

The Palm Beach Post Welcomes the FNAME Annual 2006 Conference



Ad-ZecNEWS

The Official Publication of Florida Newspaper Advertising & Marketing Executives
June 2006

FNAME OFFICERS

Karen Gammond - President
The Ledger
www.theledger.com
Phone: 863-802-7409, Fax: 863-802-7818
karen.gammond@theledger.com

Mark Shurman - 1st Vice President
St. Petersburg Times
www.sptimes.com
Phone: 727-445-4144, Fax: 727-445-4191
mshurman@sptimes.com

Jane Heneghan - 2nd Vice President
Orlando Sentinel
www.orlandosentinel.com
Phone: 407-420-5120, Fax: 407-420-5768
jheneghan@orlandosentinel.com

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

Doug Scroggin - Treasurer
Sun-Sentinel
www.sunsentinel.com
Phone: 954-356-4101, Fax: 954-356-4093
dscroggin@tribune.com

FNAME DIRECTORS

Bob Berry - FNAN Liaison
Florida Newspaper Advertising Network
www.FNANetwork.com
Phone: 407-420-6112, Fax: 407-420-6102
bob7@earthlink.net

Dean Ridings - Florida Press Service Liaison
Florida Press Service
Phone: 850-521-1162, Fax: 850-577-3600
deanr@fipress.com

Moya Neville - Immediate Past President
St. Petersburg Times
www.sptimes.com
Phone: 727-893-8524, Fax: 727-893-8117
mneville@sptimes.com

Sandy Osteen - Executive Director
F.N.A.M.E.
www.fname.org
Phone: (813) 882-4979, Fax: (813) 290-9180
sandy@fname.org

Phil LaPorte - 1st year Director
Tallahassee Democrat
www.tallahassee.com
Phone: 850-599-2220, Fax: 850-877-8602
PLaPorte@tallahassee.com

Joe Gandolfo - 1st year Director
Miami Herald
www.herald.com
Phone: 305-376-2258, Fax: 305-789-8392
jgandolfo@herald.com

Evelyn Ramirez - 1st year Director
El Nuevo Dia Orlando
www.endiorlando.com
Phone: 407-383-4125, Fax: 321-206-3002
eramirez@endorlando.com

Rick Kendall - 1st year Director
Naples Daily News
www.naplesnews.com
Phone: 239-263-4743, Fax: 239-263-4708
rkendall@naplesnews.com

Robert Lee - 2nd Year Director
Sarasota Herald-Tribune
www.heraldtribune.com
Phone: 941-957-5320, Fax: 941-957-5493
Robert.Lee@Heraldtribune.com

Bob Brunjes - 2nd Year Director
Treasure Coast News/Press-Trib
www.TCPalm.com
Phone: 772-221-4273, Fax: 772-221-4250
Bob.Brunjes@scripps.com

Brenda Minton - 2nd Year Director
Tampa Tribune
www.tampatrib.com
Phone: 813-259-7705, Fax: 813-258-8107
bminton@tampatrib.com

Linda Goings - 1st year replacement
Evans-mahoney
Palm Beach Daily News
www.palmbeachdailynews.com
Phone: 561-820-3800, Fax: 561-820-3802
lgoings@pbdailynews.com

Annual FNAME Sale Conference and Creative Excellence Awards Presentation PGA National Resort & Spa August 24th, 25th & 26th, 2006



Register now for the FNAME Sale Conference and Creative Excellence Awards to be held in West Palm Beach August 24th to the 26th at the fabulous PGA National Resort & Spa.

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 papers. With Participants from Target, Visit Florida, Hispanic Panel, Best Buy, Carnival Cruise Lines, Shaker Advertising, Amsouth, Online Panel, Macy's and our ever popular Roundtables with Publix, Bealls, Dillards and more! This opportunity is one that is sure to help you build better relationships with your advertisers and readers.

The banquet will be held on Friday night and will spotlight our annual Creative Excellence Awards and the Jay Weimar Best of Show Award for overall newspaper advertising excellence. Review the agenda and sign up now for FNAME 2006!

Room reservation deadline is July 21st
call 1-800-633-9150 to reserve your room now!

Registration Deadline is Friday, July 21st!!

www.fname.org

Featured Speakers



Stacy Boone

Senior Media Buyer, Target Corporation,

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.



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.



Jim Holesha

Vice-President of Media Relations, Shaker Recruitment Advertising & Communications

"Who's the Fox? "Who Owns the Henhouse?" Agency/Publication Relations...Who does What and Why?"

When you get Jim, you get the whole package: night club entertainer, trainer, presentation specialist and gizmo guy. Oh yeah, and over 20 years in classified recruitment advertising... working with, for, and in spite of the media. He has been a sought-after speaker for NAA, Suburban Newspapers of America, Florida Press Service, and several regional classified advertising associations.

During this presentation, the discussion focuses on "improving the odds" that you'll get the most out of your agency partnerships. Jim's 2003 NAA Recruitment Forum quote of "I'm tired of re-fighting the Civil War (or the War of Northern Aggression)" over net local rates, rings true once again. If the classified advertising industry is to survive, the "Hatfields and the McCoys" will need to trust each other, work with each other, ...and learn from each other.

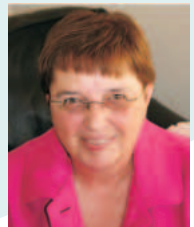


Shelley L. King

Media Manager, Publix Super Markets, Inc.

Shelley joined Publix in January 2005 in her current position as Media Manager. She's responsible for the strategic analysis, planning and budgeting of all media for corporate initiatives and campaigns for Publix' 860+ stores. Prior to working at Publix, Shelley was the Media Manager and Senior Media Analyst at Eckerd Corporation in Largo, FL and a

Field Marketing & Advertising Specialist for Pinch-A Penny, Inc. in Clearwater, FL. Her 20 years of experience in advertising & marketing began as a college intern at The St. Petersburg Times and gained additional work experience at The Florida Times-Union, Trader Publications, GTE Directories, Times Publishing (a second time) and Whiteco Outdoor. Shelley earned a B.S. degree in Advertising from the University of Florida.



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.



Tom Giuffrida

Publisher, Palm Beach Newspapers, Inc.

Tom Giuffrida was named publisher of Palm Beach Newspapers, Inc. (The Palm Beach Post, Palm Beach Daily News, the Florida Pennysaver, and La Palma) on June 2, 1985.

Prior to this appointment, Mr. Giuffrida had been vice president and general manager of the Atlanta Journal and Constitution. He was responsible for production, fleet operations, advertising, circulation, and the administrative departments of the newspaper, which, like Palm Beach Newspapers, is owned by Cox Enterprises.

Mr. Giuffrida joined Cox in 1979 as promotion director of the Atlanta Journal and Constitution. In 1981 he was appointed circulation director, and he became general manager in 1984.

In 1971 Mr. Giuffrida joined The Los Angeles Times and served successively as copywriter, supervisor of employee communications and public relations supervisor, before becoming assistant director of promotion and public relations in 1978.

Mr. Giuffrida graduated in 1967 with a degree in journalism from California State University, Northridge.



Program Agenda

Conference Is Casual Attire Except for the Tear Sheet Awards Banquet

Thursday/ August 24th

12:00 noon -5:00 p.m. Registration **MASTERS FOYER**
 Noon 8/24 to Saturday 8/26 Exhibits available for viewing **MASTERS BALLROOM**
 1:00 p.m. - 3:00 p.m. Board of Directors Meeting **OAKMONT ROOM**
 6:00 p.m. - 7:00 p.m. Welcome Cocktail Reception (Hosted by **AMERICAN COLOR GRAPHICS**) **LEGENDS ROOM**
 7:00 p.m. - Till Dinner (On Your Own)

Friday/ August 25th

7:30 a.m. - 8:30 a.m. Buffet Breakfast (Sponsored by **NEWSPAPER NATIONAL NETWORK**) **LEGENDS ROOM**
 8:30 a.m. - 5:00 p.m. Registration **MASTERS FOYER**
GENERAL SESSION MEETINGS - MASTERS BALLROOM
 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, **PALM BEACH POST**, Tom Giuffrida, Publisher
 9:15 a.m. - 10:00 a.m. **TARGET**, Stacy Boone, Sr. Media Buyer
 10:00 a.m. - 10:15 a.m. Break
 10:15 a.m. - 11:00 a.m. **VISIT FLORIDA**, Barry E. Pittehoff, VP of Research
 11:00 a.m. - Noon **HISPANIC AGENCY PANEL**, Francisco Framil, Cesar Pizzaro, Mari Garcia, and Linda Lane Gonzalez
 Noon - 1:30 p.m. Lunch **LEGENDS ROOM** Installation of FNAME officers and **SPECIAL TRIBUTE TO JAY WEIMAR**
 1:45 p.m. - 2:30 p.m. **BEST BUY**, Marsha Lawrence, Sr. Print Media Strategist
 2:30 p.m. - 3:15 p.m. **CARNIVAL CRUISE LINES**, Dinah Marzullo

3:00 p.m. - 5:00 p.m. **CREATIVE ROUNDTABLE** (Specifically Designed for Creative Artists) **CANTERBURY ROOM**

3:15 p.m. -3:30 p.m. Break
 3:30 p.m. - 4:15 p.m. **SHAKER ADVERTISING**, Jim Holesha, VP of Media Relations
 4:15 p.m. - 5:00 p.m. **AMSOUTH**, Michelle Gels
 5:30 p.m. - 7:00 p.m. Cocktail Party (Sponsored by The Palm Beach Post) **LEGENDS ROOM**
 7:00 p.m. - 10:00 p.m. Banquet and Creative Excellence Awards **BRITISH BALLROOM**

Saturday/ August 26th

7:30 a.m. - 8:30 a.m. Breakfast Buffet (Sponsored by **NEWSPAPER NATIONAL NETWORK**) **LEGENDS ROOM**
 8:30 a.m. - 8:45 a.m. Early Bird Drawings
 8:45 a.m. - 9:00 a.m. Major Retail Directory, Phil LaPorte
 9:00 a.m. - 9:45 a.m. Online Panel: Charlie Chance -The Palm Beach Post, Tom Davidson - Sun-Sentinel.com, Raul Lopez - Miami Herald, Terry Taormina -The Tampa Tribune
 9:45 a.m. - 10:30 a.m. **MACY'S**, Lisa Kauffman, Sr. VP Director of Marketing
 10:30 a.m. - 10:45 a.m. Break
 10:45 a.m. - 11:15 a.m. Network Updates, FNAN, Florida Press, NNN
 11:15 a.m. - Noon Roundtables Featuring:
 Shelley King - Publix Melissa Niewold - Bealls
 Louise Platt - Dillards Marni Coleman - Best Buy
 Rosemary Piscitelli - Macy's
 12:00 noon - 6:00 p.m. Networking! Choose your Activity! Free Time

Dinah Marzullo

Director of Advertising Carnival Cruise Lines

Dinah Marzullo began her career at Carnival Cruise Lines in 1999 as advertising manager. In 2003, she was promoted to director of advertising. In this capacity, she is responsible for overseeing all aspects of Carnival's national print and broadcast media including media planning / buying as well as creative development, marketing promotions and sponsorships.

Prior to joining Carnival, Marzullo spent three years at Costa Cruises as director of public relations. She began her career in the travel industry as media / public relations supervisor for Dolphin and Majesty Cruise Lines.

Marzullo graduated from Florida State University with a bachelor's degree in communications and a minor in marketing.

Marzullo is a native Miamian and currently resides in Coral Gables, Florida.



Barry Pittehoff

Vice President of research for VISIT FLORIDA

Barry Pittehoff leads a visionary team in monitoring tourism conditions and trends, plus recommending new marketing strategies for the state's official source for travel planning.

Equally important to Barry's efforts for VISIT FLORIDA are his volunteer efforts to the Tallahassee community. Barry focuses on grief and bereavement issues

Barry graduated Valedictorian, Summa Cum Laude in Statistics from the Baruch School of the City College of New York and received his Master's Degree with Distinction in Consumer Behavior from Adelphi University in Garden City, New York.

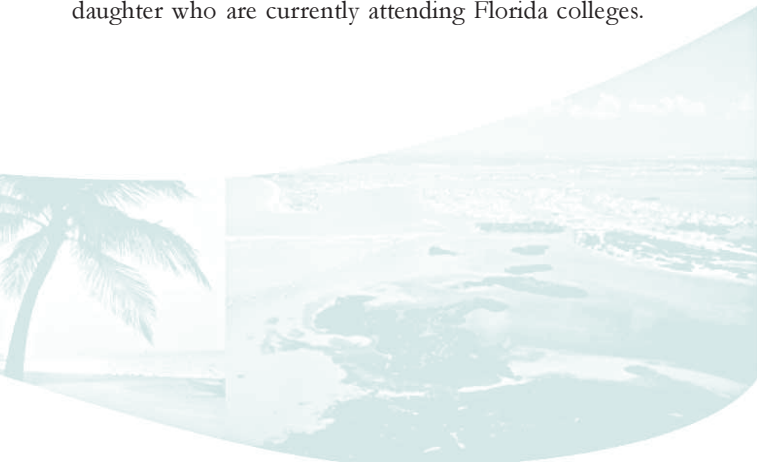
Louise Platt

Vice President Marketing/ Sales Promotion Dillard's Southeast Division

At Dillard's Louise oversees advertising, marketing and special events for 75 department stores in a five state area. Platt started her 25 + year 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 sold newspaper advertising in New Orleans, and was a marketing assistant at the Chamber of Commerce in Denver .

Platt, who earned a Bachelor of Science degree in Advertising/Marketing from Oklahoma State University, now resides in Clearwater, with her husband and two dogs. She has a son, and daughter who are currently attending Florida colleges.



PGA National Resort & Spa

**STROKES OF GENIUS, AND OTHER
GROUNDS FOR ENJOYMENT.**

Certainly golf is at the center of what we do; after all, we're just a driver and a short approach from the headquarters of the PGA of America.

But in addition to our five championship courses, designed by some of the leading names in golf, you'll also find some other things that will

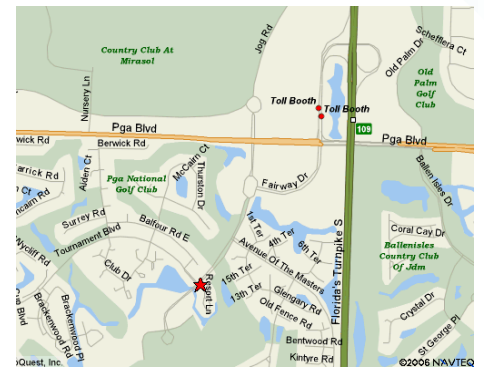
take your vacation experience or meeting far beyond the ordinary. The indulgent pleasures of a world-class and fully equipped spa facility. A spacious Health & Racquet Club. Fine dining. Luxurious accommodations.



Quite simply, PGA National Resort & Spa is a complete world away, one you'll be glad to discover that is well within reach.

Driving Directions

Exit off of Florida's Turnpike **RIGHT** onto **PGA BLVD (FL-786)** Turn **LEFT** onto **AVENUE OF THE CHAMPIONS**. Enter next roundabout and take **1st RIGHT** onto **AVENUE OF CHAMPIONS**. Make a **U-TURN** onto **AVENUE OF CHAMPIONS**. End at **400 Avenue of Champions Palm Beach Gardens, FL 33418-3619**



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.

**A Special Thank You to
Our Sponsors**
Welcome Cocktail Party
Newspaper National Network
Breakfast Buffets

Registration Deadline is Friday July 21st!!
www.fname.org

Hispanic Panel



Francisco Framil-Duran

Sales & Marketing Manager, Publicitas LHM

Francisco Framil is a seasoned media sales & marketing professional with over 20 years of experience in print, broadcast & cable TV management in Hispanic markets. Currently he is the sales & marketing manager leading the marketing research efforts and strategies for Publicitas LHM, the U.S. Hispanic division

of Publicitas Latin America and Publicitas Promotion Network, an international company headquartered in Switzerland. In addition, Francisco is a business-economic journalist having published many of his writings in national and international media such as *el Diario las Americas*, (Miami) *Centro Tampa*, *Zona Comercial Magazine* (Puerto Rico), *Libertad Digital* (Spain), and others.

Mari J. Garcia

Executive Vice President and Partner

Imagen. The Marketing Agency

In conjunction with agency President, Roxana Fernandez, Ms. Garcia has helped Imagen. The Marketing Agency become one of the leading companies of its kind in the market. During her eleven years at Imagen, Mari has overseen day-to-day operations for the agency's marketing, advertising and public relations clients including: Florida Marlins, HCA Hospitals, Body Details, Beauty Schools of America, Dadeland Mall and Univision Radio.

Linda Lane Gonzalez

President/CEO, VIVA Partnership

At ViVA's helm since founding the company in 1997, Linda provides the overall vision, direction and creative inspiration for every facet of creative, account services, media and business development. After stepping up to the role of CEO, Linda continues to serve as the lead on account teams, and remains directly accessible to each client.

Linda has spearheaded ViVA's successful, award-winning work for world class clients including Verizon Wireless, Tire Kingdom, National Tire and Battery, Bealls Department Stores, FedEx, Chrysler Corporation, Office Depot, Avianca Airlines, AMD, Xerox, CBS Telenoticias, Motorola, and countless others.



Cesar A. Pizarro

Business Manager, El Nuevo Herald

In his position Mr. Pizarro leads efforts to grow the readership and advertising of *El Nuevo Herald*, one of the nation's fastest-growing newspapers. In this capacity Mr. Pizarro is responsible for the financial, circulation, advertising and promotion performance of *El Nuevo Herald*. Mr. Pizarro is a member of the Executive Committee of The Miami Herald Media Company.

Mr. Pizarro was Classified Advertising Director of The Miami Herald and *El Nuevo Herald* from November 1998 through May 2000. Previously he was Director of Hispanic Market & International Advertising for *El Nuevo Herald* and *The Miami Herald*. The International Edition is distributed through several countries in Central and South America.

Raul's previous positions include: Knight Ridder Digital as Director of Sales, Yupi.com as VP of Sales, The Miami Herald Publishing Company as National Advertising Director

Online Panel



Tom Davidson

General Manager and Director, Sun-Sentinel.com

Tom Davidson has been general manager of **Sun-Sentinel.com** and Tribune Co.'s other South Florida internet operations since fall 2005. He directs all aspects of the content, sales and marketing operations for the Sun-Sentinel's web sites, and helps coordinate multi-media partnerships for the *Sun-Sentinel*.

He has been with Tribune Co. for 18 years. From 1988 to 2000, he served a variety of newsroom roles at the *Sun-Sentinel*, culminating in three years as the paper's Broward metro editor, supervising a staff of 45 local-news reporters and editors. In 1998-99, he was awarded a year-long Knight Fellowship at Stanford University, where he studied media economics and the impact of the Internet on journalism. After the fellowship, he spent six years at the *Sun-Sentinel's* sister paper in Hampton Roads, Virginia, the *Daily Press*, where he ran the interactive operation and served as vice president of business development.



Raul Lopez

General Manager, MiamiHerald.com

Raul Lopez is currently the General Manager of Miami Herald. Com. This long time Newspaper Executive has successfully lead Miamiherald.com to one of Knight - Ridders most well respected and well read Newspaper sights. Raul's experience in newspapers, combined with

his online expertise has lead to an easier integrated selling process for both the core newspaper reps, and online sales team. Under Raul's Leadership Miamiherald.com has had outstanding growth in both content, and advertising revenues over the last two years.

Charlie Chance

Online Director, Palm Beach Post

Charlie has been in online advertising sales and product development for more than 9 years. He began his online career as a Local Online Sales Manager for Cox Interactive Media in Charlotte, NC. He then was promoted Regional Online Sales Manager for Cox Interactive Media in Atlanta.

When Cox changed their online strategy to be local market based, Charlie was moved to the Atlanta Journal Constitution as the Online Classified Sales Manager where he was instrumental in building the online franchise for the traditional Classified verticals. In 2003, Charlie was promoted to Online Sales Manager.



Terry L. Taormina

Director of Sales for TBO.com

TBO.com (Tampa Bay Online) is the nationally acclaimed local news and information online service powered by The Tampa Tribune and WFLA-TV. Terry is responsible for all revenue initiatives for TBO.com including management of TBO.com's direct sellers and the sales relationships with the Florida Publishing

Group (The Tampa Tribune and its affiliate newspapers) and WFLA-TV. His responsibilities cover Web and other interactive advertising, online classified and shopping initiatives, and converged sales programs. In this role, he is also active in Media General's convergence efforts in Tampa serving on both the Strategic Management Group, a committee comprised of top company executives, and the Revenue Task Group, which leads the company's converged sales efforts.

Terry is a graduate of the University of Pittsburgh with a degree in both Economics and English. His wife, Margaret (Allane), is a Classified Sales Manager at The Tampa Tribune.