



fma FLORIDA MAGAZINE ASSOCIATION

MAGnificent Magazines

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2009 Conference Countdown
33 days 11 hours 57
minutes and 22
seconds

FMA: LATEST NEWS

- ◆ [Florida Magazine Association Rescinds Charlie Awards from former editor of Ocala Magazine Heather Lee](#)
- ◆ [FMA Testified on Your Behalf - March 2009](#)
- ◆ [FMA Hall of Fame](#)

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fma 2008 Events

The Florida Magazine Association 2008 Publishing Conference & Exposition

Portofino Bay Hotel at Universal Orlando, a Loews Hotel
Orlando, Florida
August 21-23, 2008

[Thursday, Aug. 21](#) [Friday, Aug. 22](#) [Saturday, Aug. 23](#)

Friday, August 22

General Schedule

8:00 am - 5:30 pm	Registration
8:00 - 8:30 am	Breakfast Beverages in Publishing Expo
8:30 - 10:00 am	Discussion Groups & Publishers Round Table: (Advertising, Marketing, Editorial, Design, Photography)
10:00 - 10:30 am	Break with Exhibitors - Giveaways
10:30 - 11:30 am	How Some Magazines are Prospering in the New Media Landscape Presented by: Betty Cortina
11:45 am - 12:45 pm	Tracks (see below for session information)
12:45 - 2:00 pm	Annual Business Luncheon & Hall of Fame Awards
2:00 - 2:30 pm	Publishing Expo and Desset - Salon 1-4
2:30 - 3:30 pm	Tracks (see below for session information)
3:30 - 3:45 pm	Break with Exhibitors - Giveaways
3:45 - 4:45 pm	Tracks (see below for session information)
4:45 - 6:00 pm	Publishing Expo

Track Schedule

Circulation & Marketing

11:30 am - 12:30 pm **Building an Online Community**
Presented by: Lisa Bownas, Resource

2008 CHARLIE AWARD WINNERS



Photos

Get Involved



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Interactive	
2:30 - 3:30 pm	The Next Generation of Tools Presented by: Jody Murphy, Barnett & Murphy, Inc.
3:45 - 4:45 pm	Seducing Your Readers Presented by: Betty Cortinas
Production	
11:30 am - 12:30 pm	How Your Printer Can Make You Rich Panel Discussion
2:30 - 3:30 pm	The Next Generation of Tools Presented by: Jody Murphy, Barnett & Murphy, Inc.
3:45 - 4:45 pm	Paper and the Environment Presented by: Ralph O'Connor, Graphic Communications
Publisher	
11:30 am - 12:30 pm	How Your Printer Can Make You Rich Panel Discussion
2:30 - 3:30 pm	Stress-Free Selling® - Selling in a Challenging Environment Presented by: Jenae Rubin, MagazineAdvertisingSales.com
3:45 - 4:45 pm	How Do I Create a Profitable Digital Strategy Speaker: Chris Riggs, iMirus
Sales	
11:30 am - 12:30 pm	Internet Publishing for Profit Presented by Daniel Ambrose, ambro.com, corp.
2:30 - 3:30 pm	Stress-Free Selling® - Selling in a Challenging Environment Presented by: Jenae Rubin, MagazineAdvertisingSales.com
3:45 - 4:45 pm	Creating a Profitable Digital Strategy Speaker: Chris Riggs, iMirus
Design & Editorial	
11:30 am - 12:30 pm	Collaborative Workflows with InDesign Presented by: Mark Poulalion, Bonnier Corporation
2:30 - 3:30 pm	The Power of the Story Presented by: Ted Spiker, University of Florida College of Journalism
3:45 - 4:45 pm	E-newsletters that Work Presented by: Carrie Jensen & Nate Romance, ExactTarget

[**Back to Meeting Information**](#)