

The background of the entire page is a photograph of the Statue of Liberty in New York City, taken from a low angle looking up. The statue is green and holds a torch in her right hand and a tablet in her left. The sky is a clear, light blue.

ASBPE

**American Society of
Business Publication Editors**

- **Creating Print and Digital Synergies**
- **The Key Role of Editors in Ethical Decisions, Product Launches, & Circulation**
- **The Art & Craft of Business Editing, with Magazine-of-the-Year Case Studies**

***Your Best Educational Value
in New York City***

National Editorial Conference & Azbee Awards of Excellence

August 2-3, 2007

The Roosevelt Hotel

New York City

Register by July 13th for Early Bird Discount!

Where else can you get these benefits?

- ◆ **Affordable registration fee**, one-third the cost of other industry conferences
- ◆ **Nationally celebrated speakers and insightful sessions** on digital-and-print synergies, ethics, and the journalistic craft of editing, targeted exclusively to B-to-B journalists like you. Valuable case studies by editors our Magazines of the Year.
- ◆ **Time for networking**, and opportunities for personal feedback
- ◆ **The 29th Annual Azbee Awards of Excellence Banquet**, with remarks by ASBPE Lifetime Achievement Award recipient Jan White.
- ◆ Friday evening **New York Harbor Lights Cruise**

Friday & Saturday Sightseeing Events



Join us as we explore the top attractions of the Big Apple — from the financial district and midtown landmarks to Central Park. Just check off on the registration form if you're interested, and we'll take care of the rest!

- **New York Circle Line 2-hour Harbor Lights Cruise**, Friday, August 3rd, 7:00–9:00 p.m. See the high-lights of New York City in the glow of the setting sun, or be dazzled by millions of glistening lights. You'll enjoy magnificent views of the world's premier skyline and a close-up view of Lady Liberty. **Complimentary with Conference registration.**



OPTIONAL SATURDAY TOUR:

- **Midtown 2-hour Architectural Walking Tour** and Box Lunch in Central Park, Saturday, August 4th, 11:00 a.m.–3:00 p.m. View leading examples of Romanesque, Moorish and Gothic architecture as you take a guided tour from the Waldorf Astoria to Trump Tower and back. See 16th-Century Italian renaissance buildings and a dozen landmark, turn-of-the-century mansions. (Note: Size of the tour group is limited.) The tour is followed by fun and socializing in Central Park — the most frequently visited urban park in the U.S. Designed by Frederick Law Olmstead and Calvert Vaux, the park enjoys 25 million visitors each year to its 843 acres. **Price for tour and lunch: \$45**

In a New York State of Mind



From Warren S. Hersch, Conference Chair

It is my pleasure to serve as your host for ASBPE's 2007 National Editorial Conference & Azbee Awards of Excellence. New York City — America's publishing capital — is the perfect venue for two days of information-sharing about solutions and best practices that are taking hold in the B-to-B world. The annual meeting is ASBPE's first to devote a full day to e-content, an acknowledgment of electronic media's ever-growing importance to the success of trade magazines and newsletters.

Bringing together the many high-caliber speakers who will be presenting required the collective energy of ASBPE's national conference committee members. The society owes a special thanks to the New York chapter board members among them — Ginger Conlon, Joe Fleischer, Keat Foong, Deborah Nason and Janice Tuchman — whose efforts were key to realizing the digital sessions.

ASBPE's New York City chapter president, Warren is senior editor of advanced markets and sales at National Underwriter Life & Health.

From Roy Harris, National President

Your 43-year-old professional association, ASBPE, for the first time makes this magnificent city the scene of its annual Conference. And we're taking full advantage.

For keynote speakers, ASBPE has attracted former Time Inc. editor-in-chief and current Carylge Group advisor Norman Pearlstine, and *BusinessWeek* editor-in-chief Steve Adler, both of whom are playing a major role in shaping our fast-changing industry. We've lined up great programs, with powerful case studies aimed at critical themes in B-to-B publishing today: creating digital and print synergies, exploring the world of Web ethics, and developing our craft to deliver excellence to readers in a tough world of deadlines and increasing responsibilities.

Still, it will be our work TOGETHER as editors—and how we use the opportunities we're presented with—that will allow us to take home lessons that will change our lives and jobs for the better. Welcome to New York!

Roy is senior editor at Boston-based CFO and a former Wall Street Journal reporter and editor. The University of Missouri Press is publishing his first book, Pulitzer's Gold: Behind the Prize for Public Service Journalism, later this year.



Twenty Magazines that Stand for Excellence...

Circulation of 80,000 or More

<i>Builder</i>	<i>IEEE Spectrum</i>
<i>BusinessWeek</i>	<i>MyBusiness</i>
<i>CFO</i>	<i>Network World</i>
<i>CIO</i>	<i>PC World</i>
<i>Federal Computer Week</i>	<i>Teacher Magazine</i>

Circulation of Less than 80,000

<i>Big Builder</i>	<i>Presstime</i>
<i>CSO</i>	<i>QSR</i>
<i>Government Technology's Public CIO</i>	<i>residential architect</i>
<i>HealthLeaders</i>	<i>Storage</i>
<i>Meetings & Conventions</i>	<i>The Scientist</i>

...And Ten Web Publications

<i>CFO.com</i>	<i>eWeek.com</i>	<i>Macworld.com</i>	<i>RCPmag.com</i>	<i>StudioDaily.com</i>
<i>ENR.com</i>	<i>fcw.com</i>	<i>PCWorld.com</i>	<i>Redmondmag.com</i>	<i>workforce.com</i>

Magazine of the Year and B2B Web Publication of the Year winners, chosen from the above lists, will be announced at the Azbee Awards banquet on Aug. 2.

Keynote Speakers



Norman Pearlstine recently moved to the private-equity world as senior adviser to The Carlyle Group's telecommunications and media sector.

Prior to joining Carlyle, Pearlstine was the fifth editor-in-chief in Time Inc.'s history, spending 11 years supervising such titles as *Entertainment Weekly*, *Fortune*, *In Style*, *Money*, *People*, *Sports Illustrated* and *Time*. Before that, he served 23 years with the *Wall Street Journal*, including nine years as the paper's top news executive in the posts of managing editor and then executive editor. He also was founding editor and publisher of the *Wall Street Journal/Europe*, the first managing editor of the *Asian Wall Street Journal*, and helped launch *Smart Money*, a venture of *Journal* parent Dow Jones, and Hearst.

Among his honors: the National Press Foundation's Editor of the Year Award (1989), the Loeb Lifetime Achievement Award for Distinguished Business and financial Journalism (2002), the American Society of Magazine Editors Lifetime Achievement Award (2005), and a place in ASME's Magazine Editors' Hall of Fame. His book, *Off the Record: The Press, the Government, and the War over Anonymous Sources*, was published recently by Farrar, Straus & Giroux.



Steve Adler became editor-in-chief of *BusinessWeek* in April 2005, and has guided the nation's largest business weekly through the digital age.

The New York City-born Adler, who holds a law degree from Harvard, is former editor of *American Lawyer*, and also headed the American Lawyer Newspapers group of local dailies and weeklies. Hired as the *Wall Street Journal's* legal editor in 1988, he rose to the position of deputy managing editor. In addition to supervising investigative coverage, including projects that resulted in three Pulitzer Prizes, Adler also had responsibilities that included helping direct news coverage of the daily paper, extending the reach of the *Journal* on the Internet and in other media, and overseeing the newspaper's book imprint. His own book, *The Jury: Trial and Error in the American Courtroom*, was published by Times Books in 1994.

Schedule of Events

DAY ONE: Thursday, August 2

When Worlds Collide: Creating Print & Digital Synergies

A day-long series of sessions takes editors from the basics of the on-line shift into the realm of how-to management issues.

8:15-9:00 am Opening Address: The Future of Print

Norman Pearlstine is one of the major voices in magazine, online, and newspaper journalism, now involved with large-scale media investing as senior advisor for telecommunications and media, The Carlyle Group of private equity investors. The former editor-in-chief of the 154-title Time Inc. organization speaks about platforms old and new, and the evolution we can expect from them.



9:00-10:15 am Stepping Back: The New Digital Technologies

This session provides a foundation in the latest technologies in the Web 2.0 environment, with explanations of their implications, their strengths and weaknesses, and ways to integrate them.

Speaker: *Rex Hammock, president, Hammock Publishing*

10:30-11:45 am By the Metrics: What Makes Online Tick?

The fast-changing world of online audience measurement has vital significance for editors. We examine how our journalism is affected by this technology—and how advertisers, too, seek to gain advantage from it. And just what are Microsoft, Google and Yahoo up to, anyway? Learn the meaning of these terms:

- pages • paths • hits • unique visits
- views • visits • referrals

Speaker: *Sean Fulton, vice president, GCN Publishing*

12:15-1:30 pm Luncheon Address: Transforming BusinessWeek

Steve Adler, editor-in-chief of McGraw-Hill's flagship magazine—and formerly deputy managing editor of the *Wall Street Journal*, supervising its investigative coverage—describes one huge publication's challenges in the digital world.

2:00-3:45 pm Putting It All Together: Life at 1to1 Magazine and ENR.com

Editorial and digital managers of two publications with different Internet models discuss their development in print and digitally, including how their study of technologies evolved into a formal plan.

Speakers:

- *Elizabeth Glagowski, managing editor, e-publications, 1to1 and Tom Schmalzl, director of integrated communications, 1to1*
- *Andy Wright, managing senior editor, ENR.com*

4:00-5:00 pm

Web Ethics:

A Different Ball Game

From the way advertising messages are placed to questions of conflicts of interest, the transition to online publishing challenges our sense of right and wrong as we represent our readers. This session helps familiarize editors with the ethical issues presented by print and online publishing.

Moderator:

Paul Heney, senior editor, Hydraulics & Pneumatics; president, Trade Association, Business Publications International

Panelists:

- **Michelle Manafy**, editor, EContent
- **David Snow**, executive editor, ALM's Law.com



6:00 pm

Azbee Awards of Excellence: Reception, Dinner, and Presentations

Our gala event features the Lifetime Achievement Award, Magazines of the Year, Azbee Awards for print editorial, graphics, online and newsletters, and our Stephen Barr Award winner.

Special Feature: *Legendary designer Jan White's acceptance of ASBPE's Lifetime Achievement Award.*

11:45 am-1:15 pm

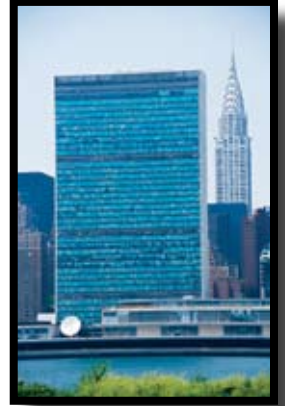
Luncheon Panel:

Watchdogs Have Their Day

In their first panel together, editors from *Crain's BtoB* and *Media Business, Folio.*, and *min's b2b* talk about what they see when they analyze publications during the critical monitoring that our publishing industry performs on itself.

Panelists:

- **Ellis Booker**, editor of *Crain's BtoB* and *Media Business*
- **Jeremy Greenfield**, editor of *min's b2b*
- **Tony Silber**, editor and publisher of *Folio.*



(The Luncheon begins with a roundtable discussion on a choice of themes)

1:45-2:45 pm

Understanding Circulation:

How It Affects You as an Editor

No matter what level of editor you are, advancement in your career may depend on your knowledge of circulation and subscriber databases.

Speaker: *Karlene Lukovitz, principal, MediaLink, and former editor, Circulation Management and former communications director, BPA*

DAY TWO: Friday, August 3

Making It Great:

The Art and Craft of Business Editorial

A focus on achieving editorial excellence, enhancing careers, and keeping up with trends.

8:30-10:00 am

How They Did It:

Azbee Magazine of the Year Case Studies

The top editors of the two winners of Magazine of the Year—the foremost prize in the B2B industry—discuss their strategies and methods for achieving editorial excellence.

Their examination covers editorial organization, reader interaction, and layout and design, all of which are among the criteria used by Azbee judges in selecting winners.

Speakers will be announced at the Azbee Awards banquet.

10:15-11:15 am

Product Launches:

Improving the Odds

It can be an uphill battle to get new publishing products to succeed. An expert in the field offers help to editors in developing a market, drafting a business plan, and finding the right staff for their launch.

Speaker: *Lou Ann Sabatier, principal, Sabatier Consulting*

3:00-4:00 pm

Extreme Makeovers:

Azbee Excellence Clinic

This interactive roundtable session offers feedback to questions on how to improve your publications. Conference speakers, award-winning editors, and other experts are available for face-to-face discussions.

Leader: *Robin Sherman, ASBPE associate director and newsletter editor.*

7:00-9:00 pm

New York Offshore:

A Harbor Lights Cruise

Enjoy the New York skyline, and an unmatched networking opportunity. Details on Page B.



Speaker Bios



Ellis Booker is editor of *Crain Communications' BtoB*, the 45,000-circulation monthly magazine for marketing strategists. He also edits *BtoB Media Business*, for business publishing executives.



Sean Fulton is co-founder and vice president of technology for *GCN Publishing*. Previously, at CMP Media, he reported directly to the present, developing new products both for print and online. Earlier at CMP, Fulton developed its first in-house product testing lab, used to test the high-performance Unix workstations and servers that today make up the backbone of the Internet infrastructure.



Jeremy Greenfield is editor of *min's b2b*, a weekly print newsletter covering the trade publishing industry. He's also editor of *minonline.com*, which features information on both consumer and business-to-business publishing.



Rex Hammock is founder and president of Nashville-based media and marketing firm Hammock Inc. Hammock's magazines include *American Spirit*, *Semper Fi*, and *MyBusiness*. He also created and oversees *Smallbusiness.com*, and has been blogging (www.rexblog.com) for six years about the magazine industry and social media.



Elizabeth Glagowski, managing editor, e-Publications at 1to1 Media, leads the editorial production of the company's online content, including *1to1 Weekly* and *The Marketing Xfactor* e-newsletters, as well as the *1to1 on the Run* podcast series. She is also a contributing writer to *1to1 Magazine* and 1to1 Media's daily blog. Previously she served as director of Web content and design for 1to1 Media. Prior to joining 1to1 Media, Glagowski was the Web editor for Internet.com.



Paul J. Heney, senior editor with Penton Media's *Hydraulics & Pneumatics* magazine, has served on ASBPE's national board since 1997, including as national president from 1999–2003. Heney is president of Trade Association Business Publications International, based in Cleveland, and steers the organization's international business-to-business magazine awards program and magazine critique service.



Karlene Lukovitz is a career business journalist specializing in covering the media, advertising, and public relations industries. As the independent owner of KL MediaLink LLC, Lukovitz contributes to publications ranging from *The New York Times* advertising column to MediaPost's *Marketing Daily* and *Online Media Daily* to *Marketing Sherpa*, *Digital Magazine News*, *Circulation Management*, *DM News* and *InCirculation*, the U.K. publication covering the print and digital publishing industries. She has appeared on CNN's Financial News Network as an expert on the media industry. Prior to forming her business last year, she spent most of her career in editorial positions at such publications as *Folio*, *Inside Print* (later *Inside Media*), and *Public Relations Journal*.



Michelle Manafy is editor of *EContent magazine*, the *Intranets* newsletter, and co-edited the debut *Enterprise Search Sourcebook*. She has written, spoken on, and edited books and articles on a variety of technology topics including content development, management, and distribution; digital publishing; streaming media; and audio, video, and storage technologies. Manafy has worked in book and magazine publishing for 20 years, in subject areas ranging from pop culture to academic nonfiction.



Lou Ann Sabatier, principal of Sabatier Consulting, has 27 years of experience in publishing. She and her team of consultants work with consumer, trade, non-profit, association, custom, and corporate publishers in the U.S. and worldwide. Sabatier is a business strategist, adept at evaluating strategies and operations to help publishers achieve their mission. Former clients include a list as diverse as World Vision/Save the Children, the International Monetary Fund, the OECD, *National Geographic*, American Marketing Association, the Marine Corp League, Thomas Publishing, and Penton Publishing.



Thomas Schmalzl is director, integrated communications at 1to1 Media. He oversees the firm's branding, promotion, and positioning in the marketplace. He joined the company in 2000 as marketing manager, leading the marketing and circulation efforts of *1to1 Magazine* and the e-newsletter *1to1Weekly*. Schmalzl and his team create and execute all marketing programs and collateral development for parent company Peppers & Rogers Group, as well as supporting business development initiatives and proposal development for PRG and Carlson Marketing Worldwide (PRG's parent company).



Robin Sherman is ASBPE's associate director and newsletter editor, and consults and freelances in content development and publication layout and design. With ASBPE, Sherman has served as program chair of several National Editorial Conferences. He is a former editorial director for a large B2B publishing company.



Tony Silber is editor and publisher of *Folio*: and *Circulation Management (CM)*. He was part of the acquisition team at Red 7 Media, which purchased *Folio*: and *CM* in August 2004 from Primedia. Before the acquisition, Silber launched *M10*, the executive-level magazine and information service for the magazine industry. Prior to his work with *M10*, Silber was publisher and editor of *Folio*: and *CM* under the Primedia umbrella.



David Snow is executive editor of ALM Media's Law.com, overseeing all of the site's editorial operations. He joined Law.com as an editor in 2004. Later, as technology editor, he developed and launched Law.com Legal Technology (law.com/tech), which showcases original content as well as tech-related articles from across the ALM network of publications and Web sites. Its special features include the E-Discovery Road Map and legal-specific download and white paper directories. He also served as Law.com's section manager, coordinating other editors' work. Before joining ALM, Snow was a correspondent for *Wired News*, home page editor and Web producer at TechTV.com, and an editor and writer for numerous other publications and Web sites.



Andrew G. Wright assumed leadership of *Engineering News-Record* magazine's online entity ENR.com in January 2005 after a three-year print stint as managing senior editor of ENR's Design/Construction Group. In 2003, he was the magazine's senior member of the team of three embedded reporters covering the war in Iraq. He returned to Iraq and Afghanistan twice in 2004.

Meeting Essentials

Conference Hotel. The conference is set for New York City, August 2-3, 2007, at The Roosevelt Hotel, located in Midtown Manhattan.

Conference Fees:

Full Conference: Cost for members through July 13 is \$395; after July 13, \$475. Non-member cost through July 13 is \$495; after July 13, \$675. Price includes all continental breakfasts, lunches, and the Awards of Excellence banquet.

One-Day Conference: To attend only one day of the conference, cost for members through July 13 is \$230; after July 13, \$330. Non-member cost through July 13 is \$285; after July 13, \$385. Price includes all continental breakfasts and lunches only.

Discounts: 10% discount for both the full-conference or one-day conference may be applied if 3 or more people are from the same magazine. You must state on registration form which day you will attend.

Awards Banquet Fee: If you will be attending the banquet only, member cost is \$140 and non-member cost is \$165 through July 13 and \$165 after July 13.

Room Rates, Reservations: \$229 single/double. For reservations call: (888) 833-3969. To receive the group rate, mention that you are attending the ASBPE conference. Reservation deadline is July 9.

Conference/Banquet Hotel:

The Roosevelt Hotel
Madison Ave. at 45th St.
New York, New York 10017
Telephone: (212) 661-9600
Fax: (212) 885-6162
www.theroosevelthotel.com



Location, Location, Location.....

Ideally situated in the heart of midtown Manhattan, The Roosevelt Hotel provides leisure and business guests quick and easy access to hundreds of New York attractions and companies within the business district.

The Roosevelt Hotel is situated right where the business district meets the Theater and 5th Avenue shopping districts, giving you the freedom to walk to Rockefeller Center, the Metropolitan Museum of Art and scores of other famous New York City attractions.

The close proximity to New York Airports – LaGuardia and JFK International and Newark Airports, as well as convenient airport connections, help alleviate the stress of travel.

Hotel Amenities Include:

- Dual Telephone Lines w/Voicemail
- Dataport Capabilities
- Desk Lamp w/Internet and DC Plugs
- Sony Playstation
- Cable TV w/in-room movies
- In-room hairdryers, irons and boards
- Waveport High Speed Internet Access (add'l Charge)



American Society of
Business Publication Editors

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Wheaton, IL 60187

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2007 National Editorial Conference and Azbee Awards of Excellence

August 2–3, 2007

The Roosevelt Hotel
New York City

To get **DISCOUNT REGISTRATION:**

- Register by July 13th
- Join ASBPE now
- Register 3 or more people from the same magazine

ASBPE National Editorial Conference

- ◆ **Two days of useful seminars, panel discussions, and workshops targeted at editors** of business, trade, and association print and related Internet publications.
- ◆ **Very affordable registrations fees** - up to one-third the cost of similar industry events.
- ◆ **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.



Mark Your Calendar!
August 2–3, 2007

Azbee Awards of Excellence Banquet

- ◆ The best editorial and educational value sponsored by YOUR professional association, the American Society of Business Publication Editors.



American Society of Business Publication Editors

2007 National Editorial Conference and Awards of Excellence Banquet

The Roosevelt Hotel, Midtown Manhattan, New York
August 2-3, 2007

REGISTRATION FORM

Registration fees for full Conference include ALL sessions, breakfasts, lunches, and the Awards Banquet. One-day Conference fees include all sessions, breakfast and luncheon for the day. Separate registration forms must be included for each registrant. Please copy this form for each additional registrant.

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.

If you are not an ASBPE member, join with your registration and get the member rate. For more information, call 630-510-4588, or visit our Website www.asbpe.org, or e-mail info@asbpe.org.

REGISTRANT INFORMATION

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

Are you an ASBPE member? Yes No

I want to become a member of ASBPE, \$75 is included in the total payment for my annual dues.

FULL CONFERENCE FEES*:

ONE-DAY CONFERENCE FEES:** I will attend on: Aug. 2 Aug. 3

Postmarked by July 13

Member: \$395

Nonmember: \$495

Postmarked After July 13

Member: \$475

Nonmember: \$675

Postmarked by July 13

Member: \$230

Nonmember: \$285

Postmarked After July 13

Member: \$330

Nonmember: \$385

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

** One-day fee does NOT include banquet.

BANQUET ONLY FEES:

Member: \$140

Nonmember: \$165

HARBOR LIGHTS BOAT TOUR FEES:

Yes, I will attend the boat tour (free with full Conference registration)

I would like to purchase additional tickets: _____ Additional Tickets (\$30 adults; \$20 children)

SATURDAY MIDTOWN 2-HOUR ARCHITECTURAL WALKING TOUR AND LUNCH IN CENTRAL PARK FEES:

Yes, I will attend the walking tour and lunch (\$45)

AZBEE EXCELLENCE CLINIC:

Please check the box if you would like to enter a submission to the Azbee Excellence Clinic (see session description on page 3). We will contact you **via email** about categories, where to send your submission and other pertinent information.

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

Please charge my: Visa MasterCard Amex

Card Number / Exp. Date: _____

Cardholder Signature: _____