently been recognized as an industry leader. Award highlights include #2 hottest launch of 2007 with more than 700 magazines; 2011 National Magazine Award in General Excellence in Food, Travel and Design; a winner of the National Magazine Award for Most Delicious Cover in 2013; and a finalist for the James Beard Foundation Journalism Award in 2014. The Garden & Gun brand has continued to develop under her direction through the creation of G&G Mercantile & Co., G&G events, G&G Land, and the Garden & Gun Jubilee, held in Charleston in early December.

Darwin grew up in Columbia, South Carolina attended the University of North Carolina, and then moved to New York. She established her career at GQ, where she implemented national retail advertising and promotions programs. She later became the first female publisher of the New Yorker and the publisher of Mirabella, and she was the marketing director of Fortune. She also served as the president and CEO of the National Association for Female Executives. Her immersion in the worlds of media, fashion, advertising, and business bring an understanding and grace to the world of Garden & Gun. Darwin resides in historic downtown Charleston with her husband Cress, the senior pastor of Second Presbyterian Church of Charleston; her two girls, Lily and SaSa; and her springer spaniel Phillip.

# keynote speakers



## Douglas Brinkley

Author/Professor

Douglas Brinkley is a professor of history at Rice University, bestselling author, Grammy-award winning producer and presidential historian for CNN. Eight of his books have been selected as New York Times Notable Books of the Year, and each of his most-recent publications have been New York Times bestsellers. His book 2006 *The Great Deluge: Hurricane Katrina, New Orleans and the Mississippi Gulf Coast* won the Robert F. Kennedy book award. He is also the author of the award-winning biographies *Rosa Parks: A Life*, *Cronkite*, and *Wheels of the World: Henry Ford, His Country, and a Century of Progress*. Published in 2016, *Rightful Heritage: Franklin D. Roosevelt and the Land of America* is the third volume of Brinkley's bestselling U.S. environmental history series. Brinkley's most recent book, *JFK: A Vision for America*, is the basis for New-York Historical's upcoming exhibition honoring the 100th anniversary of President Kennedy's birth: *American Visionary: John F. Kennedy's Life and Time*, opening June 23. Brinkley also serves as a contributing editor for *Vanity Fair*, *Audubon*, and *American Heritage*, and is a frequent contributor to *The New York Times*, *Foreign Affairs*, *The New Yorker*, and *The Atlantic Monthly*.

Brinkley has been described as "America's new past master" and has received numerous honorary degrees from colleges and universities throughout the nation for his work as an Americanist. He earned his BA from Ohio State University and a PhD in U.S. diplomatic history from Georgetown University.



**Linda Thomas Brooks**  
**The Association of Magazine Media**

Linda Thomas Brooks was named president and chief executive officer of MPA—The Association of Magazine Media in January 2016.

Before joining MPA, Thomas Brooks was co-founder and president of GearDigital, a data-driven integrated agency and a subsidiary of Wilson RMS. Prior to GearDigital, she was president of Ingenuity Media at The Martin Agency, and executive director of Media & Marketing at Trilogy, a privately held business technology company. Thomas Brooks also served as senior vice president for GM MediaWorks, a stand-alone agency dedicated to serving General Motors. During her decade-long tenure with General Motors, she created a new media operation; developed strategy; and created infrastructure for increasing focus on digital and emerging media.

Thomas Brooks developed media and marketing strategies for many well-known brands and companies, including General Motors, GEICO, The American Cancer Society, Johnson & Johnson, Kaiser Permanente and Experian. She has served on a variety of industry boards including the American Advertising Federation, Institute for Advertising Ethics and the Audit Bureau of Circulation, now the AAM. Thomas Brooks has also received numerous industry honors, including Advertising Age Women to Watch Award, Advertising Women of New York Impact Award for mentoring and 100 Leading Women in North American Automotive Industry.

She is passionate about viewing the media landscape through the lens of the consumer and is an ardent believer in the power of strong media brands to change the world.

# Join CRMA for the Opening Reception and Party "New Orleans Style"

*Live Jazz Music, Stilt Walkers,  
Roaming Magicians, Psychic Readers  
and Caricature Artists*



Saturday, June 2, 5:30-7:30  
Mardi Gras Ballroom | The Marriott Hotel  
555 Canal St. | New Orleans, LA



# You're Invited!

SUNDAY, JUNE 3 | 5:30-8:00PM

Please join New Orleans Magazine in a second line parade  
to Antoine's Restaurant for a cocktail party!

Meet in the lobby at 5:30

# speakers



**Tracy Albertson**  
D Magazine

Tracy Albertson has a background in Communications and Marketing from the University of Central Florida. During her five years at D Magazine, Tracy has worked on both D's print and digital products to grow client relationships, develop creative advertising campaigns, and support the increase of sales revenue. Her current role entails the execution and management of digital campaigns on DMagazine.com, envisioning the best ways for advertising partners to achieve their objectives. Tracy resides in Dallas, TX with her husband and dog.



**Kelsey Arendt**  
Parsley

Kelsey heads up Audience Development Solutions, providing content strategy consultation and competitive benchmarking for Parse.ly-driven newsrooms. She is the host of the #parselyauddev educational series and is a contributor to Parse.ly's blog and research. Kelsey joined the Parse.ly team from The Guardian US's commercial team, where she managed a variety of projects for marketing and sales, including developing analytic support for sponsored campaigns and partner hubs. She's a midwestern transplant to New York City, and is a passionate hiker, musician, and homebrewer.



**John Balardo**  
Hour-Detroit

Since founding Hour Media in 1996, John Balardo has grown the company into the largest city magazine publisher in the country, including magazines, custom publishing, events, digital, research, and book publishing with offices in Detroit, Minneapolis, Sacramento, Los Angeles, Pasadena, Newport, Gulf Shores, Naples, Palm Beach, Atlanta, Cincinnati, and New York.



**Brock Berry**  
AdCellerant

Brock is the Founder and CEO of AdCellerant, an AdTech and marketing company. Brock specializes in Digital Media, Operations, Sales, and Technology. He was also a Co-Founder of AdTaxi Networks, an ad network company. Brock is known as an engaging thought leader and public speaker, recently on stage at the Denver Startup Week, the Local Media Consortium, Google Summits and multiple conferences. In 2016-17, Brock's team and company were recognized by Inc. Magazine, The Drum, Red Herring, CoBiz Magazine, StreetFight Magazine, Local Media Association, Innovation Pavilion, and more. In 2013 Brock was named one of Editor and Publisher's top 25 Under 35 for his work at AdTaxi Networks.



**David Blatner**  
Creative Publishing Network

David Blatner is the author of 15 books, including "Real World InDesign." He is the co-host of InDesignSecrets.com and The InDesign Conference, as well as the publisher of InDesign Magazine. David has been teaching about publishing and design for 30 years, and has spoken at conferences and workshops on five continents.



**Chuck Bolena**  
Results from Thinking

As a mindset development coach, professional speaker, podcast host, and bestselling author, Chuck works with individuals and teams by challenging their thinking, eliminate perceived limits, and create a plan for success. Chuck believes in helping people live their life by design and shows them how to achieve greater success by transforming the thoughts that created the life they have into a new way of thinking that will get them the results they want, and not by working longer and harder. Chuck has a master's degree in counseling and development, fifteen successful years in the medical and pharmaceutical sales industry, and eight rewarding years as an Officer in the United States Air Force.

# speakers



**Melissa Chowning**  
Twenty-First Digital

Melissa Chowning is a CRMA alum and the founder and CEO of Twenty First Digital, an audience development agency. She studied communications at the University of North Texas, and have since made her mark as an audience development leader for prominent brands, including Portland Monthly, Seattle Met, D Magazine, and D Custom. She now works directly with publishers to help devise digital strategies and audience development efforts to effectively drive traffic and supercharge interactions with your audience for tangible and lasting results.



**Audrey Congleton**  
5280

With 10 years of experience in city and regional publishing, Audrey Congleton brings a unique perspective on growing, engaging and retaining audiences across all platforms including email, online, print and social media. Audrey started her audience development career at Phoenix-based Cities West Publishing, publishers of Phoenix and Phoenix Home & Garden. She has further developed her knowledge and understanding of audience development, especially as it pertains to digital platforms, over the last 5 years as the Audience Development Director with Denver-based 5280 Magazine, which also produces a number of ancillaries. In 2016, the Audience Development department received a Marketing Award for Top 20 Marketing Campaigns by Folio and is a 2017 Folio Marketing award finalist.



**Ryan Conner**  
D Home

Ryan Conner is the executive editor of D Home. She started at D Magazine Partners as an editorial assistant for D Magazine, where she covered topics ranging from fashion and nightlife to managing the "Best" lists. In 2013, she joined the D Weddings and D Home team as assistant editor and editor of dweddings.com. Now, she works closely with Jamie Laubhan-Oliver to deliver a shelter magazine that has voice, strong imagery, and an editorial focus on how people live in Dallas.



**Rich Cook**  
**Pittsburgh**

Richard Cook joined Pittsburgh Magazine as Digital Editor in 2014. He began his 30+ year journalism career in radio news before moving to television news as an executive producer. Prior to Pittsburgh Magazine, he was a local editor at Patch.com and launched his own hyperlocal news site.



**Sherri Dalphonse**  
**Washingtonian**

Sherri Dalphonse joined Washingtonian in 1986 as an intern. As Executive Editor, she is in charge of much of the magazine's service coverage and covers, including Great Places to Work, Best Of, Weekend Getaways, Hidden Gems, and the Ultimate Bucket List. She also edits articles on fitness, health, finance, fashion, beauty and her favorite subject, travel. In 2007, she won the CRMA Gold Medal for Reader Service, for the magazine's Great Places to Work feature. Earlier, she won the CRMA Gold Medal for writing, for her profile of singer Eva Cassidy.



**Melissa del Bosque**  
**Texas Observer**

Melissa del Bosque is a Lannan reporting fellow with The Investigative Fund at The Nation Institute. She has written about the U.S.-Mexico border since 1998 for various media outlets, including The Texas Observer, The Guardian, and Time. Her work has also been featured on Democracy Now, PBS, MSNBC, the BBC, and NPR. She has reported on topics including border militarization, economic inequality, the plight of unaccompanied migrant children in Mexico, and asylum seekers in the United States. She is also the author of *Bloodlines: The True Story of a Drug Cartel*, the FBI and the Battle for a Horse-Racing Dynasty (Ecco). She lives in Austin, Texas.

# speakers



**Dan Derozier**  
*SagaCity*

Dan Derozier is VP of Digital Operations for SagaCity Media, the publisher of CRMA member titles Portland Monthly, Seattle Met, Houstonia, and Sarasota Magazine. Outside the office, Dan is active in Houston's civic and political communities and helps build software to aid grassroots organizing. In his spare time he enjoys tiki cocktails and a more-than-occasional crossword puzzle. Dan graduated from Rice University.



**Ryan Dohrn**  
*Brain Swell Media*

Ryan Dohrn is the founder of media sales training firm Brain Swell Media, the creator of the 360 Ad Sales System and the host of the podcast Ad Sales Nation. His training programs have been taught to over 5,000 ad sales reps in 7 countries. He has personally trained the sales teams at 17 CRMA titles. Ryan's 25 year media sales and marketing career includes leadership roles at PennWell Publishing, Morris Publishing, Disney/ABC TV, Sinclair Broadcasting and The NY Times Company. He is an Emmy Award winner, business book author and has been featured in USA Today and on Forbes.com. Ryan currently works on a monthly basis with 55 media companies and their related sales and management teams.



**Ramzi Dressen**  
*Chicago*

Ramzi Dreessen is the Web Developer for a Chicago magazine, a position that entails building fun things that look good, then praying that said things end up functioning properly for thousands of readers. After college at the University of Illinois, he worked with a small team at the Chicago Sun-Times to bring their lifestyle magazine (Splash) to life, doing photo, video, and design. Currently, he is taking night classes for full stack web development, in order to be able to build more in-depth and connected online experiences. In his free time, he enjoys traveling, forcing himself to use Instagram more to share his work like a good creative person, and participating in odd intersections of sport and nerdery (like paintball matches with Fortnite rules).



**Mike Foster**  
**Foster Institute**

Mike Foster is the founder and CEO of The Foster Institute. He has earned numerous certifications, including Certified Ethical Hacker, Certified Information Systems Auditor, and Certified Information Systems Security Professional. For the past 20 years, Mike has consulted with hundreds of companies regarding IT best practices for increasing productivity, profits and protection, and has helped CEOs, owners and executives understand and trust their in-house and outsourced IT professionals. Renowned for his IT expertise, Mike is a professional speaker, author of "The Secure CEO: How to Protect Your Computer Systems, Your Company, and Your Job" and has provided expert commentary for various publications including USA Today, Forbes Magazine and The New York Times.



**Sally Furlong**  
**Baltimore**

Sally Furlong is the Director of Integrated Advertising at Baltimore magazine, where she has led the advertising team for over 2 years. With more than 15 years of experience working in city-regional publications, Sally is currently responsible for advertising revenue across all platforms, new product development, implementation of programs across the organization, integrated selling strategy, and sponsorship programs. She currently leads a department of seven and attributes its success in the current media space to working as a team and the belief that "rising tides lift all boats." She lives in Baltimore with her husband and 6-month-old daughter.



**Aaron Gottlieb**  
**Digiday**

Aaron Gottlieb leads audience development at Digiday Media. In that role, he oversees the growth and loyalty of audiences across the company's three publishing and events brands, which cover the modernization of media and marketing (Digiday), fashion and luxury (Glossy) and money and commerce (Tearsheet). Prior to joining Digiday, Aaron spent time in journalism, PR, social media and marketing, with stints at Super Bowl XLVIII, the NBA and more. He holds a B.A in media studies from Binghamton University and certificates in business intelligence and content strategy from NYU and Northwestern, respectively.

# speakers



**Marc Haseltine**  
*The Washington Post*

Marc is the manager of email marketing and retention at The Washington Post and works with a team that produces more than 70 newsletters. Prior to joining The Washington Post, Marc managed National Geographic's email marketing program and helped raise awareness for its mission programs, expand the reach of its magazines and cable channels, distribute news and photographs for its award-winning website, and increase business for its online store, travel programs, and live events.



**Jimmy Heffernan**  
*BounceX*

Jimmy is Director of Business Development at BounceX, a leader in marketing and advertising software. He helps publishers develop strategies for maximizing the long-term value of their audience. Before BounceX, he's worked at Outbrain, Vimeo, and Brooklyn Brewery. He's from Millbrook, New York and lives in Brooklyn.



**Skip Hollandsworth**  
*Texas Monthly*

Skip has been a staff writer at Texas Monthly magazine since 1989, where he has received several journalism awards, including a National Headliners Award, the John Hancock Award for Excellence in Business and Financial Journalism, the CRMA gold award for feature writing, and the Texas Institute of Letters O. Henry award. He has been a finalist for a National Magazine Award, the magazine industry's equivalent of the Pulitzer Prize, and in 2010 he won the National Magazine Award in feature writing for "Still Life," his story about a young man who, after suffering a crippling football injury in Dallas and spent the next 33 years unable to move. His book, The 2016 book, *Midnight Assassin*, became a New York Times bestseller.



**Susanna Homan**  
**Chicago**

Susanna Homan is editor-in-chief and publisher of Chicago magazine, an award-winning monthly that spurs conversation on important civic topics while helping readers make the most of their lives through authoritative coverage on politics, the arts and dining. She is also editor-in-chief and publisher of Splash, a monthly Sunday style magazine distributed in the Chicago Tribune, which she created and launched in 2012. It is the largest-circulation glossy in the region with up-to-the-minute coverage on the trending people and events that shape city life.



**Emily Johnson**  
**Chicago**

As Deputy Design Director, Emily Johnson tackles both print and digital design for Chicago. Previously, Johnson worked in print publications that covered the worlds of music (as Art Director for Billboard in New York City) and movies (for The Hollywood Reporter in Los Angeles). Prior to her work in publications, Johnson designed album packaging for both Shout! Factory and Capitol Records. In her free time, Emily enjoys vinyl (records, not the polymer), vacations (both domestic and international), and victories (especially ones achieved by teams from her home state of Wisconsin).



**Trevor Kaufman**  
**Piano**

Trevor is the CEO of Piano, a global software company that provides content monetization tools to digital publishers. Piano's suite of SaaS tools includes analytics, subscription commerce, and experience management. The company serves thousands of sites, including many of the world's top media businesses such as The Economist, Gatehouse, Conde Nast, Bloomberg, Bonnier, AOL, and NBC Universal.

# speakers



**Lindsey Koehler**  
**5280**

Lindsey B. Koehler is 5280's deputy editor. She is a two-time National Magazine Award finalist: Her "Earth, Wind & Water" feature was selected as a 2016 National Magazine Award nominee in the leisure interest category, and "Low On O2," which Koehler co-wrote, garnered an ASME nod in 2010 in the personal service category. Koehler's editing and writing have also received multiple nominations from the City and Regional Magazine Association, including first-place finishes for "The Art Of Buying (Locally Made, Original) Art" in 2016 and for "Hooked," a guide to fly-fishing in Colorado, in 2015. In 2017, Folio: selected Koehler as a Top Women in Media honoree. She has an ABJ in magazine journalism from the University of Georgia's Grady College of Journalism. She lives in Denver with her husband and a crazy rescue dog named Velvet.



**Jamie Laubhan-Oliver**  
**D Home**

Jamie Laubhan-Oliver likes to do lots of jobs. As Editorial and Creative Director of D Home/D Weddings Magazine, she concepts and directs stories, finds locations, builds sets, casts models, styles photo shoots, and designs layouts. But Jamie's not a total control freak all the time. She truly loves collaboration -- her and her editorial team work hand-in-hand to bring the stories to life on the pages of D Home magazine. During her tenure, her work has been nominated for several Ozzie awards and multiple honors from the City and Regional Magazine Awards (CRMA). In 2013, her work on D Moms won Best Design for New Magazines.



**Jeff Levy**  
**Harvard Business Review**

Prior to HBR, Jeff was the Director of JewishBoston.com (Boston's 2nd largest non-profit) and was the Founder and VP, Marketing of Mother USA/Tunefly, a subscription digital music platform. He has also held senior marketing positions at Comcast, AT&T, and Media One.



**Noreen Malone**  
**New York Magazine**

Noreen Malone is the features editor of New York magazine. She also hosts a biweekly podcast on feminism for Slate. Previously, she's worked for Slate and the New Republic.



**Tom Marshall**  
**New Jersey Monthly**

Tom Marshall has been Advertising Director at New Jersey Monthly since 2015. He enjoyed more than 20 years at magazines in the Southern Progress Corp. division of Time Inc., including positions as General Manager at Cooking Light, VP/Marketing at Southern Living, VP/Business Development at SPC Digital and VP/Publisher at Sunset. Tom earned his degree from the University of Missouri School of Journalism and has been involved with regional magazines throughout his career. Tom and his wife, Sharon Bonanni, moved last fall from Manhattan to Maplewood, NJ.



**David Martin**  
**San Diego**

David Martin has been with San Diego Magazine for over 6 years, in his time he has been instrumental in increasing revenue by over 500% with new and innovative ideas. In his spare time, he enjoys the San Diego craft beer scene, going to concerts, and playing with his numerous bands.

# speakers



**Jeanna Martinelli**  
*Hudson Valley*

Jeanna has been with Hudson Valley as a digital sales professional since 2013 and has seen tremendous success growing the company's digital portfolio and revenue. Jeanna lives in Hopewell Junction, NY with her husband Mike, son Angelo, and beagle, Carmella.



**Mike Martinelli**  
*Today Media*

Michael is the Group Digital Publisher of the Today Media magazine brands including Westchester, Hudson Valley, Main Line Today, and Delaware Today. He has been working in digital media for over ten years focusing on strategies for profitable revenue generation, content production, digital marketing, and audience development. He previously worked in network television for CBS Sports, and is a licensed attorney in the state of New York.



**Joy Mayer**  
*Mayer Media Strategy*

Joy Mayer is a community engagement strategist based in Sarasota, FL. Current projects include the Trusting News project, which studies users' trust in news and helps journalists demonstrate their credibility. She is a consulting fellow at the Reynolds Journalism and an adjunct faculty member at The Poynter Institute and the University of Florida. She spent 12 years teaching at the Missouri School of Journalism, where she created an engagement curriculum and a community outreach team in the newsroom of the Columbia Missourian and also taught web design and print design.



**Tom McGrath**  
**Philadelphia**

Tom McGrath is the editor of Philadelphia magazine and the chief content and strategy officer of the magazine's parent company, Metrocorp. During his time as editor he has continued the magazine's long legacy of award-winning journalism, while leading the rapid growth of the brand's web site, phillymag.com, and the creation of several successful annual events, including ThinkFest and Be Well Philly Boot Camp. In 2014 McGrath also became responsible for the editorial direction of Philadelphia's sister publication, Boston magazine. Under his guidance Philadelphia and Boston have each won General Excellence awards from the City and Regional Magazine Association, signifying their positions as America's top city magazines. In 2016, Philadelphia's web site, phillymag.com, was honored as the best city magazine web site in America.



**David McKenna**  
**5280**

Dave McKenna has been the art director of 5280, Denver's city magazine, since 2010. Before making the leap to the Mile High city, McKenna was art director of National Geographic Adventure in NYC and part of the team that garnered a National Magazine Award nomination for General Excellence. McKenna's work has also been recognized by the Society of Publication Designers (SPD), American Photo, American Illustration and the City and Regional Magazine Association (CRMA)—which includes nominations for Designer of the Year and Design Excellence and a 2012 win for Best Redesign. His 2016 redesign won an Ozzie and contributed to being named a Folio 100 honoree that same year. He lives in Denver with his wife and young son.



**Rachel Morris**  
**HuffPost Highline**

Rachel Morris is the co-founder of HuffPost Highline, where she is the executive editor. Previously, she was the executive editor of The New Republic. She is a native of New Zealand and lives in Washington DC.

# speakers



**Jonah Ogles**  
*Outside*

Jonah Ogles is articles editor at Outside, where he edits features in print and online. He previously worked at Cincinnati Magazine.



**Ashley Patterson**  
*Philadelphia*

Ashley Patterson has been the Publisher of Philadelphia magazine since January 2014. Prior to joining her current role, Ms. Patterson was living in New York City where she held several different jobs in digital and print publishing at PopSugar, Conde Nast, Time Inc. and Viacom. She graduated from Newhouse School of Communications at Syracuse University. Ms. Patterson lives in the Philadelphia suburbs with her husband and two children.



**Lauren Pettus**  
*Westchester*

Lauren Pettus has been with Westchester Magazine for 5 years. In her time, she has managed to build and maintain strong relationships with key decision makers throughout the region, and continues to grow annual digital revenue by 30% year over year. With the everchanging landscape of digital advertising, Lauren keeps herself well-educated on new strategies to maintain her position in the area as a true expert. With any given minute of free time, Lauren enjoys good music and traveling around the world to explore any new places she can find.



**Tim Rogers**  
**D Magazine**

Tim Rogers is the editor of D Magazine, where he has worked since 2001. He won the 2012 National Magazine Award for profile writing. ASME discontinued the category the following year, for obvious reasons.



**James Ross Gardner**  
**Seattle Met**

James Ross Gardner is the editor-in-chief of Seattle Met Magazine, where he was previously a senior editor. His work has also appeared in Esquire, GQ, Talking Points Memo, and The Week, among other publications.



**Michael Schaffer**  
**Washingtonian**

Michael Schaffer has been editor of Washingtonian since 2014. A DC native, he previously served as editor of Washington City Paper and editorial director of The New Republic. He's the author of One Nation Under Dog (2009), a book-length look at the over-the-top culture of pet-owning in America.

# speakers



**Eric Shanfelt**  
eMedia Strategist

For the past 20 years, Eric has helped hundreds of consumer and B2B magazine, book, and event companies use digital strategies to build their businesses. He's been the Chief Digital Officer for Penton Media, Interweave, Virgo Publishing, and HarperCollins Christian Publishing and has launched multiple, highly-successful, multi-million-dollar online businesses with advertising, e-commerce and subscription revenue streams. Eric focuses on proven, practical digital strategies to help grow your business.



**Angela Southern**  
Lettering Artist

Angela Southern is a lettering artist and illustrator whose work has been featured in numerous books, magazines and newspapers. Specializing in lettering and calligraphy, she works for agencies, publishing houses, and publications around the world. Some regional publications she has contributed to include- St. Louis Magazine, New Jersey Monthly, Hudson Valley Magazine, Chicago Magazine, Down East Magazine and Texas Monthly. When she's not lettering, you'll probably find her reading or gardening. She currently lives in Austin, Texas.



**Alexis Swerdluff**  
New York Magazine

Alexis Swerdluff is the strategist editor at New York magazine. Before joining New York magazine, Alexis she was the executive editor of Paper magazine and worked at the New York Sun. She currently lives in Brooklyn.



**Chris Vogel**  
Boston

Chris Vogel is an award-winning investigative writer and the editor of Boston Magazine. He has been a finalist for the Livingston Award and the Investigative Reporters and Editors Awards, and has written about the murders of Tupac Shakur and Biggie Smalls, Mexican drug-war refugees, and an American hiker who was kidnapped by North Korea. He went to graduate school for journalism in Dublin, Ireland, and has taught magazine writing at UCLA.



**Meta Wagner**  
Author/Professor

Meta Wagner is the author of *What's Your Creative Type?: Harness the Power of Your Artistic Personality* (Seal Press, a division of Hachette Book Group). She is a sought-after speaker on creative motivation and has done a TEDx talk and spoken at corporate events and conferences. Meta is a contributor to The Boston Globe opinion pages, was a columnist for PopMatters, and has written for Huffington Post, Chicago Tribune, Salon, and Wall Street Journal custom studios. She is an adjunct professor at Emerson College and Boston University and teaches creative and communications writing as well as a seminar on creativity that served as the basis for her book. Her background is in marketing, public relations, and custom publishing.



**Bill Wehrman**  
Today Media

Bill Wehrman is the Chief Operating Officer and CFO for Today Media, publishers of Westchester Magazine Hudson Valley Magazine, Delaware Today and Main Line Today. Bill is one of the chief architects of the new CRMA Financial Standards Survey (FSS) and will be presenting the results of the survey and sharing his insight during the FSS workshop. Bill graduated from Stanford University and currently resides in West Palm Beach, FL.

# sales + marketing

SUNDAY, JUNE 3

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## **2pm-3:15pm: SESSION 1**

### **THE GREAT SALES OBJECTION GAME!**

Each member of the group will write down two objections they have encountered in the last 30 days or less. The group will then split into teams. Objections will be randomly selected and each team will have 60 seconds to come up with a response. This workshop will be led by ad sales training veteran Ryan Dohrn. Ryan has trained over 25 CRMA sales teams and has created this highly interactive workshop to drive home some skills that are critical in today's competitive media sales jungles. Ryan will also share some insights into each objection. This is a fun, fast-paced exercise designed to give all sellers a competitive edge. Prizes will be awarded to the winning team.

## **3:45-5:00pm: SESSION 2**

### **75 MEDIA SALES TIPS IN 75 MINUTES!**

Ryan Dohrn has gathered the very best media sales tips from around the globe and is ready to share them with you! But, can you keep up? This is 75 minutes of fun where Ryan shares 75 ideas from his global adventures working with over 400 media companies and over 5,000 media sales reps. Every idea is working today in media companies large and small. All ideas are proven and proving revenue results! This is a rapid fire format where a live countdown clock on the screen will keep Ryan on track and keep you wondering how he has this much information packed into 75 minutes. Come prepared to take notes, laugh and maybe even cry. Plus, every time Ryan runs over on the clock he will donate \$50 to charity!

**CO-CHAIRS ZACH WOLFEL OF 5280**

**RACHEL WINNER OF PITTSBURGH MAGAZINE AND LAURIE STOVALL OF D MAGAZINE**

MONDAY, JUNE 4

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### **9am-10:15am: SESSION 3**

#### **Marketing Directors Round Robin: Best in Show**

Marketing Directors attending CRMA will present a show & tell of their best ideas and success stories. What were their client objectives and requirements as well as their own brand goals? How did they define success, and how did they reach their goals, while maintaining brand integrity and profitability?

### **10:45am-NOON: SESSION 4**

#### **What's Making Money in Digital**

Big revenue ideas and initiatives from CRMA members who are finding success in monetizing digital opportunities. Panelists: Ashley Patterson (Philadelphia) Sally Furlong (Baltimore), David Martin (San Diego), Tom Marshall (NJ Monthly) and Tracy Albertson of (D). Joint session with Digital.

### **1:30pm-2:45pm: SESSION 5**

#### **Big IDEAS #1 Ancillary Publications and Branded Print Content**

Come and share ideas on what is working in the world of special interest publications, native/sponsored content and custom publishing. Hear how other markets are delivering results to advertisers by engaging readers in subsets of the City and Regional Magazine space. Like these sessions in previous years, we will ask all CRMA attendees to submit ideas and examples and present them in shorter segments. The goal is to have a wide range of diverse ideas so that publications of all sizes can find value.

### **3:00pm-4:15pm: SESSION 6**

#### **Big IDEAS #2 Revenue Rules!**

Bring your best ideas for ways in which you closed new business, new categories, refreshed an old advertising section to drive new revenue or any idea that added to your bottom line and helped you reach your goals. Like these sessions in previous years, we will ask all CRMA attendees to submit ideas and examples and present them in shorter segments. The goal is to have a wide range of diverse ideas so that publications of all sizes can find value.

# editorial

SUNDAY, JUNE 3

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## **2pm-3:15pm: SESSION 1**

### **Investigative Journalism that's Fun to Read**

For a general-interest magazine, doing stories that make an investigative splash comes with a risk: It can come across as eat-your-broccoli stuff, which is fine for newspapers but tough to pull off in magazines built around writing and characters. But it doesn't have to be that way. In the right hands, great investigative journalism can also be compelling storytelling. Who does it well? What are their secrets?

Speakers: Rachel Morris (Highline), Skip Hollandsworth (Texas Monthly), Melissa del Bosque (Texas Observer).

## **3:45-5:00pm: SESSION 2**

### **Redesigns In-House**

How do small teams create in-house redesigns for their publications? What research is done before hand, and how are realistic timelines created? How do the various branches of an editorial department interact to come up with ideas that work—and are feasible? Speakers: David McKenna (5280), James Ross Gardner (Seattle Met). Joint session with Design.

**CO-CHAIRS MICHAEL SCHAFFER OF WASHINGTONIAN MAGAZINE**

**CHRIS VOGEL OF BOSTON MAGAZINE**

MONDAY, JUNE 4

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### **9am-10:15am: SESSION 3**

#### **Transitioning Stories from Print to Web—and Vice Versa**

Magazines spend hours lingering over gorgeous, atmospheric print packages—only to have them reduced online to little more than words. And they often post witty, fun work online that slips through the cracks when the print publication gets assembled. What are ways around these problems? Are there design approaches to presenting print packages in ways that make sense online? New ways to incorporate video, animation, or social media? And then there's process: Who generates the ideas and who implements them? Our panelists will break down and discuss creative digital collaborations and why they were successful. Speakers: Noreen Malone (New York), Ramzi Dreessen (Chicago) and Emily Johnson (Chicago). Joint session with Design, Digital and Technology.

### **10:45am-NOON: SESSION 4**

#### **Getting the Most Out of Young Staffers**

City and regional magazines' budgets tend to oblige editors to hire rather green staffers in jobs that would be much more senior at bigger-budget publications. What are good ways to teach, inspire, mentor and encourage? Speakers: Tom McGrath (Philadelphia), Jonah Ogles (Outside), Michael Schaffer (Washingtonian).

### **1:30pm-2:45pm: SESSION 5**

#### **Stellar Service- Inventing New Packages, Improving Old Sections**

What are the tricks to a memorable package that entertains as well as informs? How can editors make them sing online? We'll discuss launching new packages and tuning up hardy perennials. Speakers: Sherri Dalphonse (Washingtonian), Alexis Swerdloff (New York), Lindsey Koehler (5280).

### **3:00pm-4:15pm: SESSION 6**

#### **Non-service Covers that Actually Sell**

Conventional wisdom is that service covers sell, but “journalism” covers mean taking a newsstand hit in order to bolster brand or reputation. But is that always true? What are some secrets to having news or journalism on the cover and still winning at the newsstand? Speakers: Tim Rogers (D); Chris Vogel (Boston), Susanna Homan (Chicago).

# audience development

SUNDAY, JUNE 3

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## **2pm-3:15pm: SESSION 1**

### **How to Engage your Audience Online**

Magazines can't just be passively sharing content online anymore; they need to be actively engaging their audience. Our panelists discuss next-level engagement techniques that can help grow your audience and strengthen your bond with the community. Learn how to start meaningful conversations with your audience online and better engage them through the editorial process. And, discover how you can acquire and use data from your readers to better serve them. Panelists: Joy Mayer (Mayer Media Strategy) and Audrey Congleton (5280). Joint session with Digital and Technology.

## **3:45-5:00pm: SESSION 2**

### **Taking Print Acquisition to the Next Level with Paid Social, Search and Retargeting**

How effective are you at driving growth to your print publications through digital channels? Using digital to support your print publication is not only possible, it's profitable. Speaker Jeff Levy (Harvard Business Review) will discuss how he weaned HBR off of direct mail... entirely.

MONDAY, JUNE 4

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## **9am-10:15am: SESSION 3**

### **Email Marketing and Retention**

The Washington Post is "all in" on email, using email newsletters to hype events, break into new verticals, and capture an understanding about their audience, their behavior and how to monetize the relationship. Learn about how they are doing it from Marc Haseltine, manager of email marketing and retention at The Washington Post.

**CO-CHAIRS MELISSA CHOWNING OF TWENTY-FIRST DIGITAL  
DAVID LIPSON OF PHILADELPHIA & BOSTON MAGAZINES**

### **10:45am-NOON: SESSION 4**

#### **The Science of Conversion**

A primary goal of your website should be to capture emails from your readers and forge a relationship with your consumers. However, so many of us aren't doing it well! We'll dive into best practices in on-site conversions and how we can all make subtle improvements to increase our email acquisition. Speakers: Trevor Kaufman (Piano) and Jimmy Heffernan (BounceX).

### **1:30pm-2:45pm: SESSION 5**

#### **Audience Development in an Ever-Changing Media Industry**

Perhaps no time in history has brought more change and disruption to the media business. Google and Facebook are gobbling up the majority of ad spend once owned by content providers, readers are getting pickier about how and what they consume, data privacy regulations are being modernized and the underlying tech stack needed to make it all run is constantly growing. In this session, you'll learn how to develop an audience strategy that will keep you focused on what matters - and on the path to revenue - regardless of the speed bumps that arise. Join speaker Aaron Gottlieb of Digiday as we discuss their experience navigating the path to consumer revenue and the changing media landscape.

### **3:00pm-4:15pm: SESSION 6**

#### **The Storytelling in Your Data**

It's time to start looking to your reader data for more than just page views and visitors. There are stories buried in the analytics that can help you better understand your readers, your business and inform your promotional strategies. Dig into the numbers to find out if your content is resonating with the audiences you are trying to attract. What content that you are producing is actually converting passive readers into subscribers or members? There is a story in your data, if you're willing to go looking for it. Speakers: Kelsey Arendt (Parsley) and Melissa Chowning (Twenty-First Digital).

# digital

SUNDAY, JUNE 3

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## **2pm-3:15pm: SESSION 1**

### **How to Engage your Audience Online**

Magazines can't just be passively sharing content online anymore; they need to be actively engaging their audience. Our panelists discuss next-level engagement techniques that can help grow your audience and strengthen your bond with the community. Learn how to start meaningful conversations with your audience online and better engage them through the editorial process. And, discover how you can acquire and use data from your readers to better serve them. Panelists: Joy Mayer (Mayer Media Strategy) and Audrey Congleton (5280). Joint session with Audience Development and Technology.

## **3:45-5:00pm: SESSION 2**

### **Making Programmatic Unproblematic**

In the session, Brock Berry (AdCellerant) will cover what defines Programmatic advertising, how to weave it into your digital strategy, platform partners for execution, the right digital mix, why it matters, and specific case studies of media companies and advertiser successes. Join to learn how to make Programmatic and other digital platforms like Search, Email, and Video a productive part of your digital revenue plans in 2018.

MONDAY, JUNE 4

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## **9am-10:15am: SESSION 3**

### **Transitioning Stories from Print to Web—and Vice Versa**

Magazines spend hours lingering over gorgeous, atmospheric print packages—only to have them reduced online to little more than words. And they often post witty, fun work online that slips through the cracks when the print publication gets assembled. What are ways around these problems? Are there design approaches to presenting print packages in ways that make sense online? New ways to incorporate video, animation, or social media? And then there's process: Who generates the

**CO-CHAIRS MIKE MARTINELLI OF TODAY MEDIA, RICH COOK OF PITTSBURGH MAGAZINE  
JUSTIN PAPROCKI OF GULFSHORE LIFE**

ideas and who implements them? Our panelists will break down and discuss creative digital collaborations and why they were successful. Speakers: Noreen Malone (New York), Ramzi Dreessen (Chicago) and Emily Johnson (Chicago). Joint session with Editorial, Design and Technology.

### **10:45am-NOON: SESSION 4**

#### **What's Making Money in Digital**

Big revenue ideas and initiatives from CRMA members who are finding success in monetizing digital opportunities. Panelists: Ashley Patterson (Philadelphia), Sally Furlong (Baltimore), David Martin (San Diego), Tom Marshall (NJ Monthly) and Tracy Albertson of (D Magazine). Joint session with Sales/Marketing.

### **1:30pm-2:45pm: SESSION 5**

#### **Social Media Playbook**

Facebook organic reach is nearing 0% and Twitter is removing hundreds of thousands of fake followers. As publishers, we've invested in social media strategies for years, built up followers, and use it to drive traffic to our site. What's a publisher to do now? In this session, Eric will go in-depth on how publishers should be using social media to build their audiences ... and the answers might not be what you think. Speaker: Eric Shanfelt (eMedia Strategist).

### **3:00pm-4:15pm: SESSION 6**

#### **Digital Sponsored Content Review**

Explore the different digital sponsored content products being sold, how they are marketed, what they cost to create, tips on selling them, how they get created, what team members are involved in the execution, what KPIs determine a success, what channels are used internally and externally, how they are reported on, what team members have what responsibilities and more. Panelists: Rich Cook (Pittsburgh), David Martin (San Diego), Jeanna Martinelli (Hudson Valley), and Lauren Pettus (Westchester). Moderated by Mike Martinelli (Today Media).

# design

SUNDAY, JUNE 3

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## **2pm-3:15pm: SESSION 1**

### **InDesign Secrets**

David Blatner is the co-founder of the Creative Publishing Network, InDesign Magazine, and the author or co-author of 15 books, including Real World InDesign. His InDesign videos at Lynda.com are among the most watched InDesign training in the world. This session will focus on tips and tricks to increase productivity and workflow for designers.

## **3:45-5:00pm: SESSION 2**

### **Redesigns In-House**

Redesigns In-House: How do small teams create in-house redesigns for their publications? What research is done before hand, and how are realistic timelines created? How do the various branches of an editorial department interact to come up with ideas that work—and are feasible? Speakers: David McKenna- 5280, James Ross Gardner (Seattle). Joint session with Editorial.

MONDAY, JUNE 4

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## **9am-10:15am: SESSION 3**

### **Transitioning Stories from Print to Web—and Vice Versa**

Magazines spend hours lingering over gorgeous, atmospheric print packages—only to have them reduced online to little more than words. And they often post witty, fun work online that slips through the cracks when the print publication gets assembled. What are ways around these problems? Are there design approaches to presenting print packages in ways that make sense online? New ways to incorporate video, animation, or social media? And then there's process: Who generates the ideas and who implements them? Our panelists will break down and discuss creative digital collaborations and why they were successful. Speakers: Noreen Malone (New York), Ramzi Dreessen (Chicago) and Emily Johnson (Chicago). Joint session with Editorial, Digital and Technology.

**CO-CHAIRS HEATHER KANE OF 417 MAGAZINE**

**VIVIAN WHEELER OF 417 MAGAZINE**

### **10:45am-NOON: SESSION 4**

#### **Get Motivated Like the Masters**

What Creative Directors Can Learn from Jackson Pollock and Jay-Z, Mozart and Meryl Streep. How do the world's greatest creators produce such amazing work despite experiencing the same doubts and fears and blocks as the rest of us? This session will "crack the code," revealing that legendary artists don't just possess incredible talent, they also understand their motivations for creating. You'll hear about the five most common motivators and learn to pinpoint which of these can work best for you. We'll also discuss how to use this self-awareness to break through blocks and do your best creative work. Speaker: Meta Wagner is a sought-after speaker on creative motivation and author of *What's Your Creative Type?: Harness the Power of Your Artistic Personality* (Seal Press, a division of Hachette Book Group).

### **1:30pm-2:45pm: SESSION 5**

#### **Dynamic Duos**

In this session we reimagine the creative director/editor relationship and one team's unique approach to staying on the forefront of the home magazine industry. We will learn how D Home, a leading regional home publication seeks out dynamic sources while striking a balance between highly curated pages and real life stories. This creative/editorial duo will lead us on an exploration of why imagery should be the strongest storytelling component in home magazines and how they pivoted their mindset, team, and objectives to meet the evolving demands of the home reader. Speakers: Jamie Laubhan-Oliver (Creative Director/Editorial Director of D Home) and Ryan Conner (Executive Editor of D Home).

### **3:00pm-4:15pm: SESSION 6**

#### **Upcoming Trends in Typography**

Using a tablet and adding personal touches to your layouts. Speaker Angela Southern will entertain and inspire the audience with a deep dive into her work and lettering process. She will show a bunch of work, and take them through a few projects in detail from start to finish from her time at Down East and Texas Monthly. She will share a thorough explanation of how she uses Procreate on the iPad Pro with the Apple Pencil, plus other digital and analog tools she has on hand for each project. She will also talk about the messy side of her lettering process, which involves tools like special brushes, pens and inks. Ending the session with her thoughts on how she stays on top of lettering trends and movements. Angela Southern is a lettering artist and illustrator whose work has been featured in numerous books, magazines and newspapers. Specializing in lettering and calligraphy, she works for agencies, publishing houses, and publications around the world.

# technology

SUNDAY, JUNE 3

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## **2pm-3:15pm: SESSION 1**

### **How to Engage your Audience Online**

Magazines can't just be passively sharing content online anymore; they need to be actively engaging their audience. Our panelists discuss next-level engagement techniques that can help grow your audience and strengthen your bond with the community. Learn how to start meaningful conversations with your audience online and better engage them through the editorial process. And, discover how you can acquire and use data from your readers to better serve them. Panelists: Joy Mayer (Mayer Media Strategy), Audrey Congleton (5280). Joint session with Digital and Audience Development.

## **3:45-5:00pm: SESSION 2**

### **The Struggle is Real**

Being a developer in a small media organization has challenges beyond coding and design. We all face our own structural and management challenges, helping other departments understand the tech team's role, and fostering tech-forward thinking company-wide. Let's share the issues we're facing and the strategies we've adopted to succeed. Moderator: Dan Derozier, (SagaCity)

MONDAY, JUNE 4

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## **9am-10:15am: SESSION 3**

### **Transitioning Stories from Print to Web – and Vice Versa**

Magazines spend hours lingering over gorgeous, atmospheric print packages—only to have them reduced online to little more than words. And they often post witty, fun work online that slips through the cracks when the print publication gets assembled. What are ways around these problems? Are there design approaches to presenting print packages in ways that make sense online? New ways to incorporate video, animation, or social media? And then there's process: Who generates the ideas and who implements them? Our panelists will break down and discuss creative digital collaborations and why they were successful. Speakers: Noreen Malone (New York), Ramzi Dreessen (Chicago) and

Emily Johnson (Chicago). Joint session with Editorial, Digital and Design.

**10:45am-NOON: SESSION 4**

**Digital Platform Roundtable**

We'll discuss the results of the CRMA tech survey and lean on each other's experience to gain insight into some of the most pressing tech questions: What platforms or services have our members used for content management, email marketing, ad servers, or personalization? How do you choose a platform, or decide to build your own? How do you design for the future, not just the present?

**1:30pm-2:45pm: SESSION 5**

**Cyber Security - The Truth that Well-Informed Magazine Publishers Need to Know About Protecting Private Data (Part 1 and Part 2)**

In the old days, you could rely on good passwords, firewalls, and anti-virus to keep your network safe. Unfortunately, those are not enough anymore. Attackers have learned to circumvent many old strategies in order to break into systems that executives think are secure. IT is such a big world these days, that unless their sole focus is cyber security, even your IT professionals may not be aware of what could cost you and your business millions.

Today there are many threats to IT security including viruses, spyware, hackers, and misuse of wireless networking. Imagine how much money your organization will lose per hour of downtime if your network goes down. Also estimate the intangible losses in the event you have to notify your employees and/or clients that you have had a security breach and their private data has been released to identity thieves.

Mike has discovered that the vast majority of companies he reviews have at least one major bleeding artery they weren't even aware of before the review. Often, those are the companies where the IT professionals, at the beginning of the day, stressed that no vulnerabilities would be found.

Mike explains- in plain English- the shocking truth about how un-secure your business and vital systems likely are and the critical questions you must ask your IT professionals to ensure that you are safe.

**3:00pm-4:15pm: SESSION 6**

**Cyber Security Part 2**

A continuation of the previous session including time for Q & A with Mike Foster (Foster Institute)

# new orleans dining

## Breakfast, Brunch, Beignets and Cafés

★ **Brennan's**, 417 Royal St., 504-525-9711, [brennansneworleans.com](http://brennansneworleans.com). Home of the legendary "Breakfast at Brennan's," James Beard Award 2018 semifinalist Chef Slade Rushing also offers a full fine dining lunch and dinner menu. \$\$\$\$

★ **Café du Monde**, Multiple Locations, [CafeDuMonde.com](http://CafeDuMonde.com). This New Orleans institution has been serving fresh café au lait, rich hot chocolate and positively addictive beignets since 1862 in the French Market 24/7. \$

**Morning Call**, 56 Dreyfous Dr., City Park, 504-885-4068, [NewOrleansCityPark.com/in-the-park/morning-call](http://NewOrleansCityPark.com/in-the-park/morning-call). 24-hours a day; cash-only. Chicory coffee and beignets make this the quintessential New Orleans coffee shop. \$

**Ruby Slipper Café**, Multiple locations, 504-525-9355, [TheRubySlipperCafe.net](http://TheRubySlipperCafe.net). Homegrown chain specializes in breakfast, lunch and brunch dishes with unique local twists such as bananas Foster French toast and barbecue shrimp and grits. \$\$

★ **Willa Jean**, 611 O'Keeffe Ave., 504-509-7334, [willajean.com](http://willajean.com). James Beard Award Semi-finalist pastry Chef Kelly Fields offers outstanding baked goods and sandwiches, as well as inventive cocktails and southern inspired lunch and dinner menus. \$\$\$

## Lunch, Small Bites and Quick Eats

**Camellia Grill**, 626 S. Carrollton Ave., 504-2679. A venerable diner whose essential character has remained intact and many of the original waiters have returned. \$

**Casamento's**, 4330 Magazine St., 504-895-9761, [CasamentoRestaurant.com](http://CasamentoRestaurant.com). The family-

owned restaurant has shucked oysters and fried seafood since 1919. \$\$

**District Donuts Sliders Brew**, 2209 Magazine St., 504-570-6945, [DonutsAndSliders.com](http://DonutsAndSliders.com). Creative sliders (hello, pork belly) and super-creative donuts (think root beer float) are the hallmarks of this next-generation café. \$

**Domilise's**, 5240 Annunciation St., 504-899-912. Local institution, wonderful poor boys and a unique atmosphere make this a one-of-a-kind place. \$

★ **Mother's**, 401 Poydras St., 504-523-9656, [MothersRestaurant.net](http://MothersRestaurant.net). Locals and tourists alike endure long lines to enjoy iconic dishes such as the Ferdi poor boy and Jerry's jambalaya. Come for a late lunch to avoid the rush. \$\$

★ **Napoleon House**, 500 Chartres St., 504-524-9752, [NapoleonHouse.com](http://NapoleonHouse.com). Originally built in 1797 as a respite for Napoleon, this family-owned European-style café serves local favorites gumbo, jambalaya and muffulettas. A Sazerac or Pimm's Cup are perfect accompaniments. \$\$

**Parkway Bakery and Tavern**, 538 Hagan Ave., 504-482-3047, [ParkwayPoorBoys.com](http://ParkwayPoorBoys.com). Featured on national TV and having served poor boys to presidents, it stakes a claim to some of the best sandwiches in town. Their french fry version with gravy and cheese is a classic at a great price. \$

**Port of Call**, 838 Esplanade Ave., 504-523-0120, [PortOfCallNola.com](http://PortOfCallNola.com). It is all about the big, meaty burgers and giant baked potatoes in this popular bar/restaurant – unless you're cocktail only, then it's all about the Monsoons. \$\$

\$ = Average entrée price \$ = \$5-10 \$\$ = \$11-15 \$\$\$ = \$16-20 \$\$\$\$ = \$21-25 \$\$\$\$\$ = \$25 & up

★ = Walking distance from conference

### **St. James Cheese Company**, 641

Tchoupitoulas St., 504-304-1485,

[StJamesCheese.com](http://StJamesCheese.com). Specialty shop offers a selection of fine cheeses, wines, beers and related accouterments.

### **Sucré**, 3025 Magazine St., 504-520-8311,

[ShopSucré.com](http://ShopSucré.com). Desserts daily & nightly.

Chocolates, pastry and gelato draw rave reviews at this dessert destination.

### **Contemporary Casual and Fine Dining**

★ **Acme Oyster House**, 724 Iberville St., 504-522-5973, [AcmeOyster.com](http://AcmeOyster.com). Known as one of the best places to eat oysters. \$\$

★ **Bayona**, 430 Dauphine St., 504-525-4455, [Bayona.com](http://Bayona.com). Chef Susan Spicer's nationally acclaimed cuisine is served in this 200-year-old cottage. Ask for a seat on the romantic patio, weather permitting. \$\$\$\$\$

**Borgne**, 601 Loyola Ave., 504-613-3860, [BorgneRestaurant.com](http://BorgneRestaurant.com). Coastal Louisiana is the focus of this high-volume destination adjacent to the Superdome. \$\$\$

**Brigtson's**, 723 Dante St., 504-861-7610, [Brigtsons.com](http://Brigtsons.com). Chef Frank Brigtson's nationally famous Creole cuisine makes this cozy cottage a true foodie destination. \$\$\$\$\$

**Carrollton Market**, 8132 Hampson St., 504-252-9928, [CarrolltonMarket.com](http://CarrolltonMarket.com). Modern Southern cuisine manages to be both fun and refined at this tasteful boîte. \$\$\$

**Cochon**, 930 Tchoupitoulas St., 504-588-2123, [CochonRestaurant.com](http://CochonRestaurant.com). Chefs Donald Link and Stephen Stryjewski feature Cajun and Southern cuisine. Boudin and other pork dishes reign supreme, along with Louisiana seafood and real moonshine Reservations

recommended. \$\$

**Compere Lapin**, 535 Tchoupitoulas St., 504-599-2119, [CompereLapin.Com](http://CompereLapin.Com). James Beard Award semi-finalist Nina Compton's menu is an innovation of Caribbean and Creole inspired creations. \$\$\$\$\$

★ **Deanie's Seafood**, 841 Iberville St., 504-581-1316, [Deanies.com](http://Deanies.com). Louisiana seafood, baked, broiled, boiled and fried is the name of the game. Try the barbecue shrimp or towering seafood platters. \$\$

★ **Drago's**, Hilton Riverside Hotel, 2 Poydras St., 504-584-3911, [DragosRestaurant.com](http://DragosRestaurant.com). This favorite specializes in charbroiled oysters, a dish they invented. \$\$\$\$

★ **GW Fins**, 808 Bienville St., 504-581-FINS (3467), [GWFins.com](http://GWFins.com). Owners Gary Wollerman and twice chef of the year Tenney Flynn provide dishes at their seasonal peak. On a quest for unique variety, menu is printed daily. \$\$\$\$\$

**Herbsaint**, 701 St. Charles Ave., 504-524-4114, [Herbsaint.com](http://Herbsaint.com). Enjoy a sophisticated cocktail before sampling chef Donald Link's menu that melds contemporary bistro fare with classic Louisiana cuisine. \$\$\$\$\$

★ **Meril**, 424 Girod St., 504-526-3745, [EmerilsRestaurants.com/Meril](http://EmerilsRestaurants.com/Meril). World-travel-inspired cuisine with Chef Emeril Lagasse's unique New Orleans twist. \$\$\$

**Maypop**, 611 O'Keefe Ave., 504-518-6345, [MaypopRestaurant.com](http://MaypopRestaurant.com). Nominated for Best Chef: South by the James Beard Awards, Chef Mike Gulotta explores eastern cuisine using south Louisiana ingredients. \$\$\$



**Pêche**, 800 Magazine St., 504-522-1744, [PecheRestaurant.com](http://PecheRestaurant.com). Award-winning southern-inspired seafood destination by Chef Donald Link serves whole roasted Gulf fish from its massive, wood-burning oven, and an excellent raw bar. \$\$\$

**Restaurant August**, 301 Tchoupitoulas St., 504-299-9777, [RestaurantAugust.com](http://RestaurantAugust.com). James Beard Award-winning menu is based on classical techniques of Louisiana cuisine and produce with a splash of European flavor set in an historic carriage warehouse. \$\$\$\$\$

**Saffron Nola**, 4128 Magazine St., 504-323-2626, [SaffronNOLA.com](http://SaffronNOLA.com). New Orleans Magazine's Best Restaurant of the Year 2017, Saffron brings together Indian cuisine and New Orleans flavor for a truly unique experience. \$\$

**Shaya**, 4213 Magazine St., 504-891-4213, [ShayaRestaurant.com](http://ShayaRestaurant.com). James Beard Award-winning menu pays homage to Israel at this contemporary Israeli hotspot. \$\$\$

**Upperline**, 1413 Upperline St., 504-891-9822, [Upperline.com](http://Upperline.com). Consummate hostess JoAnn Clevenger presents this nationally heralded favorite. The oft-copied fried green tomatoes with shrimp remoulade originated here. \$\$\$

**New Orleans Traditional Fine Dining**  
**★ Arnaud's**, 813 Bienville St., 504-523-5433, [ArnaudsRestaurant.com](http://ArnaudsRestaurant.com). Waiters in tuxedos prepare Café Brûlot tableside at this storied Creole grande dame; live jazz during Sun. brunch. \$\$\$\$\$

**★ Antoine's**, 713 St. Louis St., 504-581-4422, [Antoine.com](http://Antoine.com). This pinnacle of haute cuisine and birthplace of oysters Rockefeller is New Orleans' oldest restaurant. (Every item is à la carte, with an \$11 minimum.) \$\$\$\$\$

**Commander's Palace**, 1403 Washington Ave., 504-899-8221, [CommandersPalace.com](http://CommandersPalace.com). The grande dame is going strong under the auspices of James Beard Award-winner chef Tory McPhail. Jazz Brunch is a great deal. \$\$\$

**★ Galatoire's**, 209 Bourbon St., 504-525-2021, [Galatoires.com](http://Galatoires.com). World-famous French-Creole grand dame. Tradition counts for everything here, and the crabmeat Sardou is delicious. Note: Jackets required for dinner and all day Sun. \$\$\$\$\$

### Craft Cocktails

**★ Cane & Table**, 1113 Decatur St., 504-581-1112, [CaneAndTableNola.com](http://CaneAndTableNola.com). Open late, this chef-driven rustic colonial cuisine with rum and "proto-Tiki" cocktails make this a fun place to gather. \$\$

**Cure**, 4905 Freret St., 504-302-2357, [CureNola.com](http://CureNola.com). Award-winning, innovative cocktail and small bites menu in a stylish setting. \$\$

**Effervescence**, 1036 N. Rampart St., 504-509-7644, [NOLABubbles.com](http://NOLABubbles.com). Chic and fun, and specializing in champagnes, prosecco, cava and sparkling wines, along with snacks and small plates. \$

**Latitude 29**, 321 N. Peters St., 504-609-3811, [Latitude29NOLA.com](http://Latitude29NOLA.com). Step back in time in this top-notch tiki-inspired cuisine and cocktail mecca. \$

**★ SoBou**, 310 Chartres St., 504-552-4095, [SoBouNola.com](http://SoBouNola.com). There is something for everyone at this "Modern Creole Saloon." Decidedly unstuffy with an emphasis on craft cocktails and wines by the glass. Everything from \$1 pork cracklins to an extravagant foie gras burger on an accomplished yet eclectic menus. \$\$

**★ Sylvain**, 625 Chartres St., 504-265-8123, [SylvainNOLA.com](http://SylvainNOLA.com). Elegant gatropub and cocktails in a picturesque setting. \$\$

# thank you

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