

2005



National Editorial Conference & Awards of Excellence Banquet

ASBPE's national editorial conference is your best educational value.

Where else can you get these benefits?

- **Affordable registration**, one-third the cost of other industry events.
- **Fresh perspectives** from cutting-edge speakers provide you with the latest trends and most practical strategies.
- **Useful information** targeted only at editors of business, trade, and association magazines and Web sites.



June 21-22, 2005 ■ Cleveland Marriott Downtown Key Center

Register by May 31, 2005 for Early Bird Discount

Conference Program Schedule

TUESDAY, JUNE 21

7:30–8:15 AM

Registration & Continental Breakfast

8:15–8:30 AM

Welcome

Robert Freedman, ASBPE National President

8:30–9:30 AM

Rhetorical Fallacies and Logic

Frank Ryan, associate professor, philosophy, Kent State University

Yes, the course you avoided in college is here in abbreviated form. However, every journalist needs to know how to evaluate what they are hearing from sources. Prof. Ryan, who also has a degree in journalism, will be using trade magazines as examples for specific points.

What you'll learn:

- how to evaluate your sources' (and your boss') arguments
- how to catch faulty reasoning
- types of emotional, logical, and ethical fallacies

9:30–9:45 AM

Networking Break

9:45–11:15 AM

Covers, Contents, Mission Communication

Robin Sherman, associate director, ASBPE; and consultant/freelancer, Editorial & Design Services

You have a magazine mission statement, you know how the industry your magazine covers is structured, you know your readers' job descriptions, and you know the products and services of your advertisers. In this session, geared to both editors and designers, we'll show you one way to clearly organize and present your content so that everyone knows exactly what your mission is.

11:15–12:15 PM

Editors and the World: The Bigger Picture

Moderator:

Roy Harris, senior editor, CFO, and president-elect, ASBPE

Panelists:

Douglas Clifton, editor, Cleveland Plain Dealer, former chairman of the American Society of Newspaper Editors' Freedom of Information committee

Ted Gest, coordinator of Council of National Journalism Organizations (CNJO) and president of Criminal Justice Journalists

Through its membership in the CNJO, ASBPE is involved in major press issues, such as Freedom of Information and the limitations of the Patriot Act. You'll learn how business press editors exercise their important role as members of the wider journalism community.

12:30–2:15 PM

Lunch with Abdul Hadi K. Abid

Director general of private sector development, Iraqi Ministry of Trade

In what might be the first of a new breed of magazines in Iraq, Abid launched the country's first business magazine, *Iraqi Trade*, in 2004. Now Abid brings his interesting story to ASBPE.

2:30–3:45 PM

Infographics and the Union of Journalism and Design

William Neff, information graphics journalist and Stephen Beard, information graphics journalist, Cleveland Plain Dealer

Developing good infographics is certainly not a matter of pretty design and tired content.

What you'll learn:

- what is infographics
- how do you organize and present information that is usable and understandable
- how to recognize good graphics opportunities, communicate those ideas with artists, simplify graphic information, and write simple but effective headlines and text blocks.
- when to use pie charts, fever charts, tables, and diagrams
- questions to ask about data

3:45–4:00 PM

Networking Break

4:00–5:15 PM

Beyond the Basics Technical Editing

Moderator:

Steven Roll, editor, State Tax Report, Bureau of National Affairs

Panelists:

Don Loepp, managing editor, *Plastics News*

Gary Mintchell, editor, *Automation World*

Patricia Smith, executive editor, manufacturing group, American Machinist

After a review of some basic methods of good technical editing, we'll explore what you can do with the craft to bring more interest for your readers.

6:15–7:00 PM

Awards of Excellence Reception and Tabletop Exhibits of Award Winners at the Rock + Roll Hall of Fame and Museum

7:00–8:00 PM

Awards of Excellence Banquet



Adobe

8:00–until ...

Awards of Excellence Ceremonies

Masters of Ceremonies: Frances Richards and Roy Harris. Sponsored by Adobe

WEDNESDAY, JUNE 22

7:30–8:15 AM

Continental Breakfast; Table-Top Exhibits of the ASBPE Award Winners

8:15–9:45 AM

ASBPE Magazine of the Year Case Studies

In this most popular session presented by the top editors of our Magazines of the Year, you'll learn first-hand about their strategies and secrets for success.

9:45–10:00 AM

Networking Break

10:00–11:15 AM

E-Newsletters: Ways to Make Them Work

Mark Priebe, president, Proximity Marketing King Hill, president, DigiKnow, Inc.

What you'll learn:

- the purposes of an e-mail newsletter
- the relationship of the e-mail newsletter to your print magazine and Web site
- whether html is better than straight text
- tips for content, organization, writing, and design
- tips on length, frequency, and timing of e-newsletters
- best practices for usability, interactivity, and navigation
- common mistakes
- how to avoid spam
- RSS (really simple syndication)

11:30–1:00 PM

Lunch with Tony Silber

Editor/publisher, *Folio: magazine*

Hear about the upcoming plans for *Folio*, which Silber's company bought last year from Primedia. Silber will also give a history of his previous magazine, *M10*, which was a direct competitor with *Folio*.

1:15–2:15 PM

Magazine Launch Case Study: CIO Decisions

Maryfran Johnson, editor, *CIO Decisions*

Johnson was editor of IDG's *Computerworld*, last year's ASBPE Magazine of the Year in the over-80,000 circulation category. She has since moved to TechTarget to launch *CIO Decisions*, the first magazine targeted to mid-market CIOs. In this session, you'll learn first-hand about this new publication's launch preparations, market and editorial research, and content development.

2:15–2:30 PM

Networking Break

2:30–3:30 PM

Small Magazine Challenges and Solutions



Moderator:

Esther Durkalski, managing editor, Paperboard Packaging

Panelists:

Karen Angus, art director, *Recycling Today*

Thomas P. Skernivitz, managing editor, *Golfdom*

Ed Sunkin, editor, *Underhood Service*

Many of us have an editorial staff of one or two and even share an art director with another magazine. How do we get our magazines out with increasing revenue pressures on editorial? This interactive discussion will explore a number of issues, concentrating on solid, viable solutions.

3:15–until ...

Open Forum: Editorial and Design Tips and Tactics

In our traditional ending session, attendees and ASBPE staff will be available to answer any Society or publishing questions you may have.



American Society of Business Publication Editors

2005 ASBPE National Editorial Conference & Awards of Excellence Banquet

June 21-22, 2005 ■ Cleveland Marriott Downtown Key Center
127 Public Square ■ Cleveland, OH 44114

Conference Registration

Payment must accompany this form. Payment for all registrants from one organization may be covered by a single check or credit card, but separate registration forms must be included for each registrant. Please copy this form for each additional registrant. **Registration fees** includes ALL sessions, breakfasts, lunches, and the Awards Banquet. If you are not an ASBPE member, join with your registration and get member rate.

- Are you an ASBPE member? Yes No
- I want to become a member of ASBPE. Sign me up!
- \$75 is included in the total payment for my annual dues.

	Postmarked by May 31	Postmarked after May 31 or On-Site
ASBPE Member	\$325	\$375
Non-Member	\$400	\$450
Banquet Only	\$125	\$150
Membership Dues <i>(when applicable)</i>	\$ 75	\$ 75
Total amount due	\$ _____	\$ _____

Payment Method: Check payable to ASBPE enclosed
OR
please bill my VISA MasterCard

You will be sent confirmation prior to June 13, 2005.

ASBPE regular membership is open to editors and writers, including freelance writers and editors, who work for business, professional, trade and association magazines and Internet publications.

Card Number _____ Exp. Date _____

Cardholder Signature _____

Name _____ Job Title _____

Publication _____ Web Site URL _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail (required) _____

To Register: Mail this form to ASBPE, 214 N. Hale St, Wheaton, IL 60187 OR fax (for credit card payments only) to 630-510-4501. For more information, call 630-510-4588, or visit our Web site www.asbpe.org, or e-mail info@asbpe.org.

Hotel Information: The conference will be held at the Cleveland Marriott Downtown Key Center, 127 Public Square, Cleveland, OH 44114. The hotel is holding a number of rooms at the exceptional, reduced rate of \$119 per night. **Cut-off date for these rates is Friday, May 20, 2005.** Please reserve your room by calling the hotel at 216-696-9200 or call Marriott reservations at 800-228-9290. Be sure to ask for the ASBPE discount rate.

Awards Banquet: The Awards Banquet will be held beginning at approximately 6:15 p.m. June 21, 2005 at the Rock + Roll Hall of Fame and Museum in downtown Cleveland. Banquet attendees will have an opportunity to walk through the museum and see the exhibits.

Travel: There is no official airline for the conference, but Continental Airlines has a hub in Cleveland, with direct flights from many destinations. Southwest Airlines and many others also serve the city. A low-cost option to consider is Akron-Canton airport (CAK), located 45 minutes south of Cleveland. Several low-cost carriers fly into CAK. In many cases, best discounts are available if tickets are purchased 14-30 days in advance of travel.

Airport Transportation: Taxi fare from Cleveland Hopkins International Airport is approximately \$25 (one way) to the Marriott. The RTA metro rail line is easy and convenient; it goes directly from the airport to Tower City Station in downtown Cleveland for \$1.50 each way. Tower City contains one of downtown's two shopping malls, and is approximately two blocks from the Marriott. Taxi fare from Akron-Canton airport is approximately \$60 (one way).



**American Society of Business
Publication Editors**

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Cleveland ■ June 21-22, 2005

To get **discount registration:**

- Register by May 31
- Join ASBPE now
- For more information visit our Web site
www.asbpe.org



Mark your calendar

June 21-22, 2005

Annual National Editorial Conference

Cleveland Marriott Downtown Key Center

- Two days of useful seminars, panel discussions, and workshops targeted at editors of business, trade, and association print and related Internet publications.
- Very affordable registration fees — one-third the cost of similar industry events.
- A once-a-year chance to network with your fellow business editors in an interactive setting designed for editors.
- Top-notch, cutting-edge speakers provide you with the freshest perspectives, the latest trends, and practical strategies.

June 21, 2005

Annual Awards of Excellence Banquet

Rock + Roll Hall of Fame and Museum, Cleveland

The best editorial and educational value sponsored by your professional association, the **American Society of Business Publication Editors**