



Ad-ZecNEWS

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FNAME OFFICERS

Moya Neville - President

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

Karen Gammond - 1st Vice President

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

Steve Schmidt - 2nd Vice President

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

Mark Shurman - Secretary

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

Jay Weimar - Treasurer

Florida Times-Union
www.jacksonville.com
Phone: 904-359-4115
Fax: 904-359-4225
jay.weimar@jacksonville.com

FNAME DIRECTORS

Bob Berry - FNAN Liaison

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

Dean Ridings - Florida Press Service Liaison

Florida Press Service
Phone: 850-521-1162 Fax: 850-577-3600
dridings@flpress.com

Bruce Faulmann - Immediate Past President

Tampa Tribune
www.tampatrib.com
Phone: 813-259-7488
Fax: 813-258-8107
bfaulmann@tampatrib.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 - 2nd year Director

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

Jane Heneghan - 2nd year Director

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

Pat Rogell - 2nd year Director

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

Donna Moore - 2nd year Director

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

Robert Lee - 1st Year Director

Sarasota Herald-Tribune
www.heraldtribune.com
Phone: 941-742-6736
Fax: 941-957-5493
Robert.Lee@Heraldtribune.com

Bob Brunjes - 1st Year Director

Treasure Coast News/Press-Trib
www.TCPalm.com
Phone: 772-221-4273
Fax: 772-221-4250
Bob.Brunjes@scripps.com

Brenda Minton - 1st Year Director

Tampa Tribune
www.tampatrib.com
Phone: 813-259-7705
Fax: 813-258-8107
bminton@tampatrib.com

Doug Scroggin - 1st Year Director

Sun-Sentinel
www.sunsentinel.com
Phone: 954-356-4090 Fax: 954-356-4395
dscroggin@tribune.com

Jeff Brown - 2nd year

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

Annual FNAME Sale Conference and Tear Sheet Awards Presentation Hutchinson Island Marriott Beach Resort & Marina September 8, 9 & 10



Register now for the FNAME Sales Conference and Tear Sheet Awards to be held in Hutchinson Island at the fabulous Hutchinson Island Marriott Beach Resort & Marina September 8, 9 & 10.

Don't miss this powerful lineup of newspapers' best advertisers. Take advantage of this three-day opportunity to learn more about your customers, your business and fellow Florida newspapers. With speakers from Wachovia, Pep Boys, Badcock, Best Buy, Ashley Furniture, Cingular, Target, CVS, Macy's and Publix you are sure to get the most from attending this year's conference. Don't forget the creative networking round table discussion and the ever popular round tables for important revenue generating ideas and personal interaction with advertisers.

The banquet will be held on Friday night, and will spotlight our annual Tear Sheet Awards and the Florida Grand Award for overall newspaper advertising excellence. Review the agenda and sign up now for FNAME 2005!

Room reservation deadline is August 5th, call 1-800-775-5936 to reserve your room now!

Featured Speakers

Stacy Boone

Senior Media Buyer, Target Corporation, Minneapolis, MN



Stacy Boone is a Senior Media Buyer for Target Corporation. Employed at Target Corporation since 2000, she has more than 13 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.

Prior to joining Target Corporation, Stacy was the Director of Marketing at Staff-Plus in Minneapolis. She played a key role in helping Staff-Plus execute internal marketing programs and worked with a diverse mix of clientele such as Carlson Companies, General Mills, Best Buy and other Fortune 500 companies.

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

Leland W. Carawan

Vice President of Advertising, W.S. Badcock Corporation



Leland Carawan joined the W.S. Badcock Corporation in April of 1998 as Director of Advertising. He was promoted to Vice President of Advertising two years later, in October 2000, as a result of his outstanding efforts in revising the advertising model and implementing exciting new sales promotion campaigns that appeal to a larger target audience and greatly contribute to the dramatic increase in traffic and sales.

A graduate of Virginia Commonwealth University in Richmond, Virginia, with a Bachelor's Degree in Advertising, Leland's 25 year plus career includes award winning retail advertising and sales promotion experience with Kash N' Karry Food Stores, The Kroger Co., and the Transition Team, Inc. in Clearwater, Florida.

As Vice President of Advertising for the W.S. Badcock Corporation, his responsibilities include development and coordination of advertising and promotional campaigns, strategic planning and budgeting, media selection and analysis, coordination and communication with outside agencies, and developing internet capabilities.

Jay Everett

Senior Vice President of Corporate Marketing, Wachovia Corporation

At Wachovia, he manages brand and integrated marketing communications for the company's retail, small business, brokerage wealth management and investment banking lines of business. He led integrated communications for the company when Wachovia and First Union merged in 2000, including the development of the company's new logo and brand introduction.



Prior to joining Wachovia in 1996, he worked with a range of brands including American Express, Polo Ralph Lauren and The National Gallery of Art. Everett earned a B.A. in Humanities and Social Sciences from North Carolina State University and an M.A. in Fine Arts and Art History while serving as a Rotary Scholar at the University of Melbourne, Australia. He resides in Charlotte, North Carolina.

Howard Fineman

Vice President of Retail Development, Ashley Homestores, Ltd.



Howard started off as a Regional Manager for Ashley Furniture, the number one residential furniture brand in North America, and quickly became a V.P. in October 2002. He assists with overall development and compliance of the national home furnishing retail program and operations throughout the U.S. He oversees the licensing approval process, site selection, and retail development for 14 states/80 MSAs within Northeastern U.S. While under Howard's watch,

Ashley has increased its total number of stores, as well as same store sales and GMROI for current licenses, at record-setting levels.

Howard earned his Juris Doctor from Hofstra University School of Law, and has a Bachelor of Arts from Washington University.

Melissa Green

Marketing Manager for South Florida for Cingular



Melissa is handling all marketing communications including advertising. Melissa has recently relocated from Cingular's Headquarters in Atlanta where she was

the Senior Media Manager for local advertising for the past 2 years.

Prior to Cingular, she worked for Turner Broadcasting System's advertising department for 5+ years handling media planning for TNT Entertainment and TNT Sports. Her previous experience includes working at Ogilvy and Mather in New York on accounts such as the Office of National Drug Control Policy and Kodak Consumer Products Division.

Lisa Kauffman

Senior Vice President, Director of Marketing, Macy's Florida division.



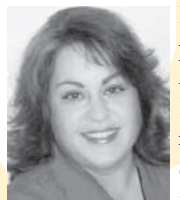
Kauffman oversees, all aspects of marketing for the company, including advertising, public relations, brand management and tourism promotion.

Kauffman, a Miami native, joined Macy's five years ago to manage media buying and production. Since late 2003, she had supervised the company's marketing planning and effectiveness initiatives. Prior to Macy's, Kauffman was on staff at the Walt Disney Company for 10 years, spending the first four in product development for The Disney Store in Burbank, Calif., before moving over to retail marketing for Disney Consumer Products, Latin America. She began her retail career with Saks Fifth Avenue in New York City.

Kauffman, who earned a bachelor's degree from the University of Pennsylvania, resides in Miami Beach with her husband, Ron, and their three sons.

Shelley L. King

Media Manager, Publix Super Markets



I was born and raised in St. Petersburg, FL and am proud to be a true Florida native. I attended Appalachian State University and The University of Florida (Go Gators!) and received a Bachelor's degree in Advertising while interning every summer at The St. Petersburg Times, I've worked for 22 years in the advertising and marketing industry for such companies as The Florida Times-Union Landmark Communications/Trader Publications, GTE Directories, The St. Petersburg Times, Whiteco Outdoor, Pinch-A-Penny, Inc. and Eckered Corporation. Currently, the Media Manager at Publix Super Markets in Lakeland, FL.

I live in Plant City and enjoy spending time with family friends who are, thankfully, still close by. My boyfriend Robert Rogers is a corporate pilot and we both love boating and fishing, so we're constantly on the water or above the clouds traveling to another adventure destination. We walk and swim with our golden retriever Millie, and our entirely black cat Corrigan just tolerates us. On weekends, I enjoy watching Gator football, going to the movies, cooking for friends, bargain hunting, singing in church, painting, getting subs at Publix for the boat rides, working on home improvement projects or collecting shark's teeth on Little Gasparilla Island.

Marsha Lawrence

Senior Print Media Strategist, Best Buy Co., Inc.



Marsha is the senior print media strategist for Best Buy. She joined Best Buy in 1995 following 13 years with Campbell-Mithun, a major advertising agency and 10 years as a residential real estate Broker.

She is responsible for setting strategy for a media buying team of 15 that handles distribution analysis, contract negotiations and placement

for all Best Buy brands. Best Buy has weekly circulation of over 49 Million Sunday preprints in more than 660 newspapers in 161 DMA's. In addition, her team manages all ROP, recruitment advertising and yellow pages for Best Buy.

Marsha serves on the Newspaper Buyers' Advisory Committee for ABC, is President of the Board of Directors for CAC and is a strong advocate for newspapers' role in Best Buy's advertising mix.

Michele Meiers

Director Marketing and Advertising, Pep Boys Auto



Michele Meiers is a creative and versatile executive with more than 20 years of success developing innovative, award-winning marketing and advertising concepts and programs that deliver increased profitability, short- and long-term sales growth, improved brand identity and overall category-specific market share. Michele is a uniquely qualified generalist with in-depth experience spanning all aspects of media, marketing, research, communications and production for world-class brands whom has been mentored by top marketing/advertising experts from key industry players.

Michele throughout her career has consistently provided leadership for Pep Boys in execution of major shifts of media and print strategies, development and implementation of seasonally adjusted and targeted advertising, overall brand positioning, and implementation of Pep Boys Customer Relationship Marketing solution.

In her career, she has created programs that were adapted nationally by McDonald's restaurants, won ADDY awards for television commercials and marketing awards for successful media programs. Michele has also produced Pep Boys own television show, "Ready for the Road", which aired for 2 years on TNN. With the experience of diversified strategies and results, she continues to apply her knowledge to understanding and growing the Pep Boys business.

Program Agenda

Conference Is Casual Attire Except for the Tear Sheet Awards Banquet

Thursday / September 8th

- 12:00 noon – 5:00 p.m. Registration (Plantation Foyer)
Exhibits available for viewing (Palm Pavillion)
- 1:00 p.m. – 3:00 p.m. Board of Directors Meeting (Blue Heron Room)
- 5:45 p.m. – 8:00 p.m. Welcome Cocktail Reception aboard the Island Princess
Sponsored by: Treasure Coast News/Press-Tribune
Please be at the dock no later than 5:45 p.m. for boarding.
Open bar and heavy hors'odeuvres
Dinner (On Your Own)
- 8:00 p.m. – Till

Friday / September 9th

Don't miss the Creative Networking Roundtable
Friday 2 p.m. - 4 p.m. • Blue Heron Room

- 7:30 a.m. – 8:30 a.m. Buffet Breakfast (Osprey Room)
Sponsored by: Newspaper Printing Co., Inc.
- 8:30 a.m. – 5:00pm Registration (Plantation Foyer)
- General Session** (Plantation Salon I & II)
- 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
For General Membership Voting
- 9:00 a.m. – 9:15 a.m. Welcome
- 9:15 a.m. – 10:00 a.m. Pep Boys, Michele Meiers
- 10:00 a.m. – 10:15 a.m. Break
- 10:15 a.m. – 11:00 a.m. Wachovia, Jay Everett
- 11:00 a.m. – 11:30 a.m. Badcock, Leland Carawan
- 11:30 a.m. – Noon Updates FNAN, Florida Press
- 12:00 noon – 1:30 p.m. Luncheon (Plantation Salons III & IV)
Installation of FNAME officers
(Plantation Salon I & II)
- General Session**
- 1:45 p.m. – 2:30 p.m. Best Buy, Marsha Lawrence
- 2:30 p.m. – 3:15 p.m. Ashley Furniture, Howard Fineman
- 3:15 p.m. – 3:30 p.m. Break
- 3:30 p.m. – 4:15 p.m. Cingular, Melissa Greene
- 4:15 p.m. – 5:00 p.m. Macy's Lisa Kauffman
- 6:00 p.m. – 7:00 p.m. Cocktail Reception (Grand Foyer)
Sponsored by American Color Graphics
- 7:00 p.m. – 10:00 p.m. Banquet and Tear Sheet Awards
(Plantation Salon III & IV)
Wine at Dinner Sponsored by imMEDIATE

Saturday / September 10th

- 7:30 a.m. – 8:30 a.m. Breakfast Buffet (Osprey Room)
Sponsored by Newspaper Printing Co., Inc.
- 8:30 a.m. – Noon Registration (Plantation Foyer)
- General Session** Plantation Salon I & II
- 8:30 a.m. – 8:45 a.m. Early Bird Drawings
- 8:45 a.m. – 9:00 a.m. Major Retail Directory
- 9:00 a.m. – 9:45 a.m. Target, Stacy Boone
- 9:45 a.m. – 10:30 a.m. CVS, Heidi Devlin
- 10:30 a.m. – 10:45 a.m. Break
- 10:45 a.m. – 11:00 a.m. TNN update
- 11:00 a.m. – Noon Roundtables featuring:
Publix, Target, CVS, Cingular
- Noon – 6:00 p.m. Free Time
- 6:00 p.m. - ? FNAME networking, open night

Roundtable Participants



Hutchinson Island Marriott Beach Resort & Marina

Hutchinson Island Marriott Resort and Marina offers the magic of an island retreat, along with accommodations, amenities, and networking will make this years conference one you won't want to miss.



A Special Thank You to Our Sponsors

- American Color Graphics
- Cocktail Reception
- Newspaper Printing Services
- Breakfast
- imMEDIAt e
- Wine at Banquet

555 NE Ocean Boulevard
 Stuart, Florida 34996
 Phone: 1-772-225-3700
 Fax: 1-772-225-0003
 Toll-free: 1-800-775-5936

Recreation

- Hutchinson Island Marriott Beach
- 3 Pools • Hot tub • Jacuzzi • Whirlpool
- Fitness Center
- Hutchinson Island Marriott Beach Resort and Marina

Driving Directions from Area Airports

Palm Beach - PBI

- **Hotel Direction:** 38 miles North
- **Driving Directions:**

From I-95 N. take exit 101. Proceed east on Route 76 turn right on Monterey Rd. On East Ocean Blvd. turn right. Pass over two bridges and hotel is on the right side.

From Turnpike take exit 133, off exit go straight, road will become Monterey Rd., on East Ocean Blvd. turn right, pass over bridges and hotel is on the right side.

I-95 S. take exit 110, follow SR 714 to Turnpike Entrance, take Left on Martin Downs Blvd. Martin Downs becomes Monterey Rd. Follow to East Ocean Blvd. Turn right, hotel is on the right, after you arrive on Hutchinson Island.

- Shuttle service, fee: \$75
- Estimated taxi fare: \$75 (one way)

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.

Fort Lauderdale - FLL

- **Hotel Direction:** 80 miles North
- **Driving Directions:**

From I-95 take exit 101. Proceed east on Route 76 turn right on Monterey Rd. On East Ocean Blvd. turn right. Pass over two draw bridges and hotel is on the right side.

From Turnpike take exit 133, off exit go straight, road will become Monterey Rd., on East Ocean Blvd. turn right, pass over two draw bridges and hotel is on the right side.

- Shuttle service, fee: \$80



Orlando - MCO

- **Hotel Direction:** 120 miles South
- **Driving Directions:**

From Florida Turnpike going South, take exit 133. Off the exit, go straight. That is Martin Downs Boulevard. Martin Downs Boulevard will turn into Monterey Road. Monterey will dead end into East Ocean Boulevard. At East Ocean, take a right. The Resort will be about 2 miles on the right hand side, immediately after you come onto Hutchinson Island.

- Shuttle service, fee: \$120



Registration Deadline is Friday August 5th!
www.fname.org