

The
**ORLANDO
SENTINEL**
Welcomes the
**FNAME
Conference**



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DEAR F.N.A.M.E. ATTENDEE

on behalf of

THE ORLANDO SENTINEL and F.N.A.M.E.

we welcome you to the

ANNUAL 2003 CONFERENCE

In your **Registration Packets** you will find the agenda, roster, a list of attendees and **name badges** with your **luncheon** and **banquet tickets** inside your name badge. It is important to bring your tickets to the luncheon and banquet.

F.N.A.M.E. Board Meeting will be held Thursday 1:00pm-3:00pm in the **Key Largo Room**.

The **Orlando Sentinel** is sponsoring the **Cocktail Party Thursday** night from 6:00 pm to 7:00 pm at **Key West Foyer**.

Friday and Saturday will begin with a **Breakfast Buffet** starting at 7:30 am in **Puerto Rico/St. Thomas/West Indies** and the **Meetings** at 8:30 am in **Vinoy**.

American Color Graphics is sponsoring the **Breakfast Buffet** on Friday.

Friday President's Luncheon will include the installation of officers and will begin at noon in **Puerto Rico/St. Thomas/West Indies**. Please bring your gray luncheon ticket, located in your name badge.

Metro Creative Graphics will be sponsoring the **Friday Night Cocktail Party** from 6:00 pm to 7:00 pm at **The Harbor Beach Foyer**.

The **Awards Banquet** will be in **Harbor Beach/Marco Island**. Please bring your blue banquet ticket with you.

Tearsheets will be on display starting Thursday on a 24 hour basis until Saturday afternoon in **Sawgrass**. If you wish to receive information on any particular idea, please fill out the forms provided in the Exhibit Room and send it to the appropriate newspaper.

PROGRAM AGENDA

Conference Is Casual Attire
Except for the Tear Sheet Awards Banquet

Thursday/ September 4th

- 12:00 noon - 5:00 p.m. **SAWGRASS** - Exhibits available for viewing
- 12:00 noon - 5:00 p.m. **FLORIDA BALLROOM FOYER** - Registration
- 1:00 p.m. - 3:00 p.m. **KEY LARGO** - Board of Directors Meeting
- 6:00 p.m. - 7:00 p.m. **KEY WEST FOYER** - Welcome Cocktail Reception hosted by the Orlando Sentinel
- 7:00 p.m. Dinner (On Your Own)

Friday/ September 5th

- 7:30 a.m. - 8:30 a.m. **PUERTO RICO/ST. THOMAS/WEST INDIES** Breakfast Buffet (Sponsored by American Color Graphics)
- 8:00 p.m. - 5:00 p.m. **FLORIDA BALLROOM FOYER - REGISTRATION**
- 8:30 a.m. - 8:45 a.m. **VINOY** - General Session and Early Bird Drawings
- 8:45 a.m. - 9:00 a.m. Business Meeting and Election of Officers For General Membership Voting
- 9:00 a.m. - 9:15 a.m. Welcome-Anibal Torres, Orlando Sentinel
- 9:15 a.m. - 10:00 a.m. Southeast Toyota - Marc Caputo, WestWayne
- 10:00 a.m. - 10:15 a.m. Break
- 10:15 a.m. - 11:00 a.m. A T & T Wireless - Matt Albert
- 11:00 a.m. - 11:45 a.m. Bealls - Gwen Bennett
- 12:00 noon - 1:30 p.m. **PUERTO RICO/ST. THOMAS/WEST INDIES** - Luncheon - Installation of FNAME officers
- 1:45 p.m. - 2:30 p.m. Hispanic Market Update - Ana Maria Fernandez Haar, The IAC Group, Inc.
- 2:30 p.m. - 3:00 p.m. Visit Florida - Bud Nocera
- 3:00 p.m. - 3:15 p.m. Break
- 3:15 p.m. - 4:00 p.m. Big Lots - Tammi Hysell
- 4:00 p.m. - 4:45 p.m. Eckerd's - Anthony Price
- 6:00 p.m. - 7:00 p.m. **HARBOR BEACH FOYER** - Cocktail Party (Sponsored by Metro Creative Graphics)
- 7:00 p.m. - 10:00 p.m. **HARBOR BEACH/MARCO ISLAND** Banquet and Tear Sheet Awards

Saturday/ September 6th

- 7:30 a.m. - 8:30 a.m. **ST. THOMAS/WEST INDIES** - Breakfast Buffet
- 8:30 a.m. - Noon **FLORIDA BALLROOM FOYER** - Registration
- 8:30 a.m. - 8:45 a.m. Early Bird Drawings
- 8:45 a.m. - 9:00 a.m. Major Retail Directory
- 9:00 a.m. - 9:45 a.m. Novus - Patrick F. Soli
- 9:45 a.m. - 10:30 a.m. Vertis - Bill Slocum, Louisa Koken and Sandy Andrews
- 10:30 a.m. - 11:00 a.m. Updates FNAN, FPS, NNN
- 11:00 a.m. - 11:30 a.m. Valassis - Cindy Bough
- 11:30 a.m. - 11:45 a.m. Break
- 11:45 a.m. - 12:30 p.m. AARP - Bentley Lipscomb
- 12:30 p.m. - 6:00 p.m. Explore Orlando! Choose your Activity! Free Time
- 6:00 p.m. - Til? FNAME Networking in Orlando Open Night

SOUTHEAST TOYOTA

Marc Caputo

Marc came on board the WestWayne ship for the start-up of the Southeast Toyota account. He was one of the first field account people hired to help get the ship off the ground back in October 2000.

In the years prior to WestWayne, Marc has worked on individual dealer business and Regional Tier II business for Chevrolet as well as for the largest dealer group in the country, AutoNation. Basically, Marc "got back" to a lot of car people through the years!

Marc worked for The Ad Team of Florida, which was acquired by Zimmerman and Partners. Both car agencies were purchased by Omnicom.

Marc was referred to WestWayne by the client, Southeast Toyota, to help run the business. The irony of the story is that Marc desperately wanted to work for WW straight out of the University of South Florida in Tampa. Marc had interviewed with Scott Stuart to help work on Publix. As luck would have it, someone with more experience was hired, and Marc never became a "grocery guy".

When not traveling throughout the Southeast calling on car dealers, Marc works from his home. He is currently a bachelor in South Florida with aspirations of someday purchasing a luxury yacht known as the "Gallant Lady".

BEALLS

Gwen Bennett

Gwen has worked in retailing over 20 years. She started her career with May Company in Colorado as a store sales associate after graduating from Purdue University. She moved to Bealls in 1991 as a Gift Buyer and was promoted to Ad Director, in 1995 and worked at strengthening Bealls pre-print advertising annually and distributes through over 25 Florida newspapers on a weekly basis. She is also responsible for Bealls eCommerce sites: beallsflorida.com and outlooks.com. Bealls is an 85-year-old Florida based retailer that is privately owned and operated.

HISPANIC MARKET UPDATE

Ana Maria Fernandez Haar, The IAC Group, Inc.

Today's marketplace is characterized by a diverse, multilingual consumer base. This calls for marketing and communications programs specially designed to bridge differences in cultural perceptions, languages, and consumer behavior.

"We serve two very important functions. First, we facilitate consumer participation in the American marketplace; and second, we make certain that our clients have the ability to reach target markets profitably, even across national boundaries," Ana Maria Fernandez Haar explains the IAC Group's mission, since she founded it in 1978, as Inter-American Communications.

Under Ms. Fernandez Haar's leadership, IAC's client roster has steadily grown to include some of the most respected and well-established Florida and national companies. These include Publix Super Markets, BellSouth Advertising and

Publishing Corp.; The Real Yellow Pages, Coca-Cola, Anheuser-Busch Inc., Blue Cross & Blue Shield, Dolphin Mall, Pfizer, Procter & Gamble, Regions Bank, Johnnie Walker Black & Gold Label, and Ideas Publishing (Newsweek, Glamour, Discover, Vogue and Teen en Espanol - U.S. and Latin America.).

Prior to founding IAC, Ms. Fernandez Haar served as Vice President of Commercial Lending at Jefferson National Bank. Before that, she held several executive positions at Flagship Banks, ranging from Financial Analyst to Assistant Vice President, National Accounts. Her banking responsibilities included advising clients on the financial implications of segmented markets. As chairman of the International Committee of the Miami Beach Chamber of Commerce she designed and implemented the chamber's first marketing campaign targeting Latin America.

Ms. Fernandez Haar has lectured on the subject of transcultural marketing for national organizations in the United States and Latin America. She has also written and produced documentaries for English and Spanish television, including the VIVA series for Channel 2 - PBS, and Nuestras Raices Hispanas for both PBS and WLTV Channel 23. She developed CBS Telenoticias' first pan regional weekly international business program "Comercio Sin Fronteras" (Commerce Without Boundaries) broadcast to 10 million cable households in Latin America.

Ms. Fernandez Haar serves on the Boards of Directors of the New America Alliance *A Latino Business Initiative*, The Knight Foundation, Cuban American National Foundation, CAMACOL, Hispanic Heritage Council and the Japan Society. She is past President of the Cuban Woman's Club, Hispanic Heritage Council and the Association of Hispanic Advertising Agencies (AHAA). She served two terms on the Florida District Export Council through 1987 and is the chairman of the World Trade Center of Miami.

A U.S. citizen born in Cuba, Ms. Fernandez Haar is listed in Who's Who in the World and Who's Who Among Hispanic Americans. She is fluent in English and Spanish, conversant in French and Portuguese.

VISIT FLORIDA

Frank "Bud" Nocera

Frank L. Nocera serves as president and CEO of VISIT FLORIDA, the private/public partnership that promotes and markets Florida tourism. Formerly known as the Florida Tourism Industry Marketing Corporation, VISIT FLORIDA was created by the state legislature in 1996 after the Florida

Department of Commerce was dissolved.

Mr. Nocera originally joined the corporation during its start-up year as executive vice president and chief operating officer and was appointed to head the corporation on an interim basis following the resignation of Austin Mott at the end of 2002 until the VISIT FLORIDA Board named him as permanent replacement.

Since joining VISIT FLORIDA, Mr. Nocera's primary focus has been development of a strategic plan for visitor services, marketing and domestic and international sales. His skills in destination marketing, sales and public relations have significantly impacted the way Florida is promoted both domestically and internationally.

Bud, as he is known throughout the industry, has over 20 years of experience in tourism. His destination marketing career began in 1979 in Jacksonville, where he was the first person to serve as director of tourism and sales at the Jacksonville Convention and Visitors Bureau. In 1983, he became the founding executive director of the Lee County Visitor and Convention Bureau. In addition, he also served as vice president of community services at The Florida Aquarium in Tampa and was director of marketing and tourism for the City of Fort Myers.

Mr. Nocera graduated with a B.A. degree in communications from the University of South Florida, Tampa.

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Don't Miss the Tear Sheet Awards Night Cocktail Party

Friday, 6:00 P.M. - 7:00 P.M.

Harbor Beach Foyer

(Sponsored By Metro Creative Graphics)

Banquet and Tear Sheet Awards

Friday, 7:00 P.M. - 10:00 P.M.

Harbor Beach/Marco Island

BIG LOTS

Tammi Hysell

Tammi Hysell has been with Big Lots Stores for 7 years. She began her career with Big Lots as the Media Analyst and was promoted to Media Manager within 10 months. Tammi oversees all facets of the print media buying program for Big Lots including budgeting and planning, forecasting, market research and analysis, media placement, negotiations, reconciliation, and ROI analysis. She also heads up the interactive functions for Big Lots. She manages both the corporate website as well as the Wholesale Division eCommerce site.

She received a Bachelor of Science degree in Sports Management with a concentration in Marketing from the University of Dayton.

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ECKERD

Anthony Price

Anthony joined Eckerd as Broadcast Marketing Manager in April 2000, in charge of Broadcast media, production and tailored marketing. In May 2001, he was promoted to Media & Marketing Manager. His new title brought with it the expanded role of overseeing all print media activities including newspaper, direct mail, magazines and yellow pages

while maintaining his broadcast responsibilities. Prior to Eckerd, Anthony worked for Goody's Family Clothing in Knoxville, TN where he held the positions of Print Buyer, Print Media Manager and Media Manager. Anthony also worked for the Atlanta Journal Constitution before Goody's, where he gained valuable newspaper experience. He grew up in Cynthiana, Kentucky and is a 1992 graduate of the University of Kentucky. Anthony now lives in St. Petersburg and enjoys golf when he is not working.

NOVUS

Pat is the Central Region Newspaper Director for Novus Print Media in Minneapolis, Minnesota.

Pat has degrees in Management, Marketing and Speech Communications from Mankato State University - Mankato, MN. In addition to his experience at Novus Print Media, Pat has over seven years of Newspaper experience with the St. Paul Pioneer Press (Knight Ridder) where he was a Major Account Executive. Some of Pat's clients included Home Depot, Levitz Furniture, Michaels Arts & Crafts, and Wickes Furniture.

Today, Pat oversees the negotiations of Novus' contracts for over 250 newspapers, placing more than 20,000 ads annually totaling more than \$30 million. Some of Novus Print Media's clients include Office Depot, Dell Computers, Sharper Image and Echostar/Dish Network.

Pat welcomes the opportunity to attend the FNAME conference to discuss how Novus and the Florida newspapers can work together more efficiently and more effectively.

AARP

E. Bentley Lipscomb

AARP Florida State Director Bentley Lipscomb has been at the forefront of the elder services field throughout his career. He served in Washington as the Staff Director of the United States Senate Special Committee on Aging from 1979 to 1982. Lipscomb became the inaugural secretary of Florida's uniquely structured Department of Elder Affairs in 1991 and spent the next seven years leading Florida's governmental efforts on behalf of elders, working to introduce business-like management methods to elder-service agencies, to use free-market dynamics to hold down costs while keeping frail elders in their homes and communities, and to heighten awareness to the "aging tidal surge" that is transforming Florida's demographics, economy and entire society. In January 1999, Lipscomb resigned from state service and accepted his current position at AARP. He has a master's degree in social work with a specialization in gerontology.

Patrick F. Soli



FNAME
Networking in Orlando
Open Night
6:00 p.m. - Til?
Saturday Night

Vertis

Bill Slocum joined Vertis in 1995 as General Manager of the Media and Marketing Services (MMS) unit. In September of 1999, Bill took over responsibility as the Vice President of Operations and Sales. He is responsible for the day to day operations and the strategic sales efforts for the Rochester NY location. During his time at Vertis, Bill has had responsibility for several functional areas including facilities, fulfillment, data entry, lead processing, and telemarketing. In 2003 Bill will be concentrating his efforts on the Sales and Marketing function, which includes media, media placement/analysis and the new acquisition of The

Newspaper Network. He brings over 20 years of experience in management, information systems, and facilities management. Prior to Vertis, Bill managed the warehouse and daily processing for Sporting Dog Industries, a national catalog retailer (PetSmart). Bill holds an MBA in finance and operations and a Bachelors degree in management.

Bill Slocum

Vertis/TNN

Louisa Koken

Louisa is currently Senior Vice President at TNN. She has a BS in Journalism from the University of Tennessee. Louisa spent 13 years in various capacities from sales rep to Ad Director in the ad department at Greenville News. She joined TNN in 1993. Louisa is married with two children.

Valassis

Cynthia Bough

Cindy has been with Valassis for approximately 1½ years as a Media Buyer-Supervisor. She is responsible for all newspapers in 8 states as well as the Newhouse Newspaper group. Primary Responsibilities are as follows:

Newspaper Contract Negotiations - Inserts and ROP - focus is primarily on Valassis Co-op Market List papers in her 8 states (approximately 99).

Evaluates and negotiates additional papers and alternative buys for Valassis Market List.

Determines negotiation strategies for all projects involving FSI, Inserts, ROP and Sampling products.



Florida Newspaper Advertising & Marketing Executives

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