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FNAME Conference

Sonesta Bayfront Hotel Coconut Grove
2889 McFarlane Road
Coconut Grove, FL 33133
SEPTEMBER 24, 25, 26, 2009

Room rate is \$109.00 per night plus tax.
Valet Parking is \$23.00 per day.

Refer to **Group Code 10E9U2** when making room reservations and identify yourself as part of the Florida Newspaper Advertising and Marketing Executives.

Make your reservation by phone at **305-529-2828** or online at **[www.Sonesta.com/Coconut Grove](http://www.Sonesta.com/CoconutGrove)**

All,

If you were thinking of skipping this year's FNAME conference to save on expenses, I would strongly ask that you reconsider. When you add up the numbers, there is no better value. This year we are featuring over a dozen key accounts that spend millions of dollars in Florida newspapers. The cost to attend the conference would be equal, if not more, to visiting just one of these featured out-of-state advertisers. Doing a little rough math, even on the high side, the cost is less than \$75 per account. I call that a pretty efficient use of your budget. In addition, there are tremendous networking opportunities available. In the past, newspapers were fierce competitors, but in today's environment, we are working more closely together than ever as an industry to provide advertising solutions for our accounts.

I look forward to seeing everyone at this year's conference.

Doug Scroggin
*Director of National and Major Retail Advertising,
Sun-Sentinel and President, FNAME*

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PROGRAM AGENDA

THURSDAY/SEPTEMBER 24

Exhibits available for viewing daily in the Peacock Park Room

08:00 am - 05:00 pm Registration - Ballroom Foyer

08:00 am - 10:00 am Board of Director's Meeting - Bay Room

General Session Biscayne Ballroom

10:00 am - 11:45 am **Online Revenue Opportunities and Trends: Mobile, Search, Behavioral Targeting, Messaging, Rich Media**

Monica Boyer, Majors/National Account Manager, TBO.com

Bill Hunsberger, Interactive Retail Sales Manager for TCPalm.com

Raul Lopez, Interactive General Manager, Miami Herald Interactive Network: miamiherald.com, elnuevoherald.com, miami.com, and momsmiami.com

Raul Vielma, Director of Interactive Sales, PalmBeachPost.com



12:00 pm - 01:30 pm **Luncheon and Awards for Weekly newspapers** - Grove Ballroom

02:00 pm - 02:45 pm **Best Business Practices**

Engage in this panel discussion with some of Florida's leading advertising executives as they share revenue ideas, new practices and business approaches to maximize efficiencies and opportunities in this evolving industry.

02:45 pm - 03:00 pm **Break**

03:00 pm - 04:00 pm **What Media Buyers Need to Know to Buy Your Market**

Join **David Crawford** from SRDS and a few of his media buyer friends in this informative session geared toward developing more effective sales presentations.

04:00 pm - 05:00 pm **State of the Newspaper Industry Roadshow Presentation**

This session will showcase a roadshow presentation that Gannett, Hearst, McClatchy, MediaNews and Tribune are sharing with national retailers across the county that takes a look at the current state of the newspaper industry, how we continue to deliver the diversity of our audiences, and the overall impact of our changing business on their changing business.

Colleen Brewer, Vice-President/Sales, National Sales Team, Gannett Co, Inc.

06:00 pm - 07:00 pm **Welcome Cocktail Reception**

Crazy Pianos, CocoWalk, 3015 Grand Ave., Coconut Grove, FL

Sponsored by The Miami Herald Media Co.

08:00 p.m. **Dinner** *(On Your Own)*

If you want to stay at Crazy Pianos, they will be offering a pre-fix menu that will include a choice of appetizer, entrée, and dessert for \$35.00 *(plus tax and tip)*



PROGRAM AGENDA



FRIDAY/SEPTEMBER 25

Exhibits available for viewing daily in the Peacock Park Room

- 07:30 am - 08:30 am** **Breakfast Buffet** - Grove Ballroom
Sponsored by The Kennedy Group
- 08:00 am - 05:00 pm** **Registration** - Ballroom Foyer
General Session Biscayne Ballroom
- 08:30 am - 08:45 am** Early Bird Drawings
08:45 am - 09:00 am Business Meeting and Election of Officers
09:00 am - 09:15 am Welcome - **David Landsberg**, The Miami Herald Media Co.
09:15 am - 10:00 am **Greg Miller**, SunTrust Bank, Inc.
10:00 am - 10:15 am **Break** - Ballroom Foyer
10:15 am - 11:00 am **Suzanne Hilker, Kimberly Cook, and Kelly Delahunt**, Best Buy
11:00 am - 11:45 am **Bill Ardoff**, Tires Plus
12:00 pm - 01:45 pm **Luncheon** - Grove Ballroom
Installation of FNAME officers, Sponsor Recognition
- General Session** Biscayne Ballroom
- 01:45 pm - 02:30 pm** **Matt Runge**, ACG representing Michaels
02:30 pm - 03:15 pm **Terry McAskill**, Media Pros U.S.A. representing CompUSA
03:15 pm - 03:30 pm **Break** - Ballroom Foyer - **Sponsored by Retail Sense**
03:30 pm - 04:15 pm **Jennifer Doerfel**, Tampa Bay Builders Association
04:15 pm - 05:00 pm **Brad Flenniken and Rob Brown**, Vertis Communications representing Lowe's
06:00 pm - 07:00 pm **Cocktail Reception** - Bay Room and Peacock Park Room
Sponsored by Wave2 Media Solutions
- 07:00 pm - 10:00 pm** **Banquet & Tearsheets Awards** - Grove Ballroom
Wine Sponsored by Express Card and Label

SATURDAY/SEPTEMBER 26

- 07:30 am - 08:30 am** **Breakfast Buffet** - Grove Ballroom
08:30 am - 12:00 pm **Registration** - Ballroom Foyer
General Session Biscayne Ballroom
- 08:30 am - 08:45 am** Early Bird Drawings
08:45 am - 09:00 am Major Retail Directory
09:00 am - 09:30 am **Larry Berg**, Valassis
09:30 am - 10:00 am **Brian Gorman**, Wave2 Media Solutions
10:00 am - 10:15 am **Break** - Ballroom Foyer
10:15 am - 12:00 pm Round Tables
Bealls Department Stores, Inc. - **Melissa Niewold**
Best Buy - **Kimberly Cook & Kelly Delahunt**
Dillards - **Louise Platt**
Publix Supermarkets, Inc. - **Shelley King Rogers**

Conference is Casual Attire except for the Creative Excellence Awards Banquet





Terry McAskill
Founder and CEO, Media Pros U.S.A.
Representing CompUSA

Terry McAskill is Founder and CEO of Media Pros U.S.A., a media planning agency/brokerage specializing in Newspaper, Magazine, Online and TV/Cable targeted media campaigns. Terry has over 28 years of international experience in sales and publishing management, strategic marketing/advertising planning, media negotiations, events marketing and entrepreneurial business development. His leadership and strategic direction has enabled continued client growth while building strong media partnerships throughout the United States and Puerto Rico. Prior to forming Media Pros U.S.A., Terry founded and served as President of an international advertising and public relations firm specializing in hotel/resort marketing with offices in the U.S. and western Europe; co-founded and operated a media representation agency, CommPros, LLC; was Regional Group Publisher of a U.S. National Visitor Guide information company, involved in launching publications in the southeast U.S., Caribbean and Great Britain. Terry also held the position of Sr. VP of a media brokerage firm based in Atlanta, where he was pivotal in developing the company's annual sales revenue from just under \$3 million to over \$45 million. He subsequently served as the new business development officer of B.E. International LLC, a global media planning and buying firm with offices in 38 countries, serving the media needs of multi-national media communication agencies worldwide.



Bill Ardoff
Advertising & Internet
Marketing Director, Tires Plus

Bill is responsible for contract negotiation, media management, and retail marketing. He joined Tires Plus in 1992 and has brought Tires Plus broad experience in all aspects of advertising, media, and internet. His strengths are managing print execution, web design, research and contract negotiation as well as ad agency partnerships. Bill is a "data junkie" who is always looking for new ways to reach new customers affordably, with a positive ROI. Bill is a graduate of the University of South Florida and resides in the Tampa/St. Pete area.



Larry Berg
VP of Communications, Strategic Sales and
General Manager, Newspaper, Valassis

Larry manages the Sales team within the Communications Sector and owns the P & L responsibilities of the Newspaper Brands. Larry has been with Valassis since 1987 and has held various senior level positions within the organization. Larry graduated from Western Michigan University with a Bachelor of Science in Management and Communications. Larry is married to Lynn and has two daughters, Kara and Kaitlyn.



Monica Boyer
Online National Account Manager, The Florida
Communications Group of Media General

With a specialized focus on the digital platform, Monica develops multimedia strategies that lead to successful solutions for clients across the country. Since 2002, Monica has been handling millions of dollars a year, of advertising placements for companies like Macy's, Visit Florida, General Motors, and Ryland Homes. Monica excels at effectively combining broadcast, print, mobile and online medias that warrant impressive results for her clients. Her campaigns not only return online sales increases, but offline results as well. She has embraced the digital evolution including mobile banner advertising, text messaging, behavioral targeting, e-mail marketing and unique rich media

placements that are continuously demonstrating record results when combined with traditional print and broadcast platforms. Prior to joining Media General Inc., Monica began her career with The Washington Post in online recruitment and helped guide national retailers, transportation and hospitality companies in attracting top employment candidates. Monica has been a Tampa Bay resident for the last 7 years with her husband of and two young boys.



Colleen Brewer
Vice-President/Sales,
National Sales Team, Gannett Co, Inc

Colleen has been active in the industry for over 20 years. In markets like Nashville, San Diego, San Francisco Bay area and Denver, Brewer has had a focus on matching media solutions with the needs of national customers. In her current role, Brewer led the sales efforts of Gannett's Sunday Select program, the first of its kind opt-in subscriber program. She has been instrumental in helping other newspaper companies develop similar programs. Along with her colleagues from Tribune, McClatchy, MediaNews, Hearst and NAA, Brewer is leading discussion with senior level executives at national retailers on the current state of the newspaper industry and how the changes in media overall impacts their business.



Rob Brown
Director of Client Services,
Vertis Communications

Rob is currently responsible for providing strategic support to clients and driving execution with the Vertis Media team. Prior to Vertis he worked as a Media Manager for The Home Depot, overseeing the company's Mass Print program as well as various local marketing initiatives. He started in newspaper advertising with Newspaper Services of America where he spent 5 years in multiple roles. Rob and his family currently reside in Atlanta. He is a graduate of The Florida State University.



Kimberly Cook
Manager, Print Media Analysis
& Execution – Best Buy Co., Inc

Kimberly joined Best Buy Marketing Communications in May of 2001 and holds the position of Manager of Print Media Analysis and Execution. Prior to that, she managed clients such as Polaris Industries, Godfather's Pizza, and Aveda at two mid-size agencies. Kimberly's team of Analysts and an Ad Planner are responsible for providing strategic insert distribution analysis and execution for approximately 850 newspapers and 20,000+ zip codes nationally for the Best Buy insert program. In addition, they serve as the print distribution experts and provide print strategy for events such as new store openings and vendor initiatives. Kimberly lives in Eagan, MN with her husband and two boys. On weekends, you may find them at the Minnesota zoo, visiting a lake home or roaming the halls of Mall of America.



David Crawford
Regional Account Manager,
Standard Rate and Data Service

Whether in his current position as Regional Account Manager with Standard Rate and Data Service or his decade plus experience as a Media Buyer and Planner, David Crawford has made a career in the print industry. David Crawford is the Regional Account Manager at SRDS, but prior to that, he enjoyed over ten years as a print media buyer and planner, working for agencies like Strategic Print Marketing, Newspaper Services of America and The Newspaper Network. The Account Roster he helped manage is a who's who of newspaper advertisers: Circuit City, Home Depot, Bed Bath and Beyond, JCPenney. He also worked on National campaigns for the likes of Coca Cola

and Turtle Wax. David imparts his experience as a buyer/planner to his current clients, many of whom are looking to engage the very agencies and accounts that David was recently leading. David currently lives in suburban Atlanta with his wife Juli and two daughters; Lily and Miranda.



Kelly Delahunt
Print Media Analyst, Best Buy

Kelly began her career as an Account Executive with the Minneapolis Star Tribune managing a territory of regional retail accounts before joining the Best Buy team in April of 2007. In her current role at Best Buy, she provides strategic insert distribution analysis and execution for over 10,000 zip codes throughout 400+ newspapers nationally.

In addition, she plays an integral role on the new store opening team by planning grand opening print distribution strategies to best support new stores. Kelly is also a highly involved and respected participant in the Women's Leadership Forum (Wolf Network), which focuses on networking, commitment, and giving back to the community. Kelly lives in Minneapolis, Minnesota with her [new] husband Terry. She graduated from the University of Minnesota's School of Journalism and Mass Communication with a degree in advertising. In her spare time, she can be found running around the lakes of Minneapolis or reading a good book.

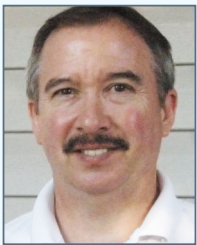


Jennifer Doerfel
*Executive Vice President,
Tampa Bay Builders Association*

Jennifer Doerfel is the Executive Vice President of the Tampa Bay Builders Association. Her role is to manage the day-to-day operations of the association and to be the voice of the building industry. The Tampa Bay Builders Association is one of the largest and influential trade organizations

in the state of Florida representing members of the commercial and residential building community in Hillsborough, Pasco and Pinellas counties. Prior to her current position, Jennifer spent several years as the association's Director of Governmental Affairs.

Over the years, Jennifer has worked through the governmental affairs process at all levels of government and has experienced major changes in the planning and regulatory process. Having co-owned a consulting business has sharpened her business and management skills. Her political roots go deep, as she has worked in various roles on numerous campaigns, including management and fundraising. Her experience includes working on national issues and presidential campaigns as well as state and local races. Jennifer has helped to guide the TBBA's political activities working closely with candidates at all levels of government. A native of Brandon, Jennifer attended Bloomingdale High School and the University of South Florida. She is married to John Doerfel who is a residential property appraiser, and they reside in Valrico.



Brad Flenniken
*Media Account Manager-Contract Manager,
Vertis Communications representing Lowe's*

Brad works with clients and newspapers in every state in the US as well as Mexico and Canada to develop and execute advertising plans. Prior to joining Vertis, he was with Gannett for 15 years, and prior to Gannett he was General Manager with an independent phonebook company that covered four states and part of Mexico. Brad

attended New Mexico State University and the University of Texas at El Paso. Brad enjoys golfing and coaching his daughters' Under 12 soccer team. Brad is a black belt in three different styles of the martial arts. Brad is married to a girl from Melbourne, FL and has three daughters. They currently reside in Greenville, SC.



Brian Gorman
*Vice President of Sales and Marketing,
Wave2 Media Solutions*

Brian has over 25 years of sales and executive sales management experience in the publishing industry. He began as a territory rep with Compugraphic and since that time has held various sales and operational roles with Bitstream, a leading developer of font

technology; Hyphen, an early developer of Postscript solutions in the newspaper industry; and Cascade Systems, where Brian directed the sales and marketing of one of the first ad tracking and digital asset management solutions for the newspaper industry. As the Internet emerged as a major opportunity for advertising in the late 90's, Cascade formed a partnership with CMGI / Engage and was later acquired by them in 2000. Brian was appointed head of Worldwide Sales by Engage where he helped manage the convergence of both print and online advertising solutions targeted for the publishing industry. Brian, along with three partners, started Wave2 Media Solutions in October of 2006. Wave2 has quickly become the leading supplier of self-service advertising systems in the United States.



Suzanne Hilker
Sr. Print Media Buyer, Best Buy

As a Sr. Print Media Buyer, Suzanne negotiates contracts on behalf of Best Buy with more than 100 newspapers, primarily those located in the Southeast. In addition to handling the weekly insert program, she coordinates special ROP initiatives and manages advertising for grand openings. Suzanne is heavily involved in Best

Buy's Women's Leadership Forum, which focuses on networking, commitment and giving back. Her WoLF team is currently working on a pilot mentorship program for female store employees. 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 and fundraises for the Greater Minneapolis Nursery.



Bill Hunsberger
*Interactive Retail Sales Manager
Scripps Treasure Coast Newspapers*

Bill Hunsberger is the Interactive Retail Sales Manager for Scripps Treasure Coast Newspapers website, TCPalm.com. Bill has been with TCPalm for a little over two years where he has been manager and SEM sales specialist. Since 2000 he has been involved with

Search Marketing Solutions, from both sides of the table as a Business Development Manager and in marketing Search to retailers. He was also instrumental in establishing Scripps SEM.



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, FL.



David Landsberg
President and Publisher,
Miami Herald Media Company

David is the President and Publisher of Miami Herald Media Company (MHMC), a position from where he oversees the news and business operations of the company. An experienced newspaper industry executive who has worked for MHMC and its parent company for the past 24 years, he started his career with MHMC as a staff accountant. After 10 years in a variety of financial management positions he transferred to Knight Ridder, MHMC's former parent company, to help create their Financial Shared Services Center. He returned to MHMC in 1996 as Chief Financial Officer, where he also ran The Miami Herald's start-up online business. He served as Vice President of Advertising for six years and was later promoted to General Manager of MHMC, a position he held until October 2006 when he assumed the role of President and Publisher. David is a Miami native, graduated from the University of Florida and has an MBA from the University of Miami. He is a board member of United Way of Miami-Dade County and Goodwill Industries of South Florida. He is also member of the Orange Bowl Committee. David and his wife Anoly have three daughters, and live in South Miami, FL.



Raul Lopez
Interactive General Manager
Miami Herald Interactive Network -
miamiherald.com, elnuevoherald.com,
miami.com and momsmiami.com

Raul Lopez is the Interactive General Manager of the Miami Herald Interactive Network that includes an array of products: miamiherald.com, elnuevoherald.com, miami.com and momsmiami.com. Additionally, Raul oversees the Yahoo! partnership at The Miami Herald Media Co. Raul joined The Miami Herald in August 1988 and held several positions in advertising, including National Advertising Director. He left to work in the Internet Industry during the boom years, returning to The Miami Herald in 2000. After leading a Corporate Regional Sales team for two years, he took over The Miami Herald's Interactive Division in 2004. He and his wife, Joanne, have three children. All family members sail, surf and compete in triathlons together in their spare time.



Gregory Miller
First Vice President and Chief Economist,
SunTrust Bank, Inc.

As SunTrust Bank's Chief Economist, Greg's responsibilities include forecasting the national economy, particularly as it affects interest rates. He advises corporate and bank boards of directors. He sits on committees charged with interest rate setting, corporate investment, and benefits policy. He is a policy advisor for Wealthmanagement and Corporate Investment Banking groups. He also evaluates markets for, 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 now 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 and has been a practicing economist, forecaster, and teacher for over 20 years.



Melissa Niewold
Media Director,
Bealls Department Stores, Inc.

She directs the media marketing strategy for 80 Florida Department Stores. 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. 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.

Louise Platt
Vice President Sale 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.



Matt Runge
Account Director, ACG
Representing Michaels

Matt is responsible for Micheals, Aaron Brothers, and Bravo Health. He is also part of the new business team at ACG. Prior to joining ACG, Matt was the Sr. Regional /Media Manager at Michaels. Prior to Michaels, Matt worked for Little Ceasars, Daltile and at Tracy Locke. Matt graduated from the University of North Florida with a Bachelor of Arts in Communications. Matt is married to Nori and they have two little ones – Jackson who is 4 and Mia who is 21 months.



Raul Vielma
Director of Interactive Sales,
PalmBeachPost.com

Raul Vielma is the Director of Digital & Hispanic Solutions at The Palm Beach Post in West Palm Beach. In this position, his main responsibility is to drive revenue leveraging all the digital & Hispanic products of the newspaper. He has spent the last 14 years within the Cox Newspapers family of publications focusing on maximizing Internet opportunities for newspapers in Texas, Colorado, Ohio, North Carolina, Georgia and Florida. He is a past multi-term member of the New Media Federation Board of Directors of the Newspapers Association of America, an organization that focuses on the major issues that affect today's newspaper industry.

A SPECIAL THANK YOU TO OUR SPONSORS

Friday Buffet Breakfast

Sponsored by The Kennedy Group

Friday Break

Sponsored by Retail Sense

Friday Night Cocktail Party

Sponsored by Wave2 Media Solutions

Wine at the Awards Banquet

Sponsored by Express Card and Label

WELCOME COCKTAIL RECEPTION



Thursday Night 6:00 to 7:00 pm

Crazy Pianos, CocoWalk

3015 Grand Avenue

Coconut Grove, FL 33133

Sponsored by The Miami Herald Media Co.

If you want to stay at Crazy Pianos, they will be offering a pre-fixe menu that will include a choice of appetizer, entrée, and dessert for \$35.00 (plus tax and tip).

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.

Sonesta Bayfront Hotel Coconut Grove

2889 McFarlane Road

Coconut Grove, FL 33133

Toll-free: 1.800.SONESTA (766.3782)

Phone: 305.529.2828

Fax: 305.529.2008

The hotel is located in the heart of Coconut Grove, within one block of the fashionable shopping, dining and nightlife of CocoWalk and the Streets of Mayfair and just minutes away from the following destinations:

- Miami International Airport, South Beach, Key Biscayne - 20 minutes
- Downtown Miami / Business District (Brickell Avenue), Coral Gables - 10 minutes
- Port of Miami - 15 minutes
- Ft. Lauderdale - 50 minutes

FROM MIAMI INTERNATIONAL AIRPORT:

- Follow the signs to 836 East.
- Exit at I-95 South. Continue on I-95 until it turns into U.S.1.
- Turn left onto S.W. 27th Avenue.
- At the 3rd light (South Bayshore Drive), turn right.
- Follow South Bayshore Drive as it curves to the right and becomes McFarlane Road.
- The hotel is located on the right side next to the public parking garage, right after the traffic light. Look for the tall orange building.

FROM I-95 NORTH:

- Follow I-95 going south until it turns into U.S.1.
- Turn left onto S.W. 27th Avenue.
- At the 3rd light (South Bayshore Drive), turn right.
- Follow South Bayshore Drive as it curves to the right and becomes McFarlane Road.
- The hotel is located on the right side next to the public parking garage, right after the traffic light. Look for the tall orange building.

FROM U.S.1 SOUTH:

- Follow U.S. 1 going North.
- At Bird Road, turn right.
- At S.W. 27th Avenue turn right.
- At the first light (South Bayshore Drive), turn right.
- Follow South Bayshore Drive as it curves to the right and becomes McFarlane Road.
- The hotel located on the right side next to the public parking garage, right after the traffic light. Look for the tall orange building.

