

THURSDAY, NOVEMBER 3 9:00-11:00AM

AD SALES AM1001 9:00-11:00AM

**Coaching Your Sales Force to Peak Performance**

Learn how to develop an effective sales force in an increasingly challenging industry. In this session, you'll develop new skills for effective coaching and mentoring - essential elements in long term sales growth. You'll learn a variety of methods to develop a star sales staff that consistently exceeds their sales goals!

- 6 techniques for a successful, results-oriented coaching program
- How to use mentoring
- What will motivate your staff to go the extra mile
- Methods for managing each salesperson as a unique individual
- **Kathi Simonsen, President, Simonsen Sales and Marketing Management**

AD SALES AM1002 9:00-11:00AM

**Keep Those Cards & Letters Coming: Sales Letters for Sales Results**

Learn how to write sales letters that get you in the door...open your prospects' minds and hearts...present and confirm your sales story...and motivate prospects to make, keep and increase their advertising commitments. If your conversational skills outshine your written communication skills, this session is for you. Sales letters don't have to be the weak link in your selling process; learn how to write a clearly focused and organized letter that sells.

- Types, purpose, content and timing of written communications
- The Hook-Line-and-Sinker™ technique for letter structures
- Leading your reader from attention to interest to desire to action
- Creating a step-by-step letter-writing blueprint
- **Helen Berman, President, Helen Berman & Associates**

(Note: Please send a sample media kit cover letter, sales call follow-up, sales proposal and/or your favorite FAX along with your registration to this seminar. Although this is not a formal critique, Helen may use some of the letters as examples.)

CIRCULATION CM1003 9:00-11:00AM

**Boost Your Renewal Rate Now: 12 Steps to Success!**

Arm yourself with the ammunition you can use immediately to get more renewals at full rate! Discover new ideas about timing and other approaches that are currently working to increase renewals. This session will cover the "do's and don'ts" of a successful renewals program.

- Whether to use more notices or offer a premium
- How to get more cash with renewal orders
- How to avoid the "kiss of death" renewal form
- Special premiums for long-term renewers
- Tested ways to introduce a

sweepstakes • **Ed McLean, Creative Director, Ed McLean Creative Services**

CIRCULATION CZ1004 9:00-11:00AM

**Postal Discounts: A Guide to Mail Preparation & Mail Design**

Prepare your mail for maximum savings and faster delivery! The USPS offers a variety of options you can use to drastically reduce postage costs and improve delivery. In this seminar, you'll explore drop shipping incentives, bar coding, ZIP + 4 and other cost-cutting options.

- How to prepare supplements, including how to avoid paying third class rates
- How automation and bar coding can save you money
- Pros and cons of alternate delivery
- The benefits of mailing third class—do they offset the cost?
- **Chairspeaker: Ken Scianna, Mailpiece Design Analyst, USPS. Panelists: Danny Eng, Mail Design Analyst, USPS; Albert Everet, Supervisor, Business Mail Entry, U.S. Postal Business Center; Barbara Holas, Supervisor, Business Mail Entry, USPS; Ralph Marrone, Sales Account Representative, USPS; Jemil Warner, Customer Service representative, Postal Business Center**

EDITORIAL EE1005 9:00-11:00AM

**Improving Your Magazine Editing Skills, Part 1 (A 3-part Seminar)**

Become a more polished editor in three easy sessions! Whether you're a new or experienced editor, this three-part seminar will inspire you to refine your editing skills with tips and examples from a leading journalism editor.

- New techniques to polish your copy
- How to improve story structure
- How to get the copy you want from your writers
- Approaching the rewrite process for efficiency and results
- Developing effective long- and short-term plans for your magazine
- Language and grammar flaws
- **Peter P. Jacobi, Professor, School of Journalism, Indiana University**

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EDITORIAL EM1006 9:00-11:00AM

**"Raising Cain:" In-Depth Reporting & Interviewing Techniques, Part 1**

Examine sophisticated techniques for maximizing your research and reporting efforts. In this session, you'll discover the value of pre-interview screening sources; techniques for uncovering "reliable sources;" how to shape your interview questions for maximum impact; and more.

- Getting through to highly placed sources
- How to handle the flow of an interview and obtain the great quotes and quality information no other magazine has been able to get
- Planning out your research and reporting

time • Ways to build rapport • Techniques for conducting, and staying in control of difficult interviews • **Rita Stollman, President, Editorial Management Strategies®**

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MANAGEMENT MM1007 9:00-11:00AM

**The Law & Your Magazine: What's New?**

Legal concerns and potential liabilities have a major impact on the success (if not survival) of magazines today. This practical, "non-legalese" presentation will advise you on how to deal with a wide variety of hot legal issues.

- The *Boy's Life* case— can you be held responsible for physical injuries suffered by readers who rely on information presented in articles or advertisements?
- The *Glamour* Case— can you be held responsible for inadequately "masking" the identities of confidential sources?
- Recent court opinions regarding liability for libel and invasion of privacy and how proposed legislation may control the costs and risk of litigation defamation claims
- Recent developments in copyright and trademark law
- **Lawrence Edward Savell, Esquire, Chadbourne & Parke**

MANAGEMENT MA1008 9:00-11:00AM

**Trade Shows: The Live Magazine**

You, like dozens of other publications, can dramatically increase your ad sales, subscriber base and industry visibility by launching trade shows. It takes some luck and know-how and the latter can be gained at this dynamic seminar.

- Sizing up your competition and your chances for success
- The Process: exhibit sales, promotion, registration
- Testing your show before you're fully committed
- In-house or outside management
- The costs involved and what you can expect to make
- **Carl Pugh, President, Cowles Event Management**

PREPRESS PM1009 9:00-11:00AM

**Digital Photography: Photography to Printing in One Step**

Learn how to use digital photography in magazine production. What is digital photography? Who's using it? Can it apply to your application? In this session, you'll explore the quality and versatility of digital photography. Find out why you should consider using it in your publications. And learn when you can and can't use it and why.

- Four questions you need to answer when choosing digital photography equipment
- How much you can expect to pay
- Techniques to achieve the highest quality images
- A look at digital photography slides
- **Chairspeaker: Val DiGiacinto, Senior Vice President, Cardinal Communications Group, Inc. Panelists: to be announced.**

**Arthur Rosenfield, President, Business Development Group, Inc.**

**Sandy Rumeich, Director of Design & Production, The Wells Group.**

**Kevin Runyon, Information Specialist and National Account Executive, DELL Computers.** Kevin applies his strong technical and customer support background in his role at DELL as he juggles the responsibility of coordinating major media accounts throughout New York City. He develops strategic equipment solutions for both the leaders and new players on the "Information Superhighway."

**Anne M. Russell, Editor-in-Chief, Folio.** Prior to her most recent appointment in October 1992, Anne served as Folio's executive editor. She began her career in magazines as the founding editor of Photo District News. She has also worked as a reporter at Adweek, an associate editor at CBS Magazines' *American Photographer* and as the technology editor of *Working Woman*.

**Lou Ann Sabatier, Senior Publishing Consultant, Lexicon Group USA.** Lou Ann covers the areas of strategic planning, magazine launches, advertising sales, market research, circulation and production. She has been managing director for *The International Economy* and assistant publisher for *The American Spectator*. She has overseen recruitment, personnel, budgeting, purchasing, financial analysis and new business development and directed numerous circulation campaigns.

**Hershel Sarbin, President and CEO, Cowles Business Media.** Prior to joining Cowles in 1991, Hershel was chairman and CEO of his own management consulting firm, Hershel Sarbin Associates, Inc. From 1979 to 1981, he was appointed Executive Vice President of the Ziff Corporation after serving as President and Chief Operating Officer of Ziff-Davis Publishing Company from 1974 to 1979.

**Lawrence Edward Savelli, Esquire.** Larry is a New York City attorney specializing in publishing/media/intellectual property litigation. He counsels clients on libel, privacy, trademark, copyright, contract, negligence and products liability matters and is also the legal columnist for *Car Collector* and *Golf for Women* magazines.

**Eliot DeY. Schein, President, Schein/Blattstein Advertising, Inc.,** specialists in direct marketing and circulation promotion. Eliot has participated in the circulation promotion efforts of more than 450 magazines, newsletters and books and is the author of the book "Renewals." He has written over 125 articles on circulation direct marketing for *Folio*; and is a con-

tributor to "The Direct Marketing Handbook," "The Handbook of Circulation Management" and "The Handbook of Magazine Publishing."

**Mary Lee Schneider, Director of Marketing, Digital Print Division, R.R. Donnelley & Sons.** Her previous position at Donnelley was product manager, Prepress and Electronic Publishing in the Magazine Group. Prior to coming to Donnelley, she held positions at companies including *Business Week* magazine; Time Inc., working on *Time*, *Sports Illustrated*, *People*, *Fortune*, *Money* and *Life* magazines; and *Condé Nast*.

**Ken Scianna, Mailpiece Design Analyst, The Postal Business Center, USPS.** Ken has been with the U.S. Postal Service for over ten years and has extensive experience in mail processing, operations and distribution, and automation.

**Ron Scott, Single Copy Sales Consultant.** Ron has been a publisher, national distributor president, printer and newsstand circulation consultant for thirty-eight years. He has been a *Folio* columnist and seminar leader since 1978 and has helped hundreds of magazines increase their newsstand circulation while controlling their costs.

**Dan Segal, General Manager, Cambridge Prepress Services,** a leading provider of design-through-film magazine production. Dan has held editorial management positions with such diverse magazine as *High Technology*, *National Gardening* and *The Yacht*.

**Fay Shapiro, Chief Operations Officer, Oxbridge Communications.** With more than a decade spent in the world of directory publishing, Fay is helping to guide Oxbridge into the world of electronic media. She is involved in the development of CD-ROM and online services.

**JoAnn Shields, Marketing Director, EFiColor**

**Lorraine Sileo, Editorial Director, SIMBA Information.** Lorraine is a veteran information industry analyst and has served as Editor of SIMBA's IDP Report (now Electronic Information Report), for seven years. In addition, she authored "Electronic Media for the School Market" and co-authored "The Future of RBOCs in Interactive Services: Review, Trends and Forecast."

**Michael Simon, Executive Vice President, Publishers Press.**

**Kathleen Simonsen, President, Simonsen Sales & Marketing.** Kathi is in her sixth year of increasing companies' sales with results-oriented training and profitable sales and marketing solutions. Over 14 years of sales experience include

selling advertising for Chilton and Penton as well as being the publisher of *California Design*.

**Gene Sittenfeld, President, Gene Sittenfeld Direct Marketing,** a firm specializing in the strategic planning and creation of circulation promotions for direct mail campaigns, renewal and billing series and gift subscription promotions for publications in the U.S. and Canada.

**Steve Slack, Publishing Director, Sampler Publications, Inc.** Steve began his magazine career with *Better Homes & Gardens* Special Interest Magazines and served as senior editor at Meredith Corporation's *Midwest Living* magazine before becoming Editor-in-Chief of *Creative Ideas for Living* magazine. He is now publishing director for the company's seven home decorating and crafts titles.

**Margaret M. Smyth, Manager, Arthur Andersen & Co.** Peggy is audit manager for News Corporation, Hachette Filipacchi Magazines and International Paper Company among others. She has participated in several successful corporate re-engineering projects and has presented for the N.Y.S. Society of CPA's Publishing Conference and the N.Y.S. Society of CPA's Publishing Committee.

**Michael Spalter, Management Consultant, Michael Spalter Assoc.** Michael specializes in issues about interactive marketing. His work in this area has been covered in a wide range of publications including *Business Week*, *The New York Times*, *The Daily News*, *Catalog Age*, *MacWorld*, *MacUser*, *AdWeek* and *The Journal of Commerce*. He assists organizations seeking to understand, leverage and unleash the power of interactive marketing.

**James Spanfeller, Publisher, Inc.**

**Marc Spagler, Assistant Editor and Staff Writer, New City.** Marc has covered Chicago City Hall and acted as a Washington social issues correspondent for newspapers from California to Mississippi; he also freelances extensively for the *Chicago Tribune*, the *Insider* and *Metropolis* and was most recently assistant editor at *Windy City Sports*.

**Sarah Stambler, Publisher, TechProse, Inc.,** a company that specializes in designing and implementing electronic marketing, research and publication strategies using computers, telecommunications, audiotex and FAX. She is the editor and publisher of the monthly fax newsletter, *Marketing With Technology News (MWT)* which covers how businesses use alternative electronic media to market and deliver their products.

**Gary Stang, Vice President, Sales and Marketing, Scoville Press.** Working for one of the leading card pack printers, Gary was instrumental in developing a unique sales assistance program aimed at helping card pack publishers become more successful in their marketing efforts. Previously, he was vice president of sales for Schmidt Printing.

**Andrea Stein, Systems Manager, Miami Valley Division, Transcontinental Communication.**

**Vera Steiner, President, Vera Steiner Design.** Vera is an award-winning designer who specializes in publication art direction, magazine design, redesigns and new launches. Over a twenty-five year career, Vera has designed publications on a wide variety of subjects in standard and tabloid formats for business, trade, association and consumer clients.

**Rita Stollman, President, Editorial Management Strategies®,** a Brooklyn-based management consulting and training firm. With more than twenty years of experience as a magazine editor and newspaper reporter, she has launched and repositioned magazines and helped publishing companies use their editorial and art resources more creatively and produc-

tively. Her clients have included McGraw-Hill Inc., Hachette Publications Inc., Meredith Corp., Advanstar Communications, MacLean Hunter Ltd., Cap Cities/ABC, Argus Business and Miller Freeman Publications Inc.

**Robert Sugar, President, AURAS Design.** Rob is also Creative Director of an all-electronic studio that specializes in publication design. He has presented seminars on design and prepress around the country. Six years ago he converted his studio to all-electronic design and continues to pioneer in this area. He taught publication design at The American University in Washington, DC for eight years and is currently working on a book defining his design and production philosophies.

**Celine Sullivan, Vice President, Market Development, Cowles Business Media.** Celine has worked extensively on all phases of magazine marketing and worked for a number of leading publishers including Ziff-Davis.

**Scott Tilden, Director of Marketing, Webcraft Technologies.** Scott also operates his own consulting firm and specializes in electronic prepress and desktop publishing. He instituted Webcraft's desktop publishing operation and implemented the PostScribe interface for 2 new high-speed, direct-to-variable-web press processes. His experience covers public relations, business communications and computer applications.

**Elaine Tyson, President, Tyson Associates Inc.,** brings 25 years experience in direct marketing and circulation management to her present position at Tyson Associates, Inc. a Connecticut-based direct response advertising agency and consulting firm. Clients include business and consumer magazines as well as associations and non-profit organizations. Prior to forming her own company in 1982, Elaine was an Account Executive with Throckmorton/Zolfo, a New York direct response advertising agency.

**Mary Vaughn, Consultant/Principal for a marketing services firm serving the electronic publishing and multimedia industry.** Mary has over fifteen years experience in developing and marketing new products in high technology markets including on-line services, interactive telephone/audiotex and multimedia publishing. At Metatex Corp., she was responsible for all CD-ROM-based products including being the publisher of the award-winning multimedia monthly magazine, *Nauticus CD*. She was also Vice President, Strategic Planning, for Wycse Advertising where her major clients were AT&T and Bell Atlantic. She also served at CompuServe, Inc., where she was responsible for acquiring and/or developing a variety of on-line consumer products.

**Loretta Volpe, Executive Vice President & Director of Media & Marketing Communications, Griffin Bacal.** Loretta is the agency's principal media strategist, supervising 40 planners and buyers and plays a vital role in developing unique marketing programs. She was previously senior vice president and media director at SSC&B/Lintas, devising innovative media strategies for Cover Girl, Johnson & Johnson, Timberland, MasterCard, Noxell and Sterling Drug. At Foote, Cone & Belding, she worked on Clairrol, Western Electric, Lorillard and *Newsweek*.

**Denise Waggoner, Account Executive, Tony Stone Images, New York.** Denise is the editorial account executive in charge of the magazine market for Tony Stone Images, New York.

**Martin Walker, Chairman, Walker Communications.** Martin has three decades of management, marketing and advertising experience in the media and

## All About Mentoring

Like most publishing companies, your organization needs a constant supply of bright, capable people to insure corporate growth and prosperity. The most reliable and cost effective source of talent can usually be found among your present staff. Yet identifying and developing the right candidates can be a big challenge.

For many companies, the answer lies in the implementation of a mentoring program. And Cowles Media, parent company to *Folio* magazine and *The Folio Show*, has helped to develop a structured approach called Mentor<sup>SM</sup>—a turnkey solution that allows your company to provide mentoring in a proven professional manner.

Find out why hundreds of companies large and small have embraced mentoring as their best means of staff development. For more information about Mentor<sup>SM</sup>, call Pam Sveinsson at (612) 673-4102.