

Florida Today Welcomes the FNAME Annual 2008 Conference



July 2008

Ad-ZecNEWS

The Official Publication of Florida Newspaper Advertising & Marketing Executives

Annual FNAME Sale Conference and Creative Excellence Awards Presentation September 11, 12 and 13, 2008 RADISSON RESORT AT THE PORT HOSTED BY FLORIDA TODAY

Make a powerful sales call and register for the FNAME annual sales conference and Creative Excellence Awards. You certainly won't want to miss this program with information from Centro, Evantus, NADA, CNW Search Engine Marketing, CVS Caremark, Best Buy, Publix, City Furniture, Target, Tourism, Verizon, Ethnic Print Media, and the popular Round Tables. What a great way to network and share ideas that work for increasing profits and meeting the needs of our advertisers and readers.

The Radisson Resort at the Port is a fabulous place, with 9 acres of lush tropical landscaping, freeform pools, flowing waterfalls, and secluded fish ponds, makes it a smart place to meet.

Register today, you won't want to



miss this opportunity to meet with clients and network with old friends as well as make new ones. Hurry, the deadline for registration is August 4th. Call the Radisson at 321-784-0000 and make sure you tell them you are with the Florida Newspaper Advertising and Marketing Executives group. Room rates are only \$119.00 per night for a standard deluxe, and the king suite is only \$149.00 per night plus tax.

**REGISTER TODAY,
DEADLINE IS AUGUST 4th**
Radisson Resort at the Port
8701 Astronaut Blvd.
Cape Canaveral, FL 32920
Resort Reservations:
321-784-0000

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Registration Deadline is Monday, August 4th!!

www.fname.org

Featured Speakers



Alison Albrecht

Senior Media Manager, CVS

Alison joined the CVS media team in August of 2007. As a Senior Media Manager she is responsible for the entire newspaper media placement for 1,000 stores in Florida, New Jersey, Wisconsin and New York City. In addition to her media role, she manages the exclusive Quebec World print and logistics relationship for all 6,300 CVS locations as well as a staff of print services managers. Prior to joining CVS she spent 5 years with Kohl's Department Stores. At Kohl's she was a Print Media Buyer and managed 125 newspaper relationships and \$27,000,000 in newspaper insertion cost. Alison started her career at Valassis where she was a Senior Targeting Analyst making preprint recommendations for major clients such as Applebee's, Dominos and Old Navy. Alison is a graduate of Ohio Wesleyan University. She currently resides in North Smithfield, Rhode Island, with her husband and daughter.



Gabrielle Austin

President, Ethnic Print Media Group

Gabrielle Austin has over 25 years of experience in promotional advertising, marketing and print media. She spent 8 years with Essence Magazine as Director of Sales and has held advertising management positions with the Miami Herald/El Nuevo Herald, St. Paul Pioneer Press and Des Moines Register. In 1998 she joined Newspaper Services of America, the largest general market newspaper planning and buying agency in the U.S. As the President of Strategic Print Marketing, a division of NSA, in Atlanta, GA. her office was responsible for The Home Depot account, Toys R Us, Golfsmith, Eye Care Centers of America and Bed Bath & Beyond accounts.

Gabrielle recently joined Ethnic Print Media Group which is based in San Diego California. As President of EPMG she is charged with new business growth and corporate development. She remains based in Atlanta where she resides with her husband, Wayne. Gabrielle is also the proud mother of three sons.



Stacy Boone

Media Manager, Target Corporation

Stacy Boone is a Media Manager for Target Corporation. Employed at Target since 2000, she has more than 15 years of marketing experience building strong relationships with top-tier newspapers and online media companies. A strong corporate strategist and marketer, her vision and expertise in advertising have ensured Target's brand creates the right connections with its guests.

A native of Minneapolis, Minnesota, Stacy holds a bachelor's degree in Marketing from Arizona State University. She and her family currently reside in a suburb of Minneapolis.



Robyn Duval

Associate Director of National Advertising, Verizon Wireless

Robyn currently supports national retail promotions for the Southeast, which includes print, radio and outdoor promotions. She leads core teams at the national level to support key business initiatives.

For the Southeast she handles media planning and execution, including all segments: Hispanic, youth and mass.

Robyn has been with Verizon for nine years. She is a graduate of the University of Georgia with a BA in Journalism, and has been married for twelve years.



Melissa Niewold

Media Director, Bealls Department Stores, Inc.

Melissa is the Director of Media for Bealls Department Stores. She directs the media marketing strategy for 80 Florida Department stores. Responsibilities include planning, budgeting, print management & logistics, contract negotiations and co-op management. Her buying staff places all media for inserts, television, radio, interactive and ROP. She joined Bealls in 1994 bringing with her 10 years of retail management experience and has been instrumental in developing new store strategies and Hispanic marketing initiatives. Her strength in analytical strategy and marketing innovation has grown Bealls print presence in all Florida Newspapers. Building strong media partnerships locally is her priority.



Suzanne Hilker

Print Media Buyer, Best Buy

As a Print Buyer, Suzanne negotiates contracts on behalf of Best Buy with more than 90 newspapers, primarily those located in the Southeast. In addition to handling the weekly insert program, she coordinates special ROP initiatives. Suzanne is involved in Best Buy's Women's Leadership Forum which focuses on networking, commitment and giving back. Her project team created a women's technology event which will be rolled out nationally in the coming year. Suzanne joined the Best Buy Print Media team in January 2007.

Prior to Best Buy, Suzanne worked as a Print Buyer at Novus Print Media, negotiating rates on behalf of a variety of national and direct response accounts.

A native of Chicago, Suzanne graduated from Marquette University in Milwaukee, Wisconsin with a degree in advertising. She currently serves as president of her alumni club as well as fundraises for the Greater Minneapolis Crisis Nursery.

Registration Deadline is Monday, August 4th!!

www.fname.org



Program Agenda

Conference is Casual Attire except for the Creative Excellence Awards Banquet

Thursday / September 11

- 12:00 noon - 5:00 p.m. Registration - Convention Center Foyer
Exhibits available for viewing - Salon I Convention Center
- 1:00 p.m. - 3:00 p.m. Board of Director's Meeting - Bermuda Room in Main Hotel
- 6:00 p.m. - 7:00 p.m. Welcome Cocktail Reception Redhead Martini & Cigar Bar on the waterfront at 626 Glenn Cheek Drive in Port Canaveral Sponsored by: Florida Today
- 8:00 p.m. - Till Dinner (On Your Own)

Friday / September 12

- 7:30 a.m. - 8:30 a.m. Buffet Breakfast - Salon III Convention Center - Sponsored by Wave 2 Media Solutions LLC
- 8:30 a.m. - 5:00 p.m. Registration - Convention Center Foyer
Salon I Convention Center
- 8:30 a.m. - 8:45 a.m. Early Bird Drawings
- 8:45 a.m. - 9:00 a.m. Business Meeting and Election of Officers
- 9:00 a.m. - 9:15 a.m. Welcome from FLORIDA TODAY - Mark Mikolajczyk, President and Publisher
- 9:15 a.m. - 9:45 a.m. CENTRO - Shawn Riegsecker, Chairman and CEO
- 9:45 a.m. - 10:00 a.m. Break
- 10:00 a.m. - 10:30 a.m. EVANTUS. Print Media, a division of Novus Print Media Network - Nancy Tiran, Director, Client Services
- 10:30 a.m. - 11:00 a.m. NADA - Paul Taylor, Ph.D., Chief Economist
- 11:00a.m. - 11:30 a.m. CNW Research, Art Spinella, President
- 11:30 a.m. - Noon CITY FURNITURE - Mike Lennon, Vice President Marketing
- 12:00 noon - 1:45 p.m. Luncheon Salon III Convention Center
Installation of FNAME officers
Sponsor Recognition
Salon I Convention Center
- 1:45 p.m. - 2:15 p.m. CVS Caremark - Alison Albrecht, Sr. Media Manager
- 2:15 p.m. - 2:45 p.m. BEST BUY - Steve Winslow, Manager Print Media Buying
- 2:45 p.m. - 3:00 p.m. Break
- 3:00 p.m. - 3:30 p.m. PUBLIX SUPER MARKETS, INC. - Shelley King Rogers, Media Manager
- 3:30 p.m. - 4:00 p.m. AT&T - Jim Bugel, Assistant Vice President of Federal Affairs
- 4:00 p.m. - 4:30 p.m. TARGET - Stacy Boone, Media Manager
- 4:30 p.m. - 5:00 p.m. FLORIDA'S SPACE COAST OFFICE TOURISM - Rob Varley, Executive Director
- 6:00 p.m. - 7:00 p.m. Cocktail Reception Convention Center Foyer Sponsored by THE KENNEDY GROUP
- 7:00 p.m. - 10:00 p.m. Banquet & Tearsheets Awards Pavilion Ballroom, Featured Speaker ALLEN NEUHARTH, Founder of USA TODAY
Wine Sponsored by AMERICAN COLOR GRAPHICS

Saturday / September 13

- 7:30 a.m. - 8:30 a.m. Breakfast Buffet - Salon III Convention Center - Sponsored by NNN
- 8:30 a.m. - Noon Registration - Convention Center Foyer
Salon I Convention Center
- 8:30 a.m. - 8:45 a.m. Early Bird Drawings
- 8:45 a.m. - 9:00 a.m. Major Retail Directory Doug Scroggin
- 9:00 a.m. - 9:30 a.m. VERIZON WIRELESS - Robyn Duval, Associate Director of National Advertising
- 9:30 a.m. - 10:00 a.m. ETHNIC PRINT MEDIA GROUP - Gabrielle Austin, President
- 10:00 a.m. - 10:15 a.m. Break
- 10:15 a.m. - Noon Round Tables
- Best Buy - Suzanne Hilker, Print Media Buyer
- Publix Supermarkets, Inc. - Shelley King Rogers, Media Manager
- CVS Caremark - Alison Albrecht, Sr. Media Manager
- Bealls Department Stores, Inc. - Melissa Niewold, Media Director
- Target - Heather Burroughs
- Free Time
- Noon - 6:00 p.m. FNAME Networking - Open Night
- 6:00 p.m. - ?



Mike Lennon

Vice President Marketing, City Furniture

Mike has been with City Furniture for thirty years. City furniture began as Waterbed City. The company transformed itself from a waterbed specialty chain that began in 1971 to a full line furniture store in 1994.

City Furniture today operates 17 City Furniture Stores, 8 Ashley Home Stores and Kevin Charles, an upholstery manufacturing company in New Albany, Missouri.

The Market Department is responsible for marketing, advertising, product development, merchandising, purchasing logistics, and quality for the Company.



Mark S. Mikolajczyk

Florida Today, President and Publisher

Mark began working for Gannett in 1982 as production coordinator at USA TODAY. He has held positions of production director at Port Huron in MI, and VP/Production in Cincinnati, Ohio. He joined Gannett corporate staff in 1996 as director of production and promoted to Senior Vice President / Operations in 2003. Mark was named President and CEO of the Detroit Newspaper Partnership in 2005.

He earned his BS (Printing Management and Technology) at the Rochester Institute of Technology.

Mark serves on board of directors of IFRA (world's leading association for newspaper and media publishing), and as a committee member of Florida Press Association

As part of community organizations he serves on the board of directors for following: Space Coast Early Intervention Center; Reaching Out Holiday Program; Economic Development Commission of Florida's Space Coast; United Way of Brevard. He is also a member of Civilian Military Relations Council.



Allen H. Neuharth

Founder USA Today

Al Neuharth was born a poor country boy in South Dakota in 1924. He became a self-made multimillionaire who built the nation's largest newspaper company, Gannett Co. Inc., and started the nation's most widely read newspaper, USA TODAY.

Since his "retirement" from Gannett in 1989 at age 65, he has been an active author, speaker, columnist and world traveler. He "retired a second time" on June 1, 1997, as chairman of one of the nation's largest private charitable foundations, The Freedom Forum, which he founded in 1991.

While Neuharth was president and then chairman of Gannett, annual revenues increased from \$200 million to \$3.1 billion. The company had 21 years — 85 consecutive quarters — of uninterrupted earnings gains.

Neuharth joined Gannett as general manager of its two Rochester, N.Y., newspapers in 1963. In 1966, he assumed the added role of president of Gannett Florida and started a new newspaper, TODAY, later renamed FLORIDA TODAY.

Neuharth has been chairman and president of the Newspaper Association of America. He has received many awards in the profit and nonprofit sectors, including the Horatio Alger Award in 1975.



Featured Speakers



Shawn Riegsecker

Shawn Riegsecker is the founder of Centro and currently leads its strategic vision as Chairman and CEO. Centro has developed a proprietary local media web-based platform that helps make advertising on local websites easy and efficient for hundreds of advertisers and agencies. Having worked his entire career in the confluence of publishing, advertising and technology, Riegsecker saw the need to help make the buying of local online media across thousands of traditional publisher websites easy for advertisers and their respective advertising agencies. He began his career in 1992 selling print advertising for the Akron Beacon Journal, moved on to leading the sales team at Cleveland.com and eventually to a similar role at Real Media. Mr. Riegsecker founded Centro to help create a frictionless media process between buyers and sellers in the local industry. Based in Chicago, the company has more than 100 employees and offices in nine cities. Mr. Riegsecker graduated from Bowling Green State University with a B.S. in Business Administration.



Shelley King Rogers

Media Manager, Publix Super Markets, Inc.

Shelley has worked in advertising, marketing and media for over 24 years. She has worked for The St. Petersburg Times/Times Publishing Co., The Florida Times-Union, Landmark Communications/Trader Publications, GTE Directories, Whiteco Outdoor, Pinch-A-Penny Inc. and Eckerd Corporation.

In 2005, Shelley joined the Marketing department at Publix Super Markets, Inc. in Lakeland, Florida as Media Manager. She's responsible for the strategic development and analysis of all media for Publix's corporate marketing initiatives and sponsorships, supporting 920+ supermarket locations.

Shelley is a graduate of the University of Florida and is married to Robert Rogers, a corporate pilot. They live in Plant City, Florida.



Paul C. Taylor, Ph.D

Chief Economist, National Automobile Dealers Association

Paul oversees NADA's industry analysis activities, which include research on a wide range of factors impacting the retail automotive industry and publishing NADA's annual compilation of facts and figures, titled *NADA DATA*. He will also serve as spokesperson for the association on economic and business issues.

Before joining NADA in 1999, Taylor served as senior economist for America's Community Bankers. Prior to that, he was senior economist for the Joint Economic Committee of the U.S. Congress. Taylor headed the Fiscal Policy Council and was a Senior Financial Analyst at the U.S. International Trade Commission.

The National Automobile Dealers Association, founded in 1917 and based in McLean, Va., represents more than 20,000 new car and truck dealers, holding over 43,000 separate franchises, both domestic and import.



Nancy Tiran

Director, Client Services, Evantus Print Media, a division of Novus Print Media Network

Nancy joined Evantus Print Media in 2007 and is currently responsible for the leadership and strategic direction of the division's Client Services department. Nancy's goal is to ensure that Evantus' people, practices, policies and systems are "best in class" in order to deliver on the client satisfaction promise, enable continued growth, improve operating performance and create a competitive advantage. A lifetime supporter of newspaper media and the role it plays for retailers, Nancy has sat on both sides of the table and therefore brings a critical "other perspective" to Evantus and the clients it serves.

Minneapolis-based Novus Print Media Network is a top ten U.S. media agency as ranked by *Ad Age* magazine. The firm is recognized for its expertise in traditional print and local online advertising.

She is a graduate of University of Minnesota



Steve Winslow

Manager, Print Media Buying- Best Buy

Steve joined Best Buy Advertising in December 2007. Prior to Best Buy he worked as a Regional Advertising Director for a group of community newspapers in Minnesota. His start in the newspaper industry was with Target Corporation- beginning as an Analyst and moving onto the buying side as a Sr. Media Buyer. Steve and his team are responsible for negotiating and maintaining relationships with over 815 newspapers across the United States and Puerto Rico.

Steve lives in Elk River Minnesota with his wife Julie. When not negotiating contracts he can be found chasing pheasants in southwest Minnesota.



ROB VARLEY

Executive Director, Florida's Space Coast Office Tourism

Rob has a journalism/advertising degree from East Texas State University and prior to entering the destination marketing field was advertising coordinator for a 30 store grocery chain in East Texas and editor of his own weekly newspaper.

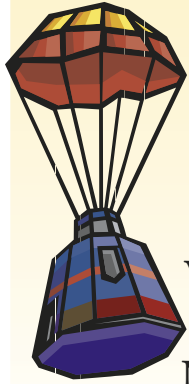
Rob has been in the destination marketing field for 26 years. He began his career in Tyler, Texas where he was manager of the convention and visitors department of the Tyler Chamber of Commerce. He also served as Executive Director of the Texas Rose Festival, a major festival drawing over 80,000 visitors to Tyler. Varley continued his career in West Texas, where he served as Executive Director of the Odessa Convention and Visitors Bureau.

Rob is currently on the board of the Florida Association of Convention and Visitors Bureau, a member of the Membership Committee of the Travel Industry Association and serves on the Executive Committee as Treasurer of the Southeast Tourism Society, a regional tourism marketing and educational organization representing twelve states.

www.fname.org



A Special Thank You to Our Sponsors



The Kennedy Group
Friday Night Cocktail Party
American Color Graphics
Wine at Awards Banquet
Wave 2 Media Solutions LLC
Friday Breakfast Buffet
Newspaper National Network
Saturday Breakfast Buffet



Bring Goodies...

All newspapers are encouraged to bring door prizes (t-shirts, umbrellas, hats, etc.) for our early-bird drawings to be given away Friday and Saturday morning during the conference.

Driving Directions to the Hotel

From the Panhandle: Merge onto I-10 East toward Lake City. Merge onto I-75 South via Exit 296A toward Gainesville/Ocala. In Wildwood merge left onto Florida's Turnpike South via Exit 328 on the left toward Orlando (Portions toll). Take Exit 254 toward US-17/Bee Line Expy/US-441//SR-528 Toll/Airport. Take the SR-528-Toll East exit toward Orlando Int'l Airport/Cape Canaveral/Beechline Exp. Merge onto FL-528 East (Portions toll). FL-528 Beechline becomes FL-A1A S/Astronaut Blvd. FL-528 becomes FL-A1A S/Astronaut Blvd.

From I-95 North (Jacksonville): Take I-95 South. Merge onto FL-528 East via EXIT 205 toward Cape Canaveral. Merge onto FL-528 East (Portions toll). FL-528 Beechline becomes FL-A1A S/Astronaut Blvd.

From I-95 South (Miami): Take I-95 North. Merge onto FL-524 East via Exit 202 toward Cape Canaveral. Turn left onto East Industry Road. Merge onto FL-528 East (Portions toll). FL-528 Beechline becomes FL-A1A S/Astronaut Blvd.

From West Coast/Tampa I-75: Take I-4 Exit East to Orlando, take Exit 72 East toward the Orlando Int'l Airport/Cape Canaveral/FL-528 East (Portions toll). FL-528 Beechline becomes FL-A1A S/Astronaut Blvd.

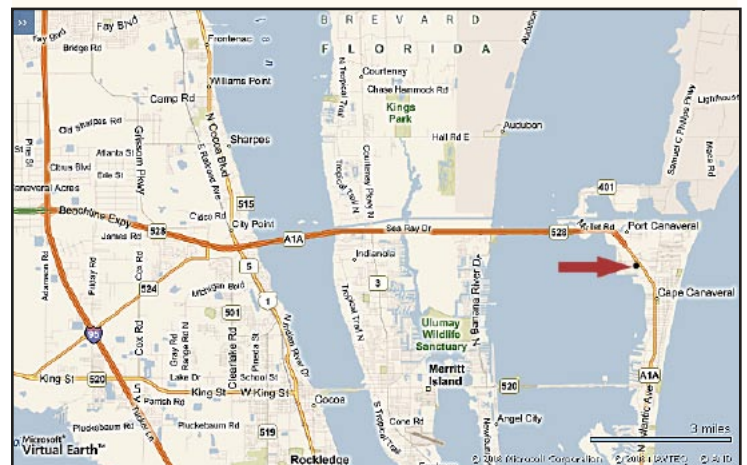
Welcome Cocktail Reception

Thursday Night 6:00 to 7:00 pm
 at The Redhead Martini & Cigar Bar
 in Port Canaveral



Sponsored by Florida Today

The Redhead is located on the waterfront at **626 Glen Cheek Drive** in Port Canaveral. Drive North from the Radisson and turn right into the South Side Port Entrance Marked "B" on map.
<http://theredhead.biz>



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