



Ad-ZecNEWS

The Official Publication of Florida Newspaper Advertising & Marketing Executives

July 2004

FNAME Officers

Bruce Faulmann - President

Tampa Tribune
www.tampatrib.com
Phone: 813-259-7488 Fax: 813-258-8107
bfaulmann@tampatrib.com

Moya Neville - 1st Vice President

St. Petersburg Times
www.sptimes.com
Phone: 727-893-8524 Fax: 727-893-8117
mneville@sptimes.com

Karen Gammond - 2nd Vice President

Bradenton Herald
www.bradenton.com
Phone: 941-745-7042 Fax: 941-745-7004
kgammond@bradentonherald.com

Steve Schmidt - Secretary

Ledger
www.theledger.com
Phone: 863-802-7400 Fax: 863-802-7805
stephen.schmidt@theledger.com

Mark Shurman - Treasurer

Florida Times-Union
www.times-union.com
Phone: 904-359-4632 Fax: 904-359-4452
mark.shurman@jacksonville.com

Bob Berry - FNAN Liaison

Florida Newspaper Advertising Network
Phone: 407-420-6112 Fax: 407-420-6102
bobb7@earthlink.net

Russ Moore - Florida Press Service Liaison

Florida Press Service
Phone: (850) 521-1181 Fax: (850) 222-4498
rmoore@flpress.com

Anibal Torres - Immediate Past President

El Sentinel/Orlando Sentinel
Phone: 407-420-5576 Fax: 407-420-6212
atorres@orlandosentinel.com

Sandy Osteen - Executive Director

F.N.A.M.E.
www.fname.org
Phone: (813) 882-4979 Fax: (813) 290-9180
sandy@fname.org

John Ryan - 1st year Director

Naples Daily News
www.naplesnews.com
Phone: 239-263-4859 Fax: 239-263-4708
jjryan@naplesnews.com

Jay Weimar - 1st year Director

Florida Times-Union
www.times-union.com
Phone: 904-359-4115 Fax: 904-359-4683
jay.weimar@jacksonville.com

Jane Heneghan - 1st year Director

Orlando Sentinel
www.orlandosentinel.com
Phone: 407-420-5120 Fax: 407-420-5768
jheneghan@orlandosentinel.com

Pat Rogell - 1st year Director

Palm Beach Post
www.palmbeachpost.com
Phone: 561-820-4280 Fax: 561-820-4288
pat_rogell@pbpost.com

Donna Moore - 1st year Director

News-Press
www.news-press.net
Phone: 239-335-0315 Fax: 239-337-1335
dsmoore@fortmyer.gannett.com

Alexandra Villoch - 1st year (own term)

Miami Herald
www.herald.com
Phone: 305-376-3212 Fax: 305-376-4596
avilloch@herald.com

Jeff Brown - 2nd year

Ocala Star-Banner
www.gainesvillesun.com
Phone: 352-867-4060 Fax: 352-867-4053
jeffery.brown@starbanner.com



The Ritz-Carlton Golf Resort, Naples

FNAME and The Naples Daily News welcome you to The Ritz-Carlton Golf Resort, Naples. With featured speakers from Rooms 2 Go, Suntrust Bank, JC Penney, Verizon Wireless, Economic Forecaster Miles Groves, and Lowes to the popular roundtables with participation from Publix, Bealls, Lowes, Kash N Karry and Tire Kingdom you will find plenty of reasons to attend the FNAME conference this year. Plan on arriving in plenty of time to join us for the welcome cocktail hour aboard the Naples Princess on Thursday night September 9th, setting sail at 6pm, and don't forget the Tear Sheet Awards banquet on Friday night, September 10th with plenty of revenue generating ideas.



Register now for the FNAME Sales Conference and Tearsheet awards to be held in Naples on September 9 – 12 at the beautiful Ritz-Carlton Golf Resort, Naples.

You can go to FNAME.org for hotel information and to register for this conference. See you in September!

Featured Speakers



Morty Seaman



Morty Seaman, Vice Chairman of Rooms To Go began his journey in the furniture industry in 1954 when he took over Seaman's Furniture in New York from his late father, Julie Seaman. He and his younger brother Carl grew the business to \$290 million in annual sales and sold it in 1988. In 1991, Morty and his son Jeff created Rooms To Go with their first store in Orlando, FL. Rooms To Go grew to become the largest furniture company in the country and remains so with over \$1.3 billion in annual sales today. Today there are 95 Rooms To Go stores in the Southeast U.S. including a store in Puerto Rico. In addition to the core store format, there are also Kids stores, Outlet stores and a newly opened Beds store. Morty was recently inducted into the Furniture Hall of Fame in North Carolina for his contributions to the furniture industry.



Peter Sommers, Media Supervisor (WestWayne)



Peter started his career in advertising at WestWayne in 1999. Prior to that he was a marketing, finance and political science major at Emory University in Atlanta. During his five-year tenure at WestWayne, Peter has worked on a range of clients including Russell Athletic, The Atlanta Falcons, and Florida's Natural Orange Juice. Peter is currently the Media Supervisor for SunTrust Bank, Pirelli Tires, and Triumph Motorcycles. His team's media plans have won numerous awards, including several Sammy awards for excellence in the use of magazine. In 2003, Peter was noted in Media Magazine as one of twenty rising stars in media.



Judy Popky, Vice President and Media Director (WestWayne)



Judy Popky graduated from Syracuse University where she received her Bachelor of Science, cum laude, in Advertising before moving to Atlanta. She joined WestWayne in 2000 after eight years at Ogilvy and Mather where she was Partner, Assistant Media Director. She draws experience from a wide range of clients and categories from grocery stores to health care and energy companies. Judy was also responsible for Ogilvy & Mather's 1996 Olympic coordination for various clients. In addition to SunTrust Bank, Judy is responsible for the media management assignments for Russell Athletic, Florida's Natural Orange Juice, Pirelli Tires, and Triumph Motorcycles among others. Judy has won numerous creative media awards and has been named one of "Newsweek's 100 Media Stars of the Future." She has been a guest lecturer at several universities including the University of Florida, the Creative Circus and Clark Atlanta.

Merle Davidson



Merle Davidson, Media Services Director for the JCPenney Corporation, is responsible for the strategic development and execution of local media plans and projects that support all 1,100 retail stores and related businesses. Directing the Company's newspaper media buying and market evaluations are primary in-house components to his current role, along with managing outside advertising agencies in purchasing, placement and payment of all print and local media. His previous assignments with JCPenney have included sales promotion, advertising production and visual merchandising. He currently serves as a member of the Board of Directors for the Audit Bureau of Circulations (ABC) and is active in other associated committees, representing the newspaper buying community.



Suzy Deering



Suzy Deering has been guiding the Marketing Communications team for Verizon Wireless' nine state South Area since 1999. She is responsible for the overall management and coordination of all marketing communications initiatives including advertising, ethnic marketing, media buying and placement, direct marketing, collateral material production and fulfillment, not to mention merchandising, agency management, promotional campaigns, and sponsorships. Deering was associated with Walt Disney Advertising, Fitzgerald and Company Advertising of Atlanta and AirTouch Cellular prior to joining Verizon. She holds a Bachelors degree from the University of Georgia and has received both Marketing Outstanding Achievement Awards and Excellence Achievement Awards for her work. Deering believes building a strong team, cultivating relationships and people skills are the keys to success.



Bryan Lindler

Bryan Lindler has worked in the Marketing Department at Lowe's for over 6 years. Positions held at Lowe's include consumer and business to business marketing functions. Bryan began as a Regional Advertising Manager for the Northeast stores and then spent 4 years as Marketing Manager for Commercial Business. Bryan most recently assumed responsibilities as Divisional Marketing Manager with responsibilities for the states of North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, southern Missouri, Oklahoma and Texas. Bryan is a 1983 graduate of the University of North Carolina with a B.A. degree in Journalism with a concentration in marketing.





Program Agenda

Conference is Casual Attire except for the Tear Sheet Awards Banquet

Thursday, September 9

- Noon – 5:00 p.m. Exhibits available for viewing, Tiburon 3
- Noon – 5:00 p.m. Registration
- 1:00 p.m. – 3:00 p.m. Board of Directors Meeting, Royal Palm Room
- 6:00 p.m. – 7:00 p.m. Sunset Cocktail Party aboard the Princess Cruise Ship (Sponsored by *Naples Daily News*)
- 7:00 p.m. Dinner (On Your Own)

Friday, September 10

- 7:30 a.m. – 8:30 a.m. Breakfast, sponsored by **American Color Graphics** Tiburon 1
 - 8:00 a.m. – 5:00 p.m. Registration
 - 8:30 a.m. – 8:45 a.m. General Session and Early Bird Drawings, Tiburon 2
 - 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 Speaker, *Naples Daily News* - **Bob Burdick**, President and publisher
 - 9:15 a.m. – 10:00 a.m. Rooms To Go – Morty Seaman, Vice Chairman
 - 10:00 a.m. – 10:15 a.m. Break
 - 10:15 a.m. – 11:00 a.m. SunTrust Bank – **Peter Sommers**, Media Supervisor and **Judy Popky**, Vice President and Media Director, Westwayne
 - 11:00 a.m. – 11:45 a.m. JC Penney – **Merle Davidson**
 - NOON – 1:30 p.m. Luncheon & Installations of of FNAME officers, Tiburon 1
 - 1:45 p.m. – 2:30 p.m. Verizon Wireless – **Suzy Deering**
 - 2:30 p.m. – 2:45 p.m. Break
 - 2:30 p.m. - 5:00 p.m. Creative Advertising Session, Osprey Room
 - 2:45 p.m. – 3:30 p.m. **Miles Groves**
 - 6:00 p.m. – 7:00 p.m. Cocktail Reception, Foyers 2 and 3
 - 7:00 p.m. – 10:00 p.m. Banquet and Tear Sheet Awards, Tiburon 2
- ### Saturday, September 11
- 7:30 a.m. – 8:30 a.m. Breakfast, Tiburon 1
 - 8:30 a.m. General Sessions and Early Birds, Tiburon 2
 - 8:45 a.m. Major Retail Directory
 - 9:00 a.m. – 9:45 a.m. Lowes, **Bryan Lindler**
 - 10:00 a.m. – 10:45 a.m. Updates: FNAN, FPS, NNN, TNN
 - 11:00 a.m. – Noon Roundtables:
*Bealls Publix Kash N Karry
Tire Kingdom Lowes*
 - Noon – 6:00 p.m. Free Time
 - 6:00 p.m. – Til ? FNAME networking
Open night

Roundtable Participants



BEALLS

Gwen Bennett, **Bealls** VP of Advertising and eCommerce. Since 1995, Gwen has spearheaded the Bealls Advertising Department as Vice President of Advertising & eCommerce. Her leadership has taken the department to new heights, and the number of employees in the department has doubled in size. Beall's pre-print program has grown substantially over the past five years. Last year Beall's printed over 165 million inserts and distributed them in more than 25 Florida newspapers. She is also responsible for Bealls eCommerce websites: beallsflorida.com & outlooks.com, where shoppers can order Bealls merchandise online. Most recently under Gwen's direction, Bealls will start a new "Live the Florida Lifestyle" advertising campaign with a newly designated ad agency in the fall of 2004. Gwen has worked in retailing for over 20 years. She started her career with the May Company.



Eric Trusing, Media Manager for **Publix Supermarkets**. Eric has 20 years advertising experience, including agency and client side assignments. He joined Publix in April of 2000 and is responsible for buying media and managing the print and electronic media budgets, media analysis, new media evaluation, etc. Prior to joining Publix, Eric was with Sears at their Chicago headquarters for 11 years in various advertising and marketing positions.



Steve Smith joined **Sweetbay Supermarket** and **Kash n' Karry** as the Vice President of

Marketing in November of 2003. Prior to that he was the Director of Marketing for Hanneford Bros. Co. for two years, and before that he held various marketing, advertising and sales management positions at RSN, AT&T and J. Walter Thompson. Steve finds food retail extremely dynamic and competitive, providing a great challenge of mixing efficiency with effectiveness – an environment where the customer is truly the center of the world and all actions are focused on understanding and serving that customer.

ART DIRECTORS

Don't miss the Creative Advertising Session
Friday from 2:30 p.m. – 5:30 p.m.

Directions to the resort

From I-75, take exit 111, Turn west onto Immokalee Rd (State Road 846). Proceed west to Airport Pulling Rd.

Turn left (south) onto Airport Pulling Rd. and go to Tiburon Drive. Turn left onto Tiburon Drive. Bear to the right at the first street. The Ritz-Carlton Golf Resort, Naples is located on the left.



The Ritz-Carlton Golf Resorts, Naples



The Ritz-Carlton Naples Resort is more than just a meeting place. Among the featured amenities:

- **A Beautiful Beach** on the Gulf of Mexico
- **Nine Restaurants**
- **Three Pools**
- **8 Tennis Courts**
- **A World Class Spa**
- **An Incredible Golf Course** with spectacular views
- **Each room is equipped** with high-speed internet access, an in-room safe with a built-in charger that holds a laptop computer



The Ritz-Carlton Golf Resort, Naples

2600 Tiburon Drive • Naples, Florida

239.593.2000 • 1-800-241-3333

FAX: 239.254.3300

Bring goodies! All newspapers are encouraged to bring door prizes (t-shirts, umbrellas, hats, etc.) for our early-bird drawings to be given away during the conference. See you there!

REGISTRATION DEADLINE IS MONDAY, AUGUST 2, 2004