

# Annual FNAME Sale Conference and Creative Excellence Awards Presentation

September 11, 12 and 13, 2008

**Radisson Resort at the Port**  
*Hosted by Florida Today*

## New Speakers:

### Jill Randell

*Strategic Partner Manager, Google*

Jill Randell has spent the last two years working on Google's Print Ads team in New York. In her role as Strategic Partner Manager, she works with many of the 800 newspapers currently participating in the AdSense for Print program, including several papers in Florida. In addition to working with daily newspapers, Jill has also led the partnership development of Spanish language and college newspapers into the AdSense for Print program. Jill will be presenting an overview of the AdSense for Print program, including new tracking and analytics tools that will help advertisers better understand their newspaper campaign results.

### Laurilee Thompson

*Member, Brevard County Tourist Development Council*

Fifth generation Floridian Laurilee Thompson is a co-owner of the popular Dixie Crossroads Seafood Restaurant in Titusville. A ten year veteran of Space Coast tourism promotion, Laurilee initiated Brevard County's movement to market the area's abundant natural, cultural and historical resources. In 1997, she founded the Space Coast Birding & Wildlife Festival, an eco-tourist event of international renown. The former captain of a commercial fishing boat and a present day environmentalist and businessperson, Laurilee is passionately committed to educating that healthy natural resources provide substantial economic benefits to surrounding communities while contributing positively to residents' quality of life. Laurilee serves on a number of non-profit boards of directors, tourist development entities and growth management planning groups. She is the recipient of numerous awards and recognitions for her conservation and tourism work.



[www.fname.org](http://www.fname.org)

**Radisson** Resort at the Port  
8701 Astronaut Blvd.  
Cape Canaveral, FL 32920  
Resort Reservations: 321-784-0000

## Program Agenda ~ August Update

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  
General Session 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. Google - Jill Randell, Strategic Partner Manager  
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  
General Session  
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. FLORIDA'S SPACE COAST TOURISM - Laurilee Thompson  
4:00 p.m. - 4:30 p.m. TARGET - Stacy Boone, Media Manager  
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  
General Session 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 Barrows  
Noon - 6:00 p.m. Free Time  
6:00 p.m. - ? FNAME Networking - Open Night

