



City and Regional Magazine Association May 2008 Newsletter

Exciting lineup planned for CRMA Conference in Memphis, TN

Southern charm and informative sessions will combine to create an electric atmosphere at the 32nd Annual City and Regional Magazine Association Conference, May 31-June 2, at the Peabody Hotel in Memphis, TN.

This Conference is being led by Chair Randy Hano of Chicago magazine, with help from program consultant/coordinator Paul Reulbach of Bright Star Boston and track chairs. Responding to requests from members, they have made a significant investment in outside speakers in the industry.

On Saturday, May 31 Jenaé Rubin of Sales Powerhouse, a world-class sales trainer, will deliver a meaningful sales training workshop and seminar...one that you won't want to miss. Seija Goldstein also will be presenting the results of the annual Financial Standards Survey, giving participating publishers invaluable, vital information on how their publications measure up within the industry.

On Sunday at lunch, members will hear from one of the nation's leading experts on the impact of technology on business and society. Michael Rogers is Futurist-in-Residence for The New York Times Company, as well an interactive media pioneer, novelist and journalist. He also writes the popular Practical Futurist column for MSNBC. He will follow up in the afternoon with a special session for publishers and editors on challenges and opportunities in navigating a transition to the digital future.

Hosts Ken Neill and Jeffrey Goldberg from Memphis magazine will keep members entertained with events and insights on the best of Memphis.

The procedure to ship magazines to the CRMA Conference is different this year. Publications need to arrive at a specified location (not the hotel) by May 26.

[Click here](#) for the program of sessions at the Annual Conference, shipping information for the Publications Display, hotel reservations and more.