

# 2010 Annual FNAME Sales Conference and Creative Excellence Awards Presentation

at the *TradeWinds* September 9, 10 & 11, 2010  
ISLAND RESORTS ON ST. PETE BEACH

Register now for the FNAME Sales Conference and Creative Excellence Awards to be held in beautiful St. Pete Beach Sept. 9-11 at the TradeWinds Island Resorts.

Register today, you won't want to miss your chance to meet with clients and network with old friends as well as make new ones.

Don't miss this powerful lineup of newspapers' top advertisers, including representatives and speakers from Best Buy, Dillard's, SunTrust and many more. This three-day event is the ideal opportunity to learn more about your customers, your business, the latest trends, emerging trends and your fellow Florida papers.

Hurry, the deadline for registration is August 6. Call the TradeWinds Island Resorts at 1-800-808-9833 and make sure you tell them you are with the Florida Newspaper Advertising and Marketing Executives group.

It's also a great way to ensure that you build better relationships with those in your industry. And there's never been a better place to network and share ideas for increasing profits and meeting the needs of your advertisers and readers.

Review the agenda and sign up now for FNAME 2010! Call 1-800-808-9833 and refer to "FNAME Conference 2010" to reserve your room now!



Hosted by **St. Petersburg Times**



## DEADLINE AUGUST 6

Room rate is \$129.00 per night, plus tax and parking

Reservations may be made by filling out the "Hotel Room Reservation Form" or calling 1-800-808-9833 and refer to "FNAME Conference 2010"



# Ad-Zec NEWS

The Official Publication of Florida Newspaper Advertising & Marketing Executives

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# Program Agenda

## Thursday/Sept. 9

- 12 - 5 pm** ..... **Registration** (Convention Office 2)  
**1 - 4 pm** ..... **Board of Directors Meeting** (Chart Room)  
**6 - 8 pm** ..... **WELCOME Cocktail Reception**  
 This reception will be held outdoors, weather permitting, on Pirate Island. Dress in casual, tropical attire and get ready for an evening of Caribbean sounds, light refreshments and great conversation.  
*Sponsored by the St. Petersburg Times*  
**8:00 pm** ..... **Dinner** (On Your Own)

## Friday/Sept. 10

- 7:30 am - 8:30 am** ..... **Breakfast Buffet** (Glades/Jasmine Room)  
*Sponsored by RAM-Research and Analysis of Media*  
**8 am - 5 pm** ..... **Registration** (Convention Office 2)  
**General Session** Horizons Room  
**8:30 - 8:50 am** ..... **Business Meeting & Election of Officers**  
 For FNAME members only  
**8:50 - 9 am** ..... **Early Bird Drawings**  
**9 - 9:15 am** ..... **Welcome**  
 Paul C. Tash, Chairman and CEO Times Publishing Company  
**9:15 - 9:55 am** ..... **Joanna Vielguth**, Target  
**9:55 - 10:35 am** ..... **Craig Desens**, NSA Media  
**10:35 - 10:50 am** ..... **Break**  
*Sponsored by Doodad Printer*  
**10:50 - 11:30 am** ..... **Debbie Sklar**, Horizon Media  
**11:45 am - 1:15 pm** ..... **Luncheon** (Glades/Jasmine Room)  
 Installation of FNAME officers, Sponsor Recognition  
*Sponsored by Wave2*  
**General Session** Horizons Room  
**1:30 - 2:10 pm** ..... **Steve Winslow**, Best Buy  
**2:10 - 2:50 pm** ..... **Susannah Costello**, Visit Florida  
**2:50 - 3:10 pm** ..... **Break**  
*Sponsored by Newspaper National Network*  
**3:10 - 3:50 pm** ..... **Jennifer Bryer**, Macy's  
**3:50 - 4:30 pm** ..... **Gregory Miller**, SunTrust  
**6 - 7 pm** ..... **Cocktail Reception** (Tarpon Key Room)  
*Sponsored by The Kennedy Group*  
**7 pm - 10 pm** ..... **Banquet and Awards** (Tarpon Key Room)  
*Wine sponsored by Express Card and Label*

## Saturday/Sept. 11

- 7:30 - 8:30 am** ..... **Breakfast Buffet** (Glades/Jasmine Room)  
*Sponsored by Vertis Communications*  
**8 am - 12:00 pm** ..... **Registration** (Convention Office 2)  
**General Session** Horizons Room  
**8:30 - 8:45 am** ..... **Early Bird Drawings**  
**8:45 - 9:25 am** ..... **Lana Champion**,  
 Florida Times-Union, Pay Per Lead  
**9:25 - 10:05 am** ..... **Lori Heintz**, News America  
**10:05 - 10:30 am** ..... **Break**  
**10:30 am - 12 pm** ..... **Round Tables**  
 Best Buy – **Tana Meier**, Dillard's – **Louise Platt**, Bealls – **Melissa Niewold**,  
 Macy's – **Jennifer Bryer**

## Featured Speakers



### Jennifer Bryer

*Director ROP/Inserts, Macy's*

Jennifer joined Macy's in 2000 as an Assistant Merchandise Buyer in the Central Buying Office of Macy's Florida. She moved to Marketing in 2006 as a Media Buyer for the state of Florida, and took on her current role in May of 2009. As the Director of ROP and Inserts at Macy's, Jennifer negotiates contracts for nearly one third of the country with more than 120 newspapers, primarily located in the North, Midwest and Southeast. Jennifer develops and implements print strategies while supervising the negotiating of rates, new initiatives and strategies and exploring new avenues of advertising to secure the best media mix. A native of Pennsylvania, Jennifer graduated from Penn State University with a Bachelor's of Art in Marketing.



### Lana Champion

*Director of Display Advertising, The Florida Times-Union/Jacksonville.com*

Lana is responsible for the national, majors and retail advertising divisions for the newspaper as well as the local website, Jacksonville.com. She began her career in advertising as an account executive with the Times Union. Lana has been on a fast track with Morris Communications ever since, achieving success as Retail Sales Manager, General Manager of Shorelines, Director of Community Publications, Publishing Director of H Magazine, General Manager of Skirt! Magazine, and Publishing Director of Water's Edge Magazine. During this time, Lana launched two new community newspapers and implemented other key revenue producing initiatives. Lana is a graduate of the University of Florida with a B.S. degree in Telecommunications from The College of Journalism and Communications. She currently serves as Secretary of FNAME and Chair of the Florida Press Service.



### Susannah Costello

*Brand Director, VISIT FLORIDA*

Susannah leads the marketing departments that develop and distribute consumer messaging for the state's official tourism marketing organization. In this capacity, she directs the organization's advertising efforts (dedicated and co-op), online marketing, and consumer directed public relations. She also provides the strategic guidance that anchors all consumer efforts in research based understanding of their customers and what it takes to maintain a relationship with them that continues to drive repeat visitation. Additional responsibilities include providing brand analysis and guidance to support marketing alliances with organizations that include Disney, Universal, Seaworld, Kodak, Southwest Airlines and Airtran. Her duties include driving the development of new marketing opportunities that engage Florida's tourism industry, while reinforcing the state's shared brand to the more than 80 million non-resident visitors every year.



### Craig Desens

*Chief Growth officer, Geomentum/NSA Media*

As Chief Growth Officer, Craig leads all development activity for Geomentum and its network of affiliate agencies, including NSA Media (print and alternative delivery) and Wahlstrom (directory yellow pages and local search). Craig joined NSA Media, Geomentum's center of excellence for print and alternative print advertising, in 1996, bringing with him years of retail marketing and trade area analytics expertise.

He transformed and enhanced NSA Media's newspaper database management system, media planning and placement applications, and prospective client analytics processes, granting the company the competitive edge needed to dominate the marketplace. From 1999 to 2004, he served as President of three internal client service divisions, successfully managing and strengthening complex client relationships. Craig freely shares his deep knowledge and passion for our business as a frequent presenter and panel discussion participant at industry conferences. He holds a bachelor's degree from Valparaiso University and a master's degree from Northern Illinois University.



## Tana Meier

*Sr. Manager, Print Media Investment, Best Buy*

Tana joined Best Buy Advertising in 1994 and has worked in both broadcast and print media during her 16-year career with the company. Currently, as the Sr. Manager of the Print Media Investment Team for Best Buy, Tana manages an experienced team of 12 people who handle the analysis, negotiation and execution of print advertising in over 850 newspapers each week. The team has continued to refine and optimize Best Buy's print media investment through strong newspaper partnerships and strategic distribution analysis, and is actively involved with new store openings and other initiatives that impact future company growth. Tana graduated Summa Cum Laude from the University of North Dakota where she obtained her Bachelor of Arts degree, majoring in Advertising and Political Science. She is also a member of the Phi Beta Kappa academic honor society and currently sits on the Newspaper Buyers' Advisory Committee to ABC. In her spare time, Tana enjoys spending time with her husband and 7-year old daughter.



## Gregory Miller

*Senior Vice President and Chief Economist, SunTrust Banks, Inc.*

As SunTrust's Chief Economist, Greg's responsibilities include forecasting the national economy, particularly as it affects interest rates. He sits on committees charged with interest rate setting, corporate investment, and benefits policy. He also evaluates markets and represents SunTrust in regulatory matters concerning potential mergers and acquisitions. Prior to joining SunTrust, Greg was on the faculty of the College of Business Administration at the University of South Florida in Tampa, and currently serves on the USF Business College Board of Advisors. Before joining USF, Greg served two Florida Governors in the Florida State Economist's Office in Tallahassee. In addition to his regular SunTrust duties, he is Past President and Board Member of the Atlanta Economics Club, and President and Founding Director of the Atlanta Economics Foundation. Greg is also Past Chairman of the Economic Advisory Committee of the American Bankers Association. He completed his undergraduate and graduate Economics degrees at Florida State University.



## Melissa Niewold

*Media Director, Bealls Department Stores, Inc.*

Melissa directs the media marketing strategy for 80 Florida Department Stores. Her responsibilities include planning, budgeting, print management & logistics, negotiations and co-op management. Her buying staff places all media for inserts, television, radio, interactive and ROP. Melissa 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 newspapers across Florida. Building strong media partnerships locally is her priority.



## Louise Platt

*Vice President, Marketing/Sales Promotion, Dillard's Southeast Division*

At Dillard's, Louise oversees advertising, marketing, and special events for 65 department stores in a four state area. Platt started her career with Dillard's in the Texas division. She was promoted to Vice President in 1991 and transferred to Florida to help start up the Southeast Division. Prior to her career with Dillard's, she was a sales representative for a suburban newspaper in New Orleans, and a marketing assistant at the Chamber of Commerce in Denver. Louise, who earned a Bachelor of Science degree in Advertising/ Marketing from Oklahoma State University, resides in Clearwater, FL.



## Debbie Sklar

*Vice President, Director of Print Services, Horizon Media*

Debbie has been with Horizon Media for 7 years, 5 of them at the helm of the Print Services Group. Debbie has spent her entire career with media buying services, having started her career at VSM Media, where she spent over 7 years on heavy print accounts which used both magazines and newspapers in their media buys. Horizon's print spending covers a range of categories with accounts such as Seminole Casinos, A&E and History Cable Networks, Mutual of Omaha, Boars Head, Crown Beer brands, Cadbury-Adams, and the White Wave/Dean Foods portfolio of brands. Debbie has a BA in Advertising from Penn State University and an MBA from Hofstra University on Long Island. She is a member of the AAAA Print Committee and in 2007 was a panelist at the NAA Marketing Conference. Most recently Debbie became a member of the Credentials and Magazine Buying Committees for the Audit Bureau of Circulation. Debbie is an avid sports fan and spends much of her spare time rooting for the New York Yankees, her alma mater Penn State, or just watching a tennis match.



## Paul C. Tash

*Chairman and CEO, Times Publishing Company*

A native of South Bend, Ind., Paul graduated summa cum laude from Indiana University in 1976. He received a Marshall Scholarship and graduated magna cum laude with a bachelor of laws degree from Edinburgh University in Scotland in 1978. He started with the Times that fall as a local news reporter. He also has been a Tallahassee reporter, the city editor, metropolitan editor, Washington bureau chief and executive editor for the Times. From 1990-91, Paul was the editor and publisher of Florida Trend, a statewide business magazine owned by the Times Publishing Co. Tash is chairman of the Poynter Institute for Media Studies, a school for journalists, which owns Times Publishing. He also serves on the boards of the Pulitzer Prizes, the Associated Press and the Newspaper Association of America. Paul is also a member of the Florida Council of 100, a group of business leaders.



## Steve Winslow

*Manager, Print Media Buying, Best Buy*

Steve joined Best Buy in December 2007. Prior to Best Buy he worked as a National/Major Account Director for ECM Publishers Inc (a group of twenty seven community newspapers in Minnesota). His start in the newspaper industry was with Target Corporation, where his responsibilities included both print analysis and buying for a number of large markets. At Best Buy, Steve and his team are responsible for negotiating and maintaining relationships with over 850 newspapers across the United States and Puerto Rico. A large focus of Steve's past year has been developing new partnerships at the ownership group level of the newspapers. Steve and his wife Julie reside in Elk River, Minnesota.

## Featured Speakers

### Lori Heini

*Vice President, Media Director, News America Marketing*

As Vice President, Lori manages a team of three analysts that negotiate contracts for over 1,600 newspapers in which Smart Source is inserted 44 times a year. Lori is also responsible for the semi-annual update and maintenance of the Smart Source Market List, which has a weekly circulation of almost 70 million. Lori has been with News America Marketing for 13 years. Prior to working here, Lori was in Sales Promotion at Macy's in the Toledo, Kansas City and New York divisions for 12 years. There she worked her way "up the ladder" from Christmas sales help to the Vice President of Advertising. Lori also worked at the New York Daily News for 1-1/2 years. Lori lives in New York City with her husband, Richard Nassau. She has a Bachelor of Arts Degree in Communications from the University of Toledo

### Joanna Vielguth

*Sr. Media Planner, Media Strategy, Target*

Joanna is responsible for developing guest-centric local media strategies for Target. Employed with the retailer since 2005, she brings a combination of merchandising and marketing experience which helps help build strong relationships with top-tier newspapers and online media companies. As a strategist and marketer, she represents local media in a variety of brand and category campaigns. Joanna holds a bachelor's degree in Public Relations and Business from the University of Wisconsin - La Crosse. Joanna resides in St. Paul, Minnesota, with her husband, Dayton, who is also an employee of Target.

## Welcome Cocktail Reception

**Thursday, Sept. 9 • 6 – 8 pm**  
**TradeWinds Island Resort**

To be held outdoors, weather permitting, on Pirate Island. Dress in casual, tropical attire and get ready for an evening of Caribbean sounds, light refreshments and great conversation.

## A Special Thank You to Our Sponsors:



### Doodad Printer

*Sponsor for Friday Morning Break*

### Express Card and Label

*Sponsor for Wine at the Awards Banquet*

### The Kennedy Group

*Sponsor for Friday Night Cocktail party*

### Newspaper National Network

*Sponsor for Friday Afternoon Break*

### RAM - Research and Analysis of Media

*Sponsor for Friday Morning Breakfast*

### Vertis Communications

*Sponsor for Saturday Morning Breakfast*

### Wave2

*Sponsor for Friday Lunch*



BOUNCING BACK 2010

**TradeWinds**  
ISLAND RESORTS ON ST. PETE BEACH

## TradeWinds Island Grand Beach Resort

5500 Gulf Blvd., St. Pete Beach, FL 33706 • 727-367-6461

[tradewindsresort.com](http://tradewindsresort.com)



TradeWinds Island Resorts are located in the Tampa Bay Area of Florida's Central West Coast directly on the Gulf of Mexico beach. Nestled on the island of St. Pete Beach, the resorts have a breezy, casual ambience, yet share the diverse cultural events and active night life of the Tampa Bay metropolitan area. Both Tampa International Airport and St. Petersburg/Clearwater Airport are about 30 minutes away, via Interstate 275.

### From points North

From I-75, take I-275 to Tampa and remain on it through Tampa and across Tampa Bay. Continue South on I-275 approximately 15 miles through St. Petersburg. Proceed from \* see the end.

### From points East

Take I-4 west into Tampa. Stay in the left hand lane and follow the signs for I-275 South "To St. Petersburg" past downtown Tampa and across Tampa Bay. Continue South on I-275 approximately 15 miles through St. Petersburg. Proceed from \* see the end.

### From points South

From I-75 take the I-275 exit "To St. Petersburg" (not Tampa), and over the Sunshine Skyway Bridge (\$1.00 toll). Proceed from \* below.

### From Tampa International Airport

Follow the signs to I-275 South "To St. Petersburg" and across Tampa Bay. Continue South on I-275 approximately 15 miles through St. Petersburg. Proceed from \* below.

### From St. Petersburg/Clearwater Airport

Turn left out of airport onto Roosevelt and follow signs to I-275 South through St. Petersburg, approximately 13 miles. Proceed from \* below.

\* Exit I-275 at the St. Pete Beach/Pinellas Bayway Exit (new exit 17, old exit 4). Proceed West across Pinellas Bayway (\$.50 toll) which takes you directly to St. Pete Beach and ends at Gulf Blvd. Turn right, and the TradeWinds Resorts are on the left hand side of the street, about 1-1.5 miles north.

