

# 2009 ASBPE National Editorial Conference

## 31st ASBPE Print Azbee Awards of Excellence Banquet

# ASBPE

### Thriving in a Challenging Economy and an Evolving Digital Age

- Learn the skills you need to
- Generate brand-boosting ideas
  - Expand your reach in social media
  - Boost the quality and efficiency of your  
Web and print products

JULY 15-17, 2009

Washington Marriott Hotel  
Washington, D.C.

**The best educational value for editorial in B2B!**

## What's in it for business-to-business editors?

### Where else can you get these benefits with your full conference registration?

- **Timely information** focuses on the skills and ideas you need to weather the down economy and thrive in the new B2B publishing landscape.
- **Acquire print and digital skills and know-how that will have an immediate impact** on your publication and your career.
- **Numerous networking opportunities**, including our welcome reception, Azbee Awards reception, breakout sessions, and open forums.
- **Expert speakers** who focus on *how-to, practical tips and insights*, are knowledgeable in the print and digital craft, targeted exclusively to B2B journalists like you.
- **Affordable registration fees compared to other conferences**, for virtually the same number of sessions, plus special events.
- **Two-day fees include** ASBPE Foundation welcome reception and the 31st Annual Azbee Awards of Excellence banquet.

## Hotel and Meeting Essentials

■ **Conference Hotel.** The conference will be held at the Washington Marriott Hotel, 1221 22nd St., Washington, D.C. 20037. 800-393-3053. Fax: 202-872-1424.

The newly renovated Washington Marriott is in the heart of the Nation's Capital, steps from historic Georgetown and a short distance from monuments, museums, the Kennedy Center, and the White House.

■ **Full Conference Fees:** Cost for members by July 3: \$395; cost for members after July 3: \$495. Non-member cost by July 3: \$495; non-member cost after July 3: \$595. Price includes all continental breakfasts, lunches, and the Awards of Excellence banquet.

■ **One-Day Conference Fees:** To attend only one day of the conference, cost for members before July 3: \$230; cost after July 3: \$330. Non-member cost before July 3: \$285; cost after July 3: \$385. Price includes all continental breakfasts and lunches only. You must state on the registration form which day you will attend.

■ **Discounts:** 10 percent discount for both the full-conference or one-day conference may be applied if three or more people are from the same publication.

■ **Azbee Awards Banquet Fees:** If you will be attending the banquet only, member cost before July 3 is \$140; cost after July 3 is \$165. Non-member cost is \$165.

■ **Room Rates, Reservations:** \$149 single/double. Call 800-228-9290 and mention you're with ASBPE to get rate. Deadline for rate is June 24.

■ **Transportation:**

**Closest airport: Ronald Reagan Washington National (DCA)**

Taxi Charge (one way): approx. \$12

Metro (to Foggy Bottom station): \$2

**Alternate airport: Washington Dulles (IAD)**

Taxi Charge (one way): approx. \$45

Super Shuttle: 800-258-3826

**Alternate airport: Baltimore-Washington International (BWI)**

Taxi Charge (one way): approx. \$55

Super Shuttle: 800-258-3826

**Amtrak: Union Station**

3 miles from hotel



World War II Memorial



U.S. Capitol

## Welcome from the Conference Chair

**On behalf of the** Washington, D.C., Chapter of ASBPE, I'd like to invite you to the Nation's Capital! We are proud to once again serve as hosts for the industry's best conference designed specifically for the needs of B2B editors.



digital-themed sessions designed to help B2B editors survive and thrive in this turbulent economy and rapidly changing publishing industry.

Once again, the conference also will feature an array of idea-sharing and meet-up opportunities, including roundtables, hands-on breakout sessions, and networking receptions.

ASBPE has put together a star-studded lineup for the 2009 National Editorial Conference, with print- and

I would like to thank all of

our 2009 conference speakers and thought leaders, whose expert insights and advice will help ensure B2B editors leave Washington armed with tools to better navigate today's evolving print and digital landscape.

I also would like to acknowledge the ASBPE local and national board members for all of their help planning this year's conference: Amy Fischbach, Steve Roll, Rob Freedman, Robin Sherman,

Roy Harris, Tina Barbaccia, Warren Hersch, and Jeanne LaBella.

Thank you to all of the volunteers for their support. We look forward to seeing you at the 2009 conference!

*Conference Chair Katy Tomasulo is President of ASBPE's Washington, D.C. chapter. She is Deputy Editor for Hanley Wood's EcoHome and Building Products magazines.*

## Welcome from the National President

**This is a challenging time** for the B2B publishing world and journalism in general. But it's also an exciting one in which new opportunities continue to arise. Rapid advances in technology have made it possible for B2B publications to engage with their readers in more ways than ever before.

This means new opportunities for those who learn the skills needed for today's dynamic print, digital, and multimedia publishing scene. ASBPE has always been at the forefront of identifying the latest trends in the B2B press, and helping writers, editors, publishers, and design staff capitalize on them for

themselves and their publications.

The 2009 ASBPE National Editorial Conference is designed to equip you with the skills you need to excel in today's fast-changing workplace. Respected industry speakers and hands-on work-



shops will show you how to use some of the recent shifts in the publishing industry to your maximum benefit.

*Steve Roll is President of ASBPE and is Senior Legal Editor at BNA Tax & Accounting.*



Tidal Basin

# Thriving in a Challenging Economy and Evolving Digital Age

## Wednesday, July 15

6 p.m.–7 p.m.

### Welcome Reception

Hosted by the ASBPE Foundation

## Thursday, July 16

8:45 a.m.–9 a.m.

### Welcome

**Steve Roll**, ASBPE President

**Katy Tomasulo**, Conference Chair

9 a.m.–9:45 a.m.

### Keynote

#### The Future of Publishing

**Bob Sacks**, Media Consultant and Commentator

What does the future hold for B2B? Veteran publishing industry consultant and blogger Bob Sacks will examine the industry's next steps and the implications of technology advances for B2B editors. Learn what you can do to prepare for the ever-changing digital era while balancing new roles with maintaining editorial quality.

10 a.m.–11:45 a.m.

#### Innovative Responses to Today's Troubling Times

**Peter Goldstone**, President,

Hanley Wood Business Media

**David Silverberg**, Founding Editor,

*HSToday*

**Noelle Skodzinski**, Editor in Chief,

*Book Business and Publishing*

*Executive*

Now more than ever, editors need to be brainstorming new ideas to keep content fresh, expand brand recognition, and keep readers and advertisers interested. Our panelists will examine:

- What types of ideas work best in a down market?
- How can magazine staffs work together to develop new ideas?
- How can you leverage technology to create and deploy new programs?

Noon–1:45 p.m.

#### Journalism That Matters Award Presentation

ASBPE will honor the winner of the

inaugural Journalism That Matters Award, which recognizes a B2B editor whose article or body of work has significantly impacted or changed the industry he or she covers.

2 p.m.–4 p.m.

#### Concurrent breakout sessions

Each of the three interactive sessions is one hour and will repeat. Choose two.

#### Using Social Media to Advance Your Brand

**Alison Rice**, Senior Editor, Online, *Builder*

Increase readership and brand recognition with easy-to-use, easy-to-promote Web tools. Learn how social media applications like Facebook, LinkedIn, and Twitter can help promote your magazine, expand your brand, and generate new leads, contacts, and contributors.

#### 20 Ideas That Make a Big Impact

**Katy Tomasulo**, Deputy Editor, *Building Products and EcoHome*

This fast-paced session will showcase 20 ideas from around the B2B industry that generated revenue, recognition, and/or audience. Audience members will then break into small groups to brainstorm additional ideas for print and Web they can implement at home.

#### How to Sell Your Ideas to Company Executives

**Darren McKewen**, Publisher, *BNA*

In this slow publishing economy, innovation is key at all levels of the masthead. Learn how to get publishers and executives to listen to—and act on—your ideas.

6 p.m.

#### Azbee Awards of Excellence Banquet

Our 31st annual awards honor the best B2B editorial and design for print magazines and newsletters.



Capitol Dome



Museum of the Native American



Vietnam War Memorial



Einstein Memorial

## Friday, July 17

**9 a.m.–10:15 a.m.**

### **How They Did It, Azbee Magazines of the Year case studies**

The top editors of the two winners of the Magazine of the Year — **the foremost prize in B2B publishing** — will discuss their strategies and practical how-to methods for achieving editorial excellence.

*Their examination will cover*

- 1) writing, reporting, and editing;
- 2) editorial organization;
- 3) reader interaction;
- 4) value to the reader; and
- 5) layout and design, all of which are among the criteria used by Azbee judges in selecting winners.

*Speakers will be announced at the ASBPE Azbee Awards banquet the evening of July 16.*

### **10:30 a.m.–Noon Keeping Print Relevant in Today's Digital Age**

**Abbie Lundberg**, President, Lundberg Media; former Editor in Chief, *CIO*  
**Bill Mitchell**, Leader of News Transformation and International Programs, The Poynter Institute  
**Richard Creighton**, Principal, The Magazine Group

We've all heard it: Print is dying. But is it dying or merely transitioning? The

concept of “what works” is changing as a new generation of readers looks for shorter pieces and more Web interaction. In this session, you will learn how to keep your print product relevant in an era where the Internet is getting all the attention.

### **Noon–1:15 p.m. Lunch and roundtable discussions**

*Roundtable discussions* during lunch will cover balancing ideas and ethics, bridging the generation gap, and open forums.

### **1:30 p.m.–2:45 p.m. The 21st Century Workflow**

**Wyatt Kash**, Editor in Chief, *Government Computer News and Defense Systems*, 1105 Media  
**Raju Narisetti**, Managing Editor, *The Washington Post*  
**Michael Protos**, Production Editor, 1105 Media

Case studies, from consumer publishing powerhouse *The Washington Post* and B2B award-winner 1105 Media, will explore how to plan and schedule for Web-first publishing and implement Web 2.0 strategies amidst existing publishing demands. Editors successfully publishing in print and online will offer lessons learned in making the transition

to a full-scale dual-publishing format. The session will explore how editors pre-plan for dual coverage, how they determine what formats are appropriate for each story, and how the editing process works to serve both needs.

### **3 p.m.–4 p.m. Visual Journalism: The Editorial Alternative to Narrative Presentation**

**Robb Montgomery**, Founder, Visual Editors

In this session, editors will learn print and digital presentation methods beyond the straight narrative. You'll discover alternate story forms and more visual approaches to make information easy for readers to comprehend. You'll also see techniques that embrace more Web-centric, community-driven presentations. Understanding different story forms will help you to assign stories to writers in more meaningful ways. The session will use attendee's publications as visual aids. After you register for the conference, we'll tell you how to submit your publication.

### **4 p.m. Closing Remarks**

# About the Speakers

## Keynote speaker



A self-described “journalist, grizzled reporter, and avid publishing futurist,” Bob Sacks is a publishing industry analyst, chronicling the state of our media through his popular e-newsletters and blogs.

As a veteran of the printing and publishing industry since 1970, Sacks’ career includes several years in the alternative press publishing newspapers in New York and Tucson, and becoming a founding father of *High Times* magazine.

Since then Sacks has been a publisher, editor, freelance writer, director of manufacturing and distribution, senior sales manager, circulator, chief of operations, pressman, cameraman, lecturer, and developer of Web site companies. His résumé lists directorships at Bill Communications

(VNU), CMP, International Paper, McCall’s, Time Inc., The New York Times Company’s magazine group, and Ziff-Davis.

Today his firm, Precision Media Group, does private consulting and publishes daily e-newsletters worldwide to more than 11,500 media industry leaders.

Sacks is known to be an expert lecturer about the media and marketing industries. He frequently discusses the good and bad news about what he calls “El-CID,” or electronically coordinated information distribution. His presentations often cover the technological past, present, and future possibilities for publishing at the digital edge.

Toward this end, Sacks formed a global consultancy last year called mediaIDEAS to provide research and advisory services about the effects of technology on magazine publishing.



**Richard Creighton** is the Principal and Co-Founder of TMG, a leading custom media firm that provides services to more than 50 corporations, asso-

ciations and nonprofits. He brings 30 years of expertise in targeted editorial, sales strategy, and business acumen to help clients exceed their objectives. Since co-founding TMG, he has advised organizations ranging from nonprofits to Fortune 500s in publishing solutions, launches, business strategy, and product development. The firm has won nearly 600 awards on behalf of its clients, including awards for print/Web solutions.

manages the growth and establishes the strategic direction of the division’s 30 print publications and their related Web properties, more than 30 conferences and events, and proprietary online data sources and e-newsletter streams. Before joining Hanley Wood, Goldstone was vice president at Intertec Publishing, a division of Primedia. He also has served as vice president/publishing director of Cowles Business Media’s magazine group, and has held leadership positions at both Hearst Business Publishing and SRDS.



**Wyatt Kash** joined *Government Computer News* in 2004 as Editor in Chief, and is responsible for the magazine’s editorial operation, including daily online

news coverage, electronic newsletters and e-seminars, and new content and product development as a senior manager at 1105 Media’s Government Information Group. Kash has been an innovator in fusing new technologies with publishing to create new media

products—helping *GCN*, for instance, to become one of the first business publications in America to be available as a PDA-friendly mobile edition. Prior to joining *GCN*, Kash worked for PostNewsweek Tech Media, Hanley Wood, and Lebar-Friedman.



**Abbie Lundberg** is a business technology analyst, editor and professional speaker with 21 years experience reporting and commenting on the

use of technology in business. She led the award-winning *CIO* editorial team as Editor in Chief from 1995 through 2008. Currently, as president of Lundberg Media LLC, Lundberg provides businesses and nonprofits with media and communications services, including writing, editing, presentations, research, public speaking, online strategy development, and group facilitation. She works with organizations to develop online and face-to-face communities and writes and speaks about the use of technology and social media in business.



**Peter Goldstone** is President of Hanley Wood Business Media, one of the four operating divisions of Hanley Wood LLC, the nation’s premier media company serving the housing and construction industries. As president, Goldstone



**Darren McKewen** is Group Publisher for tax and accounting services at BNA, and a member of the firm's board of directors. Headquartered in the D.C. metro area, BNA is the largest independent publisher of information and analysis products for professionals in business and government. In his 22 years at BNA, McKewen has worked on business publications from a variety of angles, from proofreading copy to writing to managing a P&L. He subsequently held several jobs focused exclusively on new product development and electronic product enhancements, leading up to Director of Product Development.



**Bill Mitchell** heads The Poynter Institute's News Transformation initiative, a program focused on emerging economic models for news, and writes the NewsPay blog exploring related issues. He also directs international programs for Poynter and serves as a member of its faculty. Previously, Bill headed Poynter Online for 10 years. Before joining Poynter, he worked as editor of Universal New Media and director of electronic publishing at the *San Jose Mercury News*. Bill previously was a reporter, editor, Washington Correspondent, and European Correspondent for the *Detroit Free Press & Knight Ridder*, and a bureau chief for *Time*. He served as a Pulitzer juror in 2002 and 2003.



**Robb Montgomery** is a Chicago journalist, former newspaper editor, and founder of a social network for journalists, Visual Editors. Montgomery is particularly known for his work on the 2003 redesign of the *Chicago Sun-Times* and 2005 redesign of the *San Francisco Examiner*. Montgomery has expertise in print and online. He is recognized as an influential

visual journalist and is hired worldwide as an expert in developing and directing visual and multimedia journalism training programs for reporters, designers, and editors.



**Raju Narisetti** is Managing Editor of *The Washington Post* where he is responsible for all of the *Post's* online content, its Style and features sections in print; and its photo, graphics and design departments. Prior to joining the *Post* in January 2009, he was a Founding Editor of *Mint*, a business daily newspaper and Web site in India, published by HT Media Ltd. in collaboration with *The Wall Street Journal*. Earlier, he spent 13 years at *The Wall Street Journal*, where he was the Editor of *The Wall Street Journal Europe* and Deputy Managing Editor of *The Wall Street Journal USA*.



**Michael Protos** is production editor at the 1105 Government Information Group, which publishes the print and Web editions of *Defense Systems*, *Federal Computer Week*, *Government Computer News*, and *Washington Technology*. Protos is responsible for the production of all Web and magazine content for those publications. During the past two years, Protos has helped the editorial department refocus its resources to better adapt to the changing demands of print and Web content. Some of the key projects he led or participated in include a production department reorganization, workflow standardization, and introduction of a new content management system.



**Alison Rice** is Senior Editor, Online, for *Builder* magazine, providing daily coverage of business and economic news affecting home builders large and small. She also is involved in *Builder's* social

media outreach, from Twitter to LinkedIn. Before she joined the digital world, Alison held a number of editorial positions at Hanley Wood, including Editor of *Multifamily Executive* and *Developer* magazines and senior editor for business at *Builder*. She has won numerous awards, including the Construction Writers Association's Godfrey Award in 2004 for best body of work.



**David Silverberg** is the Founding Editor of the premier monthly magazine of homeland security insight and analysis, *HSToday*. Silverberg conceived and launched other publications that proved authoritative in their fields, including *Homeland Defense Journal* in 2003 and *Military Information Technology* and *The Journal of Information Policy* in 1998. Silverberg has made numerous media appearances on such broadcast programs as *The Newshour with Jim Lehrer*, *All Things Considered*, C-SPAN's *Washington Journal*, and CNN.



**Noelle Skodzinski** is the Editor in Chief of *Book Business* and *Publishing Executive* magazines. She directs the editorial content for both magazines and their related electronic products, including *BookBusinessMag.com*, *PubExec.com*, *Book Business Extra*, *Publishing Executive Inbox*, and all webinars. She also directs the publications' educational conferences and other events, and oversees the *Publishing Executive* Hall of Fame. In this position, she has initiated a number of major projects, including the "Best Publishing Companies to Work For" annual study, the annual "Book Industry Salary Guide," and the annual "100-plus Business Tips" issue. Skodzinski is the former Editor for *The Crafts Report*, Managing Editor for the *Inside Direct Mail* newsletter, and Senior Writer for *Target Marketing* magazine, among other editorial positions.



American Society of Business Publication Editors

# 2009 National Editorial Conference and Awards of Excellence Banquet

Washington Marriott, Washington, D.C., July 15-17, 2009

## Registration form

**Full-conference fees** include ALL sessions, breakfasts, lunches, and Awards Banquet. **One-day conference fees** includes 1-day sessions, breakfast, and lunch for the day only (Azbee Awards banquet is extra cost for one-day attendees).

**Separate registration forms** must be included for each registrant. Please copy this form for each additional registrant.

**If you are not an ASBPE member, join with your registra-**

**tion and get the member rate. For more information, call 630-510-4588, or visit our Web site [www.asbpe.org](http://www.asbpe.org), or e-mail [info@asbpe.org](mailto:info@asbpe.org).**

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

Name _____		Job Title _____	
Company _____		Address _____	
City _____	State _____	Zip Code _____	
Phone _____	Fax _____	E-mail (required) _____	

**Are you an ASBPE member?**  Yes  No  **I want to become a member to get registration discount.** An additional \$75 is included for regular membership; \$100 for affiliate (e.g., vendors) membership; \$50 for freelancers, in the total payment for my dues.

### Full Conference Fee\*

*Postmarked BY July 3*

- Member: \$395
- Nonmember: \$495

*Postmarked AFTER July 3*

- Member: \$495
- Nonmember: \$595

### One-Day Conference Fee\*\*

*Postmarked BY July 3*

- Member: \$230
- Nonmember: \$285

*Postmarked AFTER July 3*

- Member: \$330
- Nonmember: \$385

*I will attend on:*  July 16 **OR**  July 17

\*3-PLUS Discount: If three or more are attending from the same publication, a 10% discount applies.

**Azbee Award Banquet-Only Fees (July 16, 6 p.m.):**  Member: \$140  Member *after July 3*: \$165  Nonmember: \$165

**YES, I would like to buy a table at the Azbee Awards banquet for \$1,260 (a 10% discount for a table of 10).**

**I will attend the FREE ASBPE Foundation Welcome Reception Wednesday evening, July 15.**  YES  NO **RSVP by July 3**

### Payment Information

*Payment must accompany this form.* Payment for all registrants from one organization may be covered by a single check or credit card, however, registration forms must be submitted together.

- Enclosed is my check payable to ASBPE** for \$ \_\_\_\_\_
- Please charge my:**  Visa  MasterCard  Amex for \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

### Send this registration form to:

Holly Lundgren, ASBPE Conference, 214 N. Hale St., Wheaton, IL 60187  
Telephone: 630-510-4588 Fax: 630-510-4501 E-mail: [asbpe.info@asbpe.org](mailto:asbpe.info@asbpe.org) Website: [www.asbpe.org](http://www.asbpe.org)



**American Society of  
Business Publication Editors**

214 N. Hale Street  
Wheaton, IL 60187

## **2009 National Editorial Conference**

*July 15–17, 2009*

Washington Marriott,  
Washington, D.C.

## **Azbee Awards of Excellence Banquet**

*July 16, 2009*

To get **DISCOUNT REGISTRATION**

- Join ASBPE now
- Register by July 3
- Register three or more people  
from the same publication

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# *How you benefit*

- **Two days of useful seminars, panel discussions, and interactive workshops** targeted at editors of business, trade, and association print and Internet publications.
- **Very affordable registration fees** — one-third the cost of similar events.
- **Thought-provoking interactive sessions** designed to facilitate networking with your colleagues in the business, trade, and association press.
- **Cutting-edge speakers with fresh perspectives** on the latest trends and practical strategies.
- **The best editorial and educational value sponsored by YOUR professional association, the American Society of Business Publication Editors.**