



**2020**

# ANNUAL CONVENTION

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**FEB. 27 – 28**

St. Petersburg, FL

SIRATA BEACH HOTEL





# THURSDAY

FEBRUARY 27

11AM Registration Opens

12:30PM Opening Remarks

**12:45-1:30PM Opening Keynote: How to Make Your Digital Strategy Big Enough to Matter**  
*Speaker: Speaker: Liz Huff, Second Street*

The media landscape is changing and, as magazines, we need to evolve as well. In this session, Liz Huff will share insights into the biggest challenges publishers are facing today. Discover how to position your magazine for success when you combine both traditional and digital for your advertisers to give them the right solutions. Owning your database is critical to your success. Find out how to leverage first party data to understand your readers, so you can create more conversations, and ultimately drive more revenue so your magazine can come out on top.

**1:30-2:15PM Roundtable Discussions**

Roundtable discussions: Break into groups (Content, Revenue and Audience Development) and discuss with your peers about what's working, what's not working and what's next!

**2:15-2:45PM Break/Network with Exhibitors**  
**2:45-3:30PM Sponsor Showcase Presentations**

Hear 10-minute presentations from our sponsors on the latest in CRM, programmatic advertising, website development and more! Cash raffle prizes donated by our presenters!

**3:30-3:45PM Break**

**3:45-4:45PM Best Ideas!**

Hear from members around the country about the best ideas that have driven revenue, saved expenses, helped them make a great hire or launch a new initiative! Each participant will receive a 2020 PMA Best Ideas book.

**5-7PM Opening Reception at the beach**

**DINNER ON YOUR OWN**

# FRIDAY

FEBRUARY 28

**8-9AM Group Breakfast in the Ballroom**

**9-9:45AM Keynote: 7 Digital Strategies for Publishers to Succeed in 2020**  
*Speaker: Eric Shanfelt, eMedia Strategy*

Publishers are facing increased pressure, but there is also new opportunity for those who can adapt. In this session Eric will talk about the key issues that you need to tackle in 2020 to grow your digital audience and revenue and solidify your publishing business for the future.

**9:45-10:45AM**  
**Revenue: How to Get the Most from your Sales Team and Process**  
*Speaker/Facilitator: Don Harkey*  
When it comes to working with advertisers, it's complicated! Instead of "in which months do you want to run your print ad?," the questions now become when do you want your web ads to run, your news ads to run, what do you think of this subject for your content marketing piece, do you want a booth or a sponsorship, etc., etc. How can we organize our sales teams, media kits, sales process, reporting and internal communication systems to make this process seamless, with no dropped ads or sales! And that allows for the salespeople to SELL and not be mired in admin duties. Also hear about ways in which technology can "automate" leads, generate more leads, make buying easier. Come prepared to contribute your own success with media kit revamps, use of a client services rep and importance of a robust CRM.

**Audience: Joint Session: Amplify Your Social Media Reach Without Spending a Dime**  
*Speaker: Melissa Chowning, Twenty-First Digital*

Social media is among the top ways your most loyal audiences stay connected to your brand. Let's talk about social media platforms, where you'll find your audience (and where you won't) and how to engage your audience on social media in a way that lessens your need to pay for reach. We'll discuss organic social media strategies for content distribution, event marketing and data-based decision making. Topics include: Social posting strategies including copy, engagement tactics and

timing; Facebook Groups: how to enter and how to promote; Understanding the type of content that resonates on social with YOUR audience and creating a content strategy focused on that.

**Content: Working with words: How to Shape your Stories for More Impact**  
*Speaker: Jeanne Abbott, University of Missouri School of Journalism*  
Dive inside your editorial features and see what's missing, what content delivers the most impact, and how exceptional writing can engage readers.

**10:45-11:15AM Break/Network with Exhibitors**

**11:15-12:15PM**  
**Revenue: Beyond the Banner: How to better monetize your digital products**  
*Panel: David Walsh, Web Publisher Pro, Kenny Katzgrau, Broadstreet Ads, Eric Shanfelt, eMedia Strategist*  
So your website isn't helping create the income you need? Whether you have lots of digital traffic or "not really," there are unique ways to make the most of what you do have. These experts will share case studies and practical ideas to get the most from your digital assets. Among the discussion will be sponsorships, content marketing, directories, programmatic, lead generation and calendar listings. Come prepared to share your own success stories.

**Audience: Use Social Media to Tell the Story of Your Brand**  
*Speaker: Joy Mayer*  
What's your brand narrative, and how are you reinforcing it day to day? Every social post can be an invitation for the public to learn what motivates your work and what makes it credible. And if you're not paying attention (especially to the comments), you run the risk of letting the audience control your narrative. Let's talk about using social media proactively to build trust and tell the story of your work.

**Content: Diversity in Parenting Publications**  
*Speaker: Monique Welch, Tampa Bay Times*  
Our audiences are diverse but are we? How do we meet the needs of POC without pandering? How do we find writers who are diverse and can address topics from a different perspective?

**12:15-1:30PM Group Lunch at the Beach**

**1:30-2:30PM**  
**Revenue: JOINT SESSION: How to Monetize "New" Verticals (and revitalize old ones!), Part 1**  
*Speakers: Second Street, Site Impact, January Spring*  
Frustrated that you don't get money from certain verticals such as travel, health care and senior care? Interested to learn about dynamic verticals that you should explore? Hear from experts as well as PMA members who are combining unique uses of print, editorial and advertorial, distribution, promotions, events, digital and programmatic to increase the revenue from new or revitalized verticals.

**Audience: Joint Session with Revenue**

**Content: The Changing Face of Grandparents**  
*Christine Crosby, Founder and Editorial Director of Grand Magazine and grandparents.com and Karen Rancourt, a leading authority on the grandparent/parent relationship and author of several books on relationships will explore the changing face of grandparenting and show attendees how they can reach an entirely new audience—grandparents—with fresh and interesting editorial content.*

This generation of grandparents is more involved than ever before and they spend about \$50 billion a year on their grandchildren. If you aren't directing editorial content to grandparents, you need to attend this session. Christine Crosby, Founder and Editorial Director of Grand Magazine and grandparents.com will explore the changing face of grandparenting and show attendees how they can reach an entirely new new audience—grandparents—with fresh and interesting editorial content.

**2:30-3PM Break/Network with Exhibitors**

**3-4PM**  
**Revenue: How to Monetize "New" Verticals (and revitalize old ones!), Part 2**  
*Speakers: PMA panelists*  
Hear from a panel of PMA members who

# SATURDAY

FEBRUARY 29

**Breakfast on Your Own**

**9:30-10:30AM Roundtable for Small Team/Small Circulation Publishers**  
If you're stretched to the limit and wondering how you can possibly add all of the good ideas you got from the conference to your already-full plate, this session is for you! Let's share the tips and tricks that really help us run our small publications smoothly, efficiently, and profitably.

**Wrap-Up Roundtable**  
Join other mid and large size publishers for a wrap-up on how you have been inspired, how you plan to implement the ideas learned during the conference and new initiatives you plan to launch in 2020.

have ventured into new or revived verticals, including Mary Cox of Indy's Child ("Grands" ancillary); Joylyn Niebes of Dallas Child ("Mom Approved Docs" program/health); Dan Payomo of Bay Area Parent (special needs digital edition and now a print ancillary); and Ron Epstein of LA Parent (travel ancillary). They'll bring their best practices; you bring your questions!

**Audience: New Ways to Engage & Build Your Audience**  
*Speaker: Melissa Chowning, Twenty First Digital with PMA panelists*  
We need to think creatively when it comes to self-promotion and building audience! First, Melissa Chowning will discuss successful event marketing, from your initial invitations to the end result. Second, Kirsten Holder of MetroFamily Magazine will introduce us to "influencer marketing"—what it is, and, how can you use influencer marketing to build your own audience development strategy. Finally, Lisa Goodlin of Broward Family Life will talk about their Birthday Party Club, a promotion that has helped this publication get to know its audience better and build bridges between clients and community members.

**Content: No More Fluff!**  
*Speakers: Kathleen McGrory, Tampa Bay Times and Mark Friedman, Arkansas Business*  
A discussion about how parenting publications can go beyond the "fluffier" pieces and reach the needs of our communities with harder-hitting investigative pieces.

**5:30-6:15PM Cocktails/Red Carpet**

**6:15-7:30PM Buffet Dinner**

**7:30-9PM Awards Banquet**





## VENDOR & SPONSOR DIRECTORY



### AD SALES GENIUS

**joel@papeventures.com | (855) 464-3648 | [www.adsalesgenius.com](http://www.adsalesgenius.com) | TX**

The leading industry provider in advertising management software for publishing, digital sales, project management and events. Designed to help customers achieve more with our customizable drag and drop automation tools to simplify work.



### ADCELLERANT

**bbouslog@adcellerant.com | (303) 656-1355 | [www.adcellerant.com](http://www.adcellerant.com) | CO**

AdCellerant works with local media companies providing Programmatic Advertising, Native, Geo-Fencing, IP Targeting, PreRoll Video, ConnectedTV, Email Marketing, SEO and SEM for their local advertising clients. As a white label service provider, AdCellerant offers the best in class digital marketing products placed through their award-winning ad technology platform.



### BRAIN SWELL MEDIA

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Brain Swell Media offers sales training, sales coaching and revenue strategy consulting to media companies in the B2B and Consumer space. To date, 25+ CRMA member magazines have been trained with results of 15%-35% revenue growth in less than 90 days.

### BROADSTREET ADS, INC

**kenny@broadstreetads.com | (855) 466-2789 | [www.broadstreetads.com](http://www.broadstreetads.com) | NJ**

Broadstreet is the industry-leading Ad Manager built for direct sales teams. Voted #1 by news, magazine and CRMA publishers on G2Crowd, it drives direct digital sales of display ads and sponsored content. Clients include Today Media, MyNorth, St Louis Magazine, Moffly Media, New Jersey Monthly, and many others.

### CORNING PUBLISHING COMPANY

**seanhaffner@corningpublishing.com | (817) 403-8016 | [Corningpublishing.com](http://Corningpublishing.com) | AR**

Time, Quality and Price- why just pick one when you can have it all? Corning's talented and experienced team has been producing beautiful high-quality publications for over 40 years. They are publishers, so they understand the challenges of our evolving industry. Corning works tirelessly for its clients and publishing partners to produce top performing revenue-generating publications through the entire process- from concept to delivery.

### CUMMINGS PRINTING

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Since 1914, Cummings has specialized in the printing of publications. Flexible scheduling, responsive customer service and superior quality are the strength of our company. Clients never get lost in the shuffle. Every job gets the attention it deserves.

### JANUARY SPRING

**charity@januaryspring.com | (720) 394-5274 | <https://januaryspring.com> | CO**

January Spring is a B2B digital marketing agency that works with niche publishers to grow their membership, event attendance, and subscribers using a proven combination of targeted, programmatic display, social media and search. We act as the back-office marketing technology and service provider for our publishers. As a natural extension of publisher partnerships, we offer best-of-breed digital products for their advertisers - 100% margins, no minimums or set-up fees. We are members of Niche Alliance, CRMA, SIPA and a Brain Swell Ad Sales Nation Sponsored Partner.

### MAGHUB

**jenny.oister@aysling.com | (734) 389-7332 | [www.maghub.com](http://www.maghub.com) | MI**

Based in Ann Arbor, Michigan, MagHub is a product of Aysling Solutions, responsible for providing software solutions for managing complex operational processes. MagHub is the innovative, adaptive CRM/ERP and publishing workflow tool that helps media publishers improve their media businesses, whether they're print or digital. Based in the cloud, MagHub is easy to deploy, use, and manage, and offers top-level support and assistance to all clients who may need it. MagHub is the only media publication CRM/ERP/Publishing Tool that any publisher needs to run a successful business from sales to production.



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### METRO PUBLISHER / VANGUARDISTAS LLC

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Build your magazine website with Metro Publisher and you can stay at the cutting edge of technology. For more than a decade we have served PMA members. Our team is here to help you reach your audience across all digital channels.

### PUBLICATION PRINTERS CORP.

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Publication Printers is a proven leader in the magazine printing industry. Today, our offerings have expanded to include blended media solutions such as online editions & apps, augmented reality, email marketing, one-to-one marketing and much more.

### SECOND STREET

**ryan.kulage@secondstreet.com | (573) 201-9844 | [www.secondstreetlab.com](http://www.secondstreetlab.com) | MO**

For nearly a decade, Second Street has been the leading provider of private-label online promotions platforms and partner success services for media companies and brands that want to generate revenue, increase website traffic and build a database of loyal consumers. Based in St. Louis, our software solutions and partner support enable companies to maximize customer engagement and convert website visits into revenue contests, sweepstakes and giveaways, deals stores and coupons, email and text messaging communications, and photo e-commerce and publishing programs.

### SITE IMPACT

**erin.jacobs@siteimpact.com | (561) 789-9798 | FL**

Site Impact's Private Label Email Data & Technology solutions have been powering major marketing and media companies for nearly 10 years. Offering in-house developed technology, Site Impact streamlines an advertiser's capabilities from selling a standard print ad in the paper to providing geo-targeted, hyper-local, email marketing and digital advertising.

### THE MAGAZINE MANAGER

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The Magazine Manager® of Mirabel Technologies is the global leader of publishing CRM solutions. Serving more than 15,000 publications and media companies worldwide, this flexible web-based software app drastically reduces overhead costs and manpower hours by connecting sales, production and billing into one simple package.

### TOWNNEWS

**jlyles@townnews.com | (615) 268-8065 | CA**

TownNews delivers digital publishing innovation. Grow your brand and monetize content with a responsive design website, mobile app, and digital edition. TownNews consultative services include marketing and monetization strategies.

### TWENTY-FIRST DIGITAL

**melissa@twentyfirstdigital.com | (940) 535-4169 | [twentyfirstdigital.com](http://twentyfirstdigital.com) | TX**

We help brands and publishers expand and monetize their most valuable asset - their audience. Our services act like a digital marketing department plug-in to your business. Every department of a business can connect with the target consumer, foster relationships, and strategically use data.

### WALSWORTH

**pete.gersonde@walsworth.com | 269-985-8300 | [www.walsworth.com](http://www.walsworth.com) | MO, MI and WI**

Walsworth has grown to be a top five magazine printer in North America and we are focused on serving regional and specialty publishers. We understand the challenges of capturing target markets and believe our customers' success is our success. Therefore, we have developed a wide range of solutions to help publishers achieve and exceed their business goals.

### WEB PUBLISHER PRO

**david@webpublisherpro.com | (732) 412-6071 | <http://webpublisherpro.com> | NJ**

We help brands and publishers expand and monetize their most valuable asset - their audience. Our services act like a digital marketing department plug-in to your business. Every department of a business can connect with the target consumer, foster relationships, and strategically use data.

## 2020 PMA CONVENTION SPEAKER BIOS



**Jeanne Abbott**

Jeanne is an associate professor of journalism and managing editor of the Columbia Missourian, the School's working laboratory for students. She joined the Missouri School of Journalism in August 2007 as a fellow of the Knight Center for Editing Excellence. Formerly Abbott served as the assistant managing editor at the Des Moines (Iowa) Register. She earned four degrees from the University of Missouri: bachelor's degrees in English and journalism in 1967, a master's degree in 1969 and a doctorate in journalism in 1988. In 2019, she was honored with the O.O. McIntyre Professorship for Teaching Excellence, an award recognizing outstanding educators in the School of Journalism.



**Melissa Chowning**

Melissa is founder and CEO of Twenty-First Digital, a full-service audience development agency. Founded in 2017, Chowning and her team of five work directly with publishers, brands, and media companies on their digital strategy and audience development efforts. Together, they help their clients build, maintain, and monetize their audiences. Chowning made her mark as an audience development leader for prominent brands, including D Magazine (2012-2017), Portland Monthly, and Seattle Met (2009-2012). Additionally, she was recognized as one of Folio's top 100 Most Important People in Magazine Media in 2016. Throughout her career, Chowning has helped change the way people, and publishers, approach audience development.



**Christine Crosby**

Christine is the founder of The Grandparents Network, a growing consortium of grandparent experts, websites, blogs that serve today's cyber savvy grandparents and their families. In 1988 Christine founded Family Journal Publications. It grew from one to three regional monthly print magazines - Central Florida Family, Tampa Bay Family and Jacksonville Family serving young families. In 1995, in the midst of launching Black Family Today, Christine successfully sold her company to The Tribune Company.



**Mark Friedman**

Mark has been with Arkansas Business since 2000. He also is an event photographer for Little Rock Soirée and occasionally wrote columns about his daughter for Little Rock Family. Friedman, who graduated from the University of California, Santa Barbara with a degree in history, covers health care, legal, and major Arkansas companies including Wal-Mart Stores Inc. of Bentonville and Dillard's Inc. of Little Rock.



**Greg Heiman**

Greg is an industry expert in the internet & email marketing industry. He is passionate about email marketing and has an unwavering commitment to developing strategic relationships with publishers that raise the bar and efficiency of white labeled solutions through email marketing ultimately generating new revenue for media groups. To Heiman, email marketing has endless possibilities and is today's foundation of strategic digital advertising campaigns.



**Liz Huff**

Liz is the Director of Affiliate Success at Second Street and has extensive background in media. Having spent nearly ten years working in sales development at two St. Louis television stations, Liz led her team to achieve and surpass their revenue goals by delivering measurable results for their advertisers and significant sponsorship revenue. Liz helps media companies of all sizes deliver outstanding results on a daily basis within their organizations including sales, marketing, audience development and editorial.



**Kenny Katzgrau**

Kenny is the founder of Broadstreet, an award-winning ad manager which serves hundreds of local newspapers and magazine publishers. Broadstreet's Ad Manager helps publisher sales teams rapidly differentiate their digital products, enabling a low-effort route to a highly positive impact on sales successes.

## 2020 PMA CONVENTION SPEAKER BIOS



**Joy Mayer**

Joy is the director of Trusting News, a project that researches news consumers and then helps journalists earn trust and demonstrate credibility. That work follows a 20-year career in newsrooms and teaching. She is an adjunct faculty member at The Poynter Institute, and her work focuses on audience engagement. She spent 12 years teaching at the Missouri School of Journalism, where she created an engagement curriculum and a community outreach team in the newsroom of the Columbia Missourian and also taught web design and print design.



**Kathleen McGrory**

Kathleen is the deputy investigations editor and an investigative reporter at the Tampa Bay Times. Her series on a Johns Hopkins children's hospital unearthed an alarming rate of patient fatalities and led to the resignation of six top hospital officials. It was a finalist for the 2019 Pulitzer Prize for Investigative Reporting and won the George Polk Award for Local Reporting and an IRE award. Before joining the Times in 2015, Kathleen spent seven years as a metro reporter for the Miami Herald and two years as a government reporter in the Tampa Bay Times/Miami Herald Tallahassee Bureau. She speaks Spanish and holds degrees from the Colum



**Karen L. Rancourt, Ph.D.**

Karen is a leading authority on intergenerational relationships, specifically the dynamics and issues among grandparents, parents, and grandchildren. In her "Ask Dr. Gramma Karen" books and columns, she provides research-based information, insight, and practical ideas to guide parents and grandparents to various solutions that can best resolve their particular conflicts and concerns. Her latest book is 'It's All About Relationships, New Ways to Make Them Healthy and Fulfilling, at Home and at Work'



**Eric Shanfelt**

Over the past 25 years, Eric has worked with hundreds of publishers to grow their digital audience and revenues, and improve their platforms and execution. He's been the SVP of Digital for several media companies overseeing digital sales, audience development, marketing, editorial, production and technical teams. Eric knows the challenges and opportunities publishers face and works with all levels of an organization to get quick results.



**David Walsh**

David is the founder of Web Publisher PRO, an industry-leading web development firm that works exclusively with digital publishers. In less than four years, David has gone from being a sought-after freelancer to employing a team of 15 industry experts. His firm now manages some of the web's most influential publications, accessed by millions of readers each month. His core mission is to drive profitability for publishers of all sizes through constant innovation.



**Monique Welch**

Monique joined the Times' in 2017 as a staff writer and editorial assistant in the Times' Tampa bureau, producing the weekly Everybody's Business column, which focuses on businesses coming and going in the South and Central Tampa area, as well as a number of regional stories ranging from community news features to education, health and sports. Now she's crossed the bridge to the Times' St. Petersburg office to answer readers' questions about Tampa Bay's highways and byways through her alter-ego "Dr. Delay", and contribute to many of the Times' emerging platforms. You can hear her deliver local news on iheartradio's 95.7 The Beat for its weekly "Times on the Beat" segment and on the Times' Flash Briefing channel on your Amazon Alexa and Google Home device. She also serves as a member of the Times' Diversity Committee aiming to help cultivate and encourage the newsroom to seek more diversity in the Times' news coverage.





**TECHNOLOGY PRESENTERS**

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