

# A MESSAGE FROM OUR PRESIDENT



Dear Fellow Publication Professionals:

Welcome to the 2012 Summer Conference of the Missouri Association of Publications. We welcome you to Columbia during our eighth year as an organization – and our first year as an SEC college town. Talk about having to embrace change.

That's just what we hope to help you do with the professional improvement sessions during the MAP conference. When we met a year ago in March 2011 – the iPad 2 had just been announced by the Steve Jobs. Already the next iteration of the iPad is dazzling users with its Retina Display and more as the Apple world adjusts to life without its creator. Two presenters in one of our sessions will share the latest in applying tablet technology to publications and discuss the latest iPad usage research.

Change also comes in the form of new faces, new publication titles, new ways of sending messages and interacting with audiences. Check out the strategies behind the cross-platform approach of one successful new Missouri publication, and join in a discussion of a wide range of new magazines and brand extensions with Mr. Magazine™. Samir Husni, who is also our keynote speaker at the closing luncheon Thursday.

By popular demand we're offering another full track of ad sales training sessions for our marketing teams, taking you from building rapport to closing the sale. And we encourage everyone to take advantage of the formal and informal opportunities to learn from each other and continue to build the professional relationships that help keep our industry strong and vital in an ever-changing world.

Thank you to all of our entrants in the 2012 Ranly Awards Program. We're excited to see the winning work highlighted and its creators recognized at our Ranly Awards Banquet. Here's to a great rest of the year!

Sincerely,

Fred J. Parry  
2011-2012 President  
Missouri Association of Publications

## Missouri Association of Publications

# 2012 BOARD MEMBERS

Fred Parry, President // Publisher, *Inside Columbia* magazine

Steve Fairchild, President-elect // Editor, *Today's Farmer*

Ron Fauss, Secretary-Treasurer // Business Development Manager, MultiAd Print Solutions

Jim McCarty, Past-president // Editor, *Rural Missouri* magazine

John O. Bell, Board Member // President & CEO, The Ovid Bell Press, Inc.

John Fennell, Board Member // Associate Professor, Missouri School of Journalism

Barbara Gibbs Ostmann, Board Member // Wine & Food Writer

Mike Gude, Board Member // Director of Publishing, *Food Business News*

Jennifer Rowe, Board Member // Associate Professor, Missouri School of Journalism

David Sutherland, Board Member // Sutherland Printing

Jennifer A. Wood, Board Member // Publisher, Suburban Journals of Greater St. Louis

## KEYNOTE SPEAKERS & SESSION PRESENTERS



**CATHERINE ATKINS** is a nationally requested consultant, trainer, executive coach and speaker. Atkins has a degree in journalism from the University of Missouri, and as the senior business analyst of Savant Business Development Systems, she specializes in business development strategies, sales productivity training and executive coaching. She serves on an advisory board for the University of Missouri Trulaske College of Business, where she mentors students and helps prepare them for careers in sales and business. She has been featured in the *Columbia Business Times* "People You Should Know" and was awarded its "40 Under 40" recognition in 2003.

**MEREDITH CLARK** has been with the MU College of Engineering for almost a year now. Originally from St. Louis, she graduated from Mizzou with a BA in English in 2011. Working as Content Coordinator, Meredith interacts with faculty, staff and students to help continuously move the College of Engineering website and other publications forward, with the goal of growing the college's reach and impact. Although she has enjoyed her time here at Mizzou, she will be moving to New York in the coming weeks with the hopes of pursuing a career in publishing.



**JEANNETTE COOPERMAN** is the staff writer for *St. Louis Magazine* and *At Home* magazine. Before coming to *SLM*, she spent a decade writing long-form journalism for *The Riverfront Times*, and she's received national and regional awards for her reporting on mental illness, children, social issues, education, food, and the environment. She's written five books and been accepted into the American Society of Authors and Journalists; her articles have been published in *O Magazine*, *Glamour*, *Family Circle*, *Bark*, *the Boston Globe*, *the National Catholic Reporter*, *Utne Reader*, *Seventeen*, and several anthologies and journalism textbooks. She holds a doctorate in American studies and undergraduate degrees in philosophy and communication from Saint Louis University.

**ROGER FIDLER** is an internationally recognized new media pioneer and visionary, best known for his vision of digital newspapers and mobile reading devices, which he conceived and first wrote about in 1981. As Director of New Media for Knight-Ridder Inc. in the 1990s, he pursued his vision at the company's Information Design Laboratory in Boulder, Colo. In 1994, his team at the lab produced a video titled "The Tablet Newspaper: A Vision for the Future" that demonstrated how people might one day read newspapers and magazines on tablets. Today, as program director for digital publishing at the Donald W. Reynolds Journalism Institute at the Missouri School of Journalism, Fidler coordinates digital publishing research projects and the Digital Publishing Alliance, a member-supported initiative that includes *The New York Times*, *Los Angeles Times* and *Washington Post*. He has been at RJI since 2004 when he was named as the first Reynolds Journalism Fellow.



**MISSY MARTINETTE HILLS** is the owner and publisher of LO Profile magazine and parent company Studio M Publishing LLC, established in 1987. In addition, she hosts a local radio show "People, Places and Profiles" and the TV program "LO Profile Inside Access." Her accomplishments include recognition in the fields of graphic arts, business identification models, marketing, television, radio and publishing. LO Profile has been awarded both Platinum and Gold distinctions from the International Academy of the Visual Arts and the International Mar/Com Awards for design, writing and overall consumer magazine.

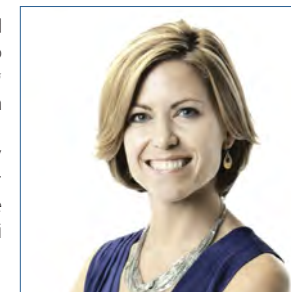
**SAMIR A. HUSNI, PH.D.**, is the founder and director of the Magazine Innovation Center at the University of Mississippi's Meek School of Journalism and New Media. As Mr. Magazine™, he engages in media consulting and research for the magazine media and publishing industry. Dr. Husni is the author of the annual *Samir Husni's Guide to New Magazines*, which is now in its 27th year.



**JARRETT MEDLIN** is editor-in-chief of *St. Louis Magazine*. Prior to joining the staff in July 2008, Medlin served as editor-in-chief of *Wichita* magazine, contributing writer for *417 Magazine*, and field editor at *Rural Missouri* magazine. He holds master's and bachelor's degrees in journalism from the Missouri School of Journalism at the University of Missouri-Columbia. Each month, the award-winning *St. Louis Magazine* brings readers revealing profiles, discerning city guides, and in-depth features.

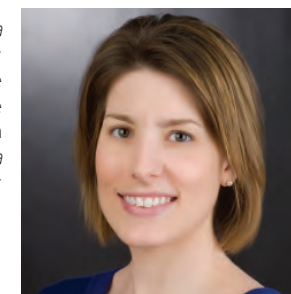
**CATHERINE A. NEVILLE** is currently the publisher and editor of *FEAST Magazine*. Neville joined Lee Enterprises in March of 2010 to develop *FEAST*, which is the second magazine she has launched in her 13-year publishing career. Neville was awarded the Lee Enterprises President's Award for Innovation in 2010 for her work creating and managing the new media brand.

*FEAST* and *Sauce Magazine*, the previous publication she co-founded and oversaw for a decade, each received nominations for James Beard journalism awards under Neville's direction. *FEAST* has also garnered an EPPY award for Best Food Website and a number of awards from the Missouri Association of Publications, the Missouri Professional Communicators and the National Federation of Press Women.



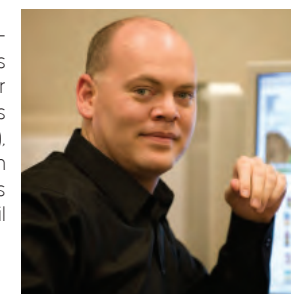
**RHONDA PRAST** is an assistant professor on the magazine faculty at the Missouri School of Journalism, and her focus is digital journalism. She oversees the *Vox Magazine* website and is working with students on content creation for online and iPad platforms. Previously, she was a web projects editor at *StarTribune.com* in the Twin Cities. She has worked in various visual leadership roles at the *Minneapolis Star Tribune*, *the Seattle Times*, *the Miami Herald*, *the Hartford Courant* and the *Providence Journal*. Prast has a master's degree in photojournalism from MU's School of Journalism.

**CAROLYN PREUL** is the creative director at *Inside Columbia* magazine. She oversees the production of two monthly magazines, a quarterly business magazine and numerous custom publications. Preul has a magazine design degree from MU's School of Journalism. Since launching in 2005, *Inside Columbia* has been the city's definitive source for living, working and having fun in Columbia, Mo. Design accolades include Best Cover Design, *Inside Columbia* (MAP); Best Feature Design and Magazine of the Year, *Inside Columbia* (Great Plains Awards); and Best Overall Design, *Inside Columbia's* Prime (NAMPA).



**CHARLIE TRIPLETT** is the web designer/developer for the MU College of Engineering. He has been designing things for over a decade now, which really freaks him out. Originally from Joplin, he graduated from Mizzou after trying sculpture, engineering, sculpture (again) and finally settling on a BFA in Graphic Design. He is still young and naive enough to think that hard work will be rewarded and that you really can get a feeling of satisfaction and accomplishment from work within a large institution. If it comes down to you and him, Charlie would prefer to drive.

**CRAIG J. WEILAND** is the art director for MFA Inc., a Columbia-based agricultural cooperative. In addition to designing ads, packaging and websites for MFA, he is responsible for design and layout of *Today's Farmer* magazine. Prior to MFA, Weiland's entrepreneurial passion and design talent contributed to successes at Visionworks Graphic Design (today Visionworks Marketing & Communications), Vangel Associates, the MU *Illumination Magazine* website and his Web design company, Choreomedia, now in its 10th year of business. In addition, his work has garnered top awards from the Mid-Missouri Advertising Federation and the Council for Advancement and Support of Education.





# 2012 CONFERENCE SCHEDULE

## WEDNESDAY, JUNE 13

**Noon** – Registration opens in the atrium of the Conference Center. Exhibit area and Publication Exchange table open.

### SESSION I: 1:30 P.M. – 2:45 P.M.

**EDITORIAL TRACK: Salon A – The Dos and Don'ts of Writing and Editing:** The *St. Louis Magazine* editor and writer team of Jarrett Medlin and Jeannette Cooperman take you behind the scenes of the writing and editing process at a city magazine. Learn from real-life feature examples, from the aftermath of the Joplin tornado and cholera epidemic in Haiti to the Chris Coleman murder trial and a revealing profile of gossip columnist Jerry Berger.

**DESIGN TRACK: Salon B – Designers' Roundtable.** Bring a current project you'd like to share -- whether complete or in the works -- to this session where you can talk shop with your peers from across the region. Moderator: Carolyn Preul, *Inside Columbia* magazine.

**MANAGEMENT TRACK: Salon C – Strategies for Success:** Missy Martinette Hills, owner and publisher of *LO Profile* magazine and parent company Studio M Publishing LLC, shares the business philosophies and practices that have helped her build successful teams and brands.

**AD SALES TRACK: Varsity Room – Building Rapport and Relationships:** Discover the key factors to building rapport. Most salespeople put 100 percent of their effort into the 7 percent factor. Learn about the other 93 percent and, more importantly, how to build credibility and trust quickly. Learn how to earn even your toughest prospect's respect in the first minutes, and how to keep it for long-term relationships.

**\*\*COFFEE, SODA & COOKIE BREAK\*\***

### SESSION II: 3 P.M. – 4:15 P.M.

**EDITORIAL / MANAGEMENT TRACK: Salon A – Selling the Sizzle Across Platforms:** *FEAST Magazine* is everywhere – in print, online, on TV, on the radio, in e-newsletters, on Facebook, it Tweets, it pins on Pinterest. Catherine Neville, *FEAST's* creator, who acts as publisher and editor, outlines her cross-platform strategies to build audience and brand recognition and will showcase how it's working for this relative newcomer to the publication marketplace.

**DESIGN TRACK: Salon B – Why and How We Use Wordpress to Publish:** Transforming a division-level website from the WWW (wild wild west) of chaos to an efficient and unified system has taken the College of Engineering 5 years. We'll share the philosophy and story of a harrowing journey that led to a web office that makes this job look easy (by working their butts off). While primarily geared for institutional publishers and designers, our tale holds lessons for those in commercial operations as well. Presenters: Charlie Triplett and Meredith Clark, designer and content coordinator for the MU College of Engineering.

**AD SALES TRACK: Varsity Room – Structuring Your Sales Call.** You finally get the appointment...now what? If you've ever walked into what was supposed to be a great sales call, and walked away wondering what happened, this session will provide answers. Catherine Atkins will help you learn to create structure for your salescall that both you and the prospect agree to follow. Full Disclosure Selling keeps conversation above board, acceptable to both parties, and ends with clear next steps...provided you know where you're going.

**COCKTAIL HOUR: 6 P.M. TO 7 P.M.**

**Outside Salon C** – Complimentary beer & wine + cash bar.

**2012 RANLY AWARDS BANQUET: 7 P.M. TO 9 P.M.**

**Salons C&D** – Sponsored by The Ovid Bell Press Inc.

## THURSDAY, JUNE 14

**7:45 A.M. BONUS SESSION FOR PUBLISHERS AND SALES MANAGERS: Varsity Room – Keeping A-Player Salespeople Happy and Motivated:** Strong salespeople are tough to manage. They're typically independent, disorganized, and ego-driven. If they're good, they're never in their office...so how do you know what they're doing. How do you manage a group that doesn't really want to be managed? Catherine Atkins will share strategies, tactics, and best practices to take home and try.

### SESSION III: 9 A.M. – 10:15 A.M.

**EDITORIAL / MANAGEMENT TRACK: Salon A – Magazine Launches and Magazine Questions:** Ask Mr. Magazine™. An interactive session with Samir Husni on new magazines, brand extensions, and everything that matters in the magazine business.

**DESIGN TRACK: Salon B – Resisting the Creative Rut:** How to keep one's magazine design fresh and vibrant without resorting to complete redesign. It can be a real challenge to a magazine designer having to produce issue after issue adhering to an established design style without falling into a rut creatively. Carolyn Preul of *Inside Columbia* magazine and Craig Weiland, art director for MFA Inc., will show ways they've both resisted the creative rut in their respective magazines and techniques other designers can use for their own.

**AD SALES TRACK: Varsity Room – Closing Techniques.** You've done an amazing presentation, and now it's time to close the deal. No pressure. Learn how to take the heat off the close – for you and the prospect – and to make it a natural progression of your sales process. It isn't just about selling more, it's about selling more easily. Presenter: Catherine Atkins.

**\*\* COFFEE BREAK \*\***

### SESSION IV: 10:30 A.M. - 11:45 A.M.

**DESIGN / EDITORIAL TRACK: Salon A – New Takes on Tablets** – Rhonda Prast from the Missouri School of Journalism magazine faculty brings the latest iPad apps developed at the school to spark a discussion of creating content for the iPad and other digital tablets. Roger Fidler, program director for digital publishing at RJL, will share the latest results of his survey of iPad users.

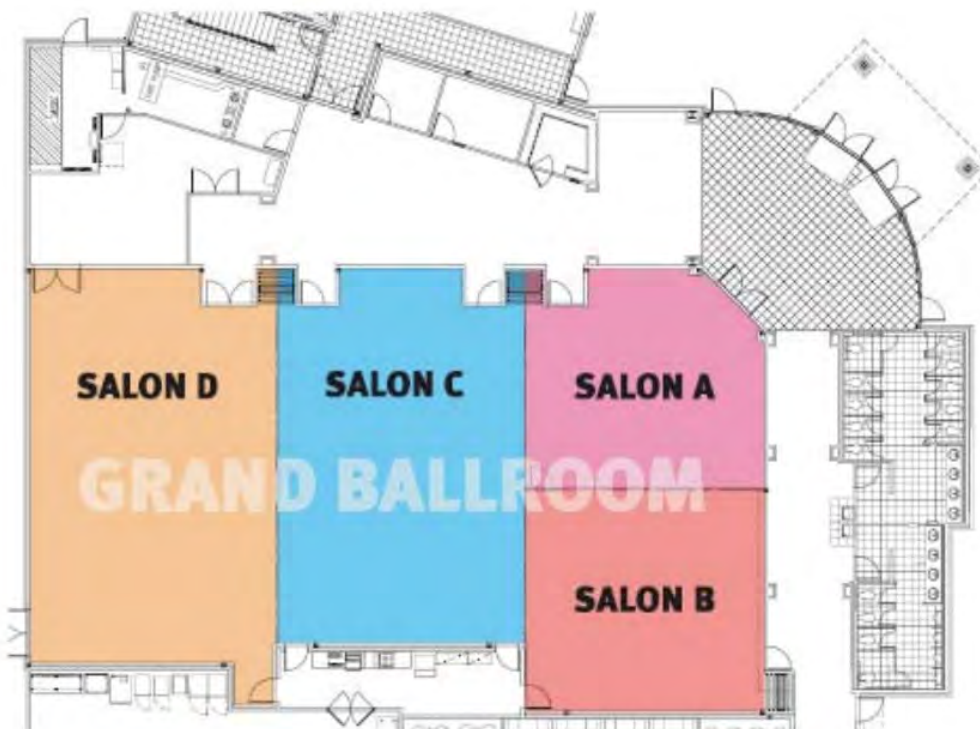
**MANAGEMENT TRACK: Salon B – Best Ideas from Around the Room** – Join your peers in a rapid-fire session of sharing the best ideas for creating readership, profits, interactivity and more. Bring your best, and take home ideas to try out on your staff and readers. Moderator: Fred Parry.

**AD SALES TRACK: Varsity Room – Time Management:** With so many demands on your time in addition to making sales, how do you balance the workload, stay focused, and still make money? In this session, we'll learn how morning BAGELS will add focus to your day. Following a cookbook will ensure you're moving forward toward your goals without going crazy. Presenter: Catherine Atkins.

**NOON-1:15 P.M. Salon C&D** – Buffet sandwich luncheon with keynote speaker: Samir Husni, Ph.D., "Mr. Magazine." Topic: Forget Print First; Forget Digital First: It was, is and will always be Audience First.

## COURTYARD by MARRIOTT

3301 LEMONE INDUSTRIAL BLVD,  
COLUMBIA, MO | 573.443.8000



missouri association of publications  
P.O. Box 1387 | Columbia, MO 65203-1387 | www.MissouriPublications.org

Program brochure design by Sedel Marino and printed courtesy of MFA Incorporated, Columbia, MO

THANKS FOR ATTENDING  
THE 2012 MAP  
SUMMER CONFERENCE

THANK YOU  
TO OUR 2012  
MAP SUMMER  
CONFERENCE  
SPONSORS!



# 2012 MAP CONFERENCE

MAGAZINES | CONSUMER PUBLICATIONS | NEWSLETTERS |  
E-ZINES | WEBSITES | PHOTOGRAPHY | B2B PUBLICATIONS

EDITORIAL | DESIGN | MANAGEMENT | ADVERTISING  
**RANLY AWARDS BANQUET**

# COURTYARD BY MARRIOTT COLUMBIA MISSOURI

| JUNE 13-14 |

WWW.MISSOURIPUBLICATIONS.ORG