

PUBLISHERS' ROUND TABLE MEETING

The Sheraton Grand Sacramento

September 28 – October 1, 2006

Sacramento, CA

PROGRAM

Thursday September 28th

6:30-7:00 pm Meet in the Hotel Bar for cocktails, go out to dinner

Friday September 29th

10:00 am – 1:00 pm Meeting of the Board of Directors

12:30 – 1:00 pm Round Table Registration

1:00 - 2:30 pm “Local Advantage: The Shelter Magazine Market”

Phyllis Spence of D Magazine hosts a panel discussion on Home titles. Whether your content is embedded in the pages of your magazines or you've launched separate titles, the Shelter category continues to grow. Topics range from successful launches, circulation & newsstand strategies, contribution to overall company revenue, marketing/sales strategies and editorial positioning.

2:30 - 2:45 pm Refreshment Break

2:45 – 4:00 pm “Selling to Interactive Agencies and Clients- A Tactical Approach”

Tim Sullivan, CEO of Godengo and a veteran E-business strategy and marketing professional, leads a discussion on successfully selling the Web. Topics include, What agencies are looking for, Understanding your inventory, Different types of campaigns, What is your site's unique value proposition, Responding to rfp's, creative proposals, creating marketing materials, as just a few of the many thymes that will equip us with the ammunition we need to motivate and train our sales teams. The session will be enhanced with a guest speaker from an advertising agency professional in the bay area.

4:00 – 5:00 pm Web Panel

A panel discussion led by Paul Reulbach, from Boston Magazine, with discussions covering new web strategies, sales compensation/incentives, revenue projections, and new ideas. Todd May, Palm Springs Life, provides a six month update on their new web approach.

5:30 – 7:00 pm Cocktail Reception at the California Railroad Museum
Sponsored by Sacramento Magazine and Journal Graphics

7:15 – 9:00 pm Group Dinner at the Firehouse---a top winner in the “People's Choice Awards”

Saturday, September 30th

7:30 – 8:15 am Continental Breakfast

8:15 – 9:45 am Best Ideas Round Table

A favorite at CRMA Roundtable meetings. Moderated by Barney Fonzi, Diablo Magazine. Barney promises the best ideas will be fresh and new for Sacramento with new topics and more in-depth information to help you take home and implement the ideas. Sample topics to be covered include: Events and Marketing, Advertising Special Sections, Cost Savings, Circulation, HR, Sales Incentives/Bonuses and Compensation.

9:45 – 10:00 am Refreshment Break

10:00 – 10:45 am “So, You Think You Have a Brand?”

Mark Ryan, Chairman and Creative Director of the Ryan Group, will speak about the unique proposition of building and capitalizing on your brands. His company has helped many publishers navigate the difficult process of identifying/developing brand persona and communicating that brand to clients and consumers.

10:45 – 11:30 am “Bringing the Brand to Life”

Francine Ryan, President and Marketing Director of the Ryan Group has held senior sales and marketing positions at Martha Stewart Living, Good Housekeeping, People and Country Living. Francine session is about forming strategic alliances beyond the usual ad sales approach covering topics like, big ideas/joint ventures, branded events, brand extensions, and empowering your sales force.

11:30 – 12:15 pm “Part Two....The Power of Paid vs. Non Paid”

Charles Rodin, Rodin & Associates, Robert Shullman, Monroe Mendelsohn Research, Susie Love, VP Emmis Publishing and Ken Allen, The Jones Agency present an update on the recent findings of the MMR paid vs. non paid study. This update will review key study results and how we can use those findings to support sales in our market.

12:15 – 1:15 pm Group Lunch
Sponsored by The Media Audit

Joe Chiodo, Sacramento Magazine - “Community Involvement Success Stories”

1:15-2:15 pm

“The Power of Possibility”

Sponsored by Kable Fulfillment

Sacramento Magazine Hosts Roger Crawford, “America’s Possibility Coach”. He speaks about the possibility principles of purpose, perspective, precision and perseverance inspiring others to banish self imposed limitations and turn invisible possibilities into reality. Author of “How High Can You Bounce” and “Playing from the Heart”, he is widely regarded as an outstanding coach for business leaders.

2:15 – 2:30 pm

Refreshment Break

2:30 – 3:45 pm

“Human Resources 101, Hiring/Firing/Having Babies”

Tom Carroll, Group VP, Human Resources, RR Donnelly leads a must attend session on human resources. With state and federal laws governing employment enough to boggle the minds of even the most seasoned HR professionals, small companies, with limited resources, face even bigger challenges. Compliance with all of these laws can create business issues and liabilities that distract owners from running their business. Prevention is the best method to avoid these problems. During this session Tom will address topics "top of mind", provide guidance and resources that can help traverse this slippery landscape.

3:45 – 4:00 pm

Wrap-Up Session

6:00 – 7:15 pm

Cocktails at The Park Lounge (The “hot spot”)

Sponsored by Communication Data Services (CDS)

7:30 – 9:00 pm

Group Dinner at Spataro’s ---- another top winner in the “People’s Choice Awards”

9:00 pm

Conference Adjourns

Sunday, October 1

10:00 am – whenever 4th Annual Classic Auto Show

VIP Access to this Classic Auto Show at the Serano Country Club. A fun social event which Sacramento helps to sponsor. CRMA members are invited VIP guests to visit the car displays, luncheon and cocktails throughout the day.

Round Table Program Chair: Leslie Tunney, *St. Louis Magazine*

Co-Chair: Phyllis Cole Spence, *D Magazine*

Round Table Hosts: *Sacramento Magazine*

Mike O’Brien, Co-Publisher

Joe Chiodo, Co-Publisher