



IRMACON2023, PORTLAND, OR, USA

[Embassy Suites Portland Downtown](#)

319 Southwest Pine Street, Portland, OR 97204

Telephone Number: 503.279.9000

FRIDAY – MONDAY, MAY 5 – 8, 2023

Do you have questions about our destination? Visit – [Travel Portland](#)

SCHEDULE-AT-A-GLANCE

- o Thu May 4th IRMA BOD and President's Council to arrive in time for dinner.
- o Fri May 5th Evening Welcome Reception
- o Sat May 6th All Day Education Sessions and Evening Unplugged Dinners
- o Sun May 8th All Day Education Sessions and Evening Annual Awards
Celebration
- o Mon May 8th Departure Day

Registration for IRMACOM2023

[Attend IRMACON2023](#)

KEY WEBSITES AND CONTACT INFO

IRMA Official Conference Site:

To Make Room Reservations at [Embassy Suites Hotel Downtown Portland](#):

<https://group.embassysuites.com/pg9c7k>

IRMACON Event Planner: Dianne Davis, diannedavis@tulnet.com or 918.636.4061

IRMACON Onsite Coordinator: Tiffany Davis, tdavis@tulnet.com or 918.720.2704

IRMA Executive Director: Joyce Byrne, info@irmamagazines.com, 416-886-8114

IRMACON 2023 SPONSOR



Thank you SFG for your sponsorship of IRMA!

<https://www.sfgnetwork.com/>

SOCIAL MEDIA

Follow IRMA on your chosen social media platform:

- The Public Facebook group is for all who are interested in IRMA and will be the location of our **Fourth Annual #IRMACon2023 Photo Contest**. Sign up and play along in Portland! (IRMA – International Regional Magazine Association) Prize to be announced at Opening Reception!
- The Closed Facebook group is for members and sponsors to share confidential information. Feel free to ask questions of your peers and share your success stories. (IRMA – Private Members Only)
- Instagram is also a place to join in on the #IRMACON2023 (irmamagazines)
- And Twitter too (@regionalmags #irmacon2023)

ABOUT PORTLAND

Portland, Oregon, is a vibrant and scenic city in the USA's Pacific Northwest. The largest city in the state, it's famed for its huge expanses of green space, from parks and forests to breathtaking

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mountaintops. Portland has many nicknames: Rose City, Beervana, Portlandia, and Bridgetown, to name a few.

People are drawn to [Portland](#) for the beautiful outdoors located close to the urban center. The [downtown](#) area where IRMACON2023 is being held is cool and quirky, with great places to [shop](#) and even better places to [eat and drink](#). There's fine dining and street food, as well as countless [breweries](#), [distilleries](#) and [coffee shops](#) to experience, too.

[Portland](#) is a port city and the largest city in the U.S. state of [Oregon](#). Situated at the confluence of the [Willamette](#) and [Columbia](#) Rivers, [Portland](#) is the county seat of [Multnomah County](#), the most populous county in [Oregon](#). As of 2020, [Portland](#) had a population of 652,503, making it the 26th-most populated city in the United States, the sixth-most populous on the West Coast, and the second-most populous in the Pacific Northwest, after Seattle. Approximately 2.5 million people live in the [Portland](#) metropolitan statistical area, making it the 25th most populous in the United States. About half of [Oregon's](#) population resides within the [Portland](#) metropolitan area.

Within walking distance of our host hotel are fantastic things to do.

1. Original [Voo-Doo Donuts](#) - .01 miles
2. [Pine Street Market Food Hall](#) - .01 miles
3. [Lan Su Chinese Garden](#) - .03 miles
4. [Portland White Stag Sign](#) - .03 miles
5. [Oregon Maritime Museum](#) - .03 miles
6. [Powell's City of Books](#) - .04 miles
7. [Pioneer Courthouse Square](#) - .04 miles
8. [Portland Art Museum](#) - .08 miles
9. [International Rose Test Garden](#) – 1.8 miles
10. [Portland Japanese Market](#) – 1.9 miles
11. [Pittock Mansion](#) – 2.8 miles

THE HOST HOTEL

[The Embassy Suites by Hilton Portland Downtown](#) is a member of the [Historic Hotels of America](#) and is on the [National Register of Historic Places](#). The Embassy Suites was originally built as the [Multnomah Hotel](#) and opened with 700 rooms in 1912. For many years it was the most famous and prominent hotel on the Pacific Coast. Prominent guests include, Charles Lindbergh, Rudolph Valentino, Amelia Earhart, Jimmy Stewart, Bing Crosby, Jack Benny, Elvis Presley, and every president from Theodore Roosevelt to Richard Nixon.

The [Multnomah](#) closed in 1963. From 1965 to 1992 the building housed government offices. After the building shutdown in 1992 it sat dormant until 1995 when it was sold, remodeled and opened in

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1997 as the 276-suite [Embassy Suites Hotel Downtown Portland](#). Much of the historic style of days gone by is evident in this beautiful property today.

The luxurious all-suite hotel combines historic style with modern convenience and technology, delivers a memorable stay for IRMA Members. The location in [Old Town Portland](#) assures easy and convenient travel access to the [PDX Airport](#), nine miles away, as well as all of the most interesting sites in [Portland](#). Their suites deliver all of the comfort and modern amenities you need. Large 65 inch televisions, Wi-Fi access, in-suite coffee, and in-suite safe.

All suites are furnished with a microwave and mini refrigerator. Each morning from 6.00am – 9.00am, IRMA Members may enjoy a complimentary cooked to order American Breakfast. Each evening from 5.30pm – 7.00pm the hotel offers a complimentary reception with wine, beer, cocktails, and soft drinks.

Guest Rooms: [Embassy Suites](#) Single or Double-Bedded Guest Rooms – \$205.00 single or double occupancy. [Rates](#) – are in US Dollars and are plus occupancy tax, currently 16%.

Other Guest Room Details:

Pre/Post Stays - The [Embassy Suites](#) will extend the above group rates, three days before and three days after the contracted dates of Thursday, May 4, 2023 to Monday, May 8, 2023, subject to availability.

Added Hotel Amenities:

1. [Kingsland Kitchen](#) serves Breakfast, Brunch & Lunch homestyle cooking in a hip setting. Listed among “Oregon’s Best Food 2022” in Food & Wine Magazine, [Kingsland Kitchen](#) offers breakfast, brunch & lunch homestyle cooking in a hip setting in the heart of downtown Portland. Cocktails, real ales, and local organic coffee. Best Full English Breakfast in town.
2. [Mother’s Bistro and Bar](#) - given the 2022 Award of Excellence by Trip Advisor, and listed as one of the “15 Absolute Best Breakfast Restaurants in America” by Urbanspoon, [Mother’s Bistro & Bar](#) serves home style, authentic scratch cooking from mothers around the world using the classic cooking techniques and the best ingredients for breakfast, lunch, dinner and happy hour. In addition to the regular menu, the cuisine of a different mother each month is celebrated and a menu, lovingly referred to as the “Mother of the Month” (or “M.O.M.”) menu is offered.
3. [Wireless Internet](#) – access is available in guest rooms and hotel public space with membership in [Hilton Honors](#) program.

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4. Indoor pool, fitness center, and business center
5. Valet parking is available at the hotel's main entrance on SW Pine Street. Fees for valet parking are as follows:
 1. Weekdays & Weekends - \$7/hour, \$43 max per day.
6. Self-parking is available directly across the street at the entrance on SW 4th Avenue between SW Oak Street and SW Pine Street. GPS address for garage entrance: 212 SW 4th Ave., Portland, OR 97204. The Hotel has provided an exclusive reduced rate for the IRMA attendees of \$25.00 per day for self-parking.

Arrival/Departure: The [Embassy Suites](#) check-in time is 4:00pm PT on your scheduled day of arrival with a checkout time of 11:00am PT on your scheduled day of departure. Guests arriving before 4:00pm PT will be accommodated in their reserved suite type on a first available basis. The bell staff will arrange to check baggage for guests arriving early when suites are not available. The Hotel facilities are available for use by IRMA guests in either of these circumstances.

Smoking Policy: All guest rooms and suites at [Embassy Suites](#) are non-smoking. A \$250 cleaning fee will be applied for any evidence of smoking in guest rooms upon departure.

GETTING TO [EMBASSY SUITES](#) – TWO OPTIONS

Your best bet for getting to the Embassy Suites from Portland International (PDX) is:

1. Your best bet for getting to the [Embassy Suites](#) from Portland International (PDX) is:
 1. [Light Rail](#) - the [MAX light rail Red Line](#) is the easiest way to travel to and from the airport.

Here are some quick facts:

- a) The trip between [Portland Airport](#) and downtown takes about 38 minutes.
 - b) The light rail station with the closest access to the [Embassy Suites](#) is [SW 1st and SW Oak Street](#) @ three (3) blocks from the hotels. You could either [walk](#) ([see interactive map](#)) or take a Ride Share from there
 - c) An adult ticket costs \$2.50 (Youth / Honored Citizen \$1.25). Get the latest ticket and pricing information on the [TriMet](#) website.
 - d) You can roll your luggage on board.
 - e) The first train of the day arrives at [PDX](#) at 4:45 a.m. The last train departs [PDX](#) at 11:50 p.m.
 - f) The [MAX](#) station and ticket machines are located on the lower level, next to the south baggage claim area (turn right at the base of the escalator). [View airport map](#).
 - g) For complete schedules and more information, visit the [Red Line page](#) on the [TriMet](#) website.
2. Via [Shared Ride Services](#). The current shared ride cost begins at \$24.00 for the 9-mile drive to the [Embassy Suites](#) from [Portland International \(PDX\)](#).

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Driving directions should you need them:

[Portland International Airport](#), 7000 NE Airport Way, Portland, OR USA 97218

1. Take I-205 S from NE Airport Way; 6 min (2.7 mi)
2. Continue on I-205 S
3. Take I-84 W/US-30 W to SE Morrison Bridge
4. Exit from I-84 W/US-30 W; 10 min (8.7 mi)
5. Continue on SE Morrison Bridge. Drive to SW Pine St; 3 min (0.5 mi)

TOURIST INFORMATION

Currency Exchange: <https://www.xe.com/currencyconverter/>

WEATHER AND ATTIRE

May, is a comfortable month in [Portland](#), with average temperature varying between 63F (17C) during the day and 48F (8C). On average [Portland](#) has 30% chance of rain in May so please plan accordingly.

Suggested attire is Casual for Meetings and Meals. Business Casual for the Friday Night Opening Reception. And Classy Cocktail for the Sunday Night Closing Reception and Awards Banquet although ties are not required. Please bring layers and raingear for cool [Portland](#) evenings.

COVID PRECAUTIONS AND INFORMATION FOR IRMACON2023

At this time there are no COVID precautions at IRMACON2023. Additionally, there are no COVID policies in place for traveling in the USA. Should this change, we will make you aware. Added notes:

- You may wish to bring a face mask or two with you in case they are deemed necessary
- We ask if you are not feeling well you do not attend IRMACON2023
- Should you begin to feel ill during IRMACON2023 please contact Tiffany Davis at 918.720.2704 for assistance.

IRMA MEMBER MATERIALS

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Magazine members are encouraged to bring a maximum of fifteen (15) copies of their latest issue only to IRMACON2023 in their luggage, to share with other members. There will be material tables in the banquet foyer for magazine displays.

Please do not ship any magazines directly to the hotel or to the IRMA office. Sending them directly to the hotel will result in handling charges being charged to your guest room. Magazines will be displayed throughout IRMACON2023. Any copies leftover from the conference will be donated or recycled.

See you in Portland!! For added info contact diannedavis@tulnet.com or tdavis@tulnet.com.

Detailed Agenda

Thursday 5/4

5:30 - 6:30 Board of Directors: Complimentary cocktails in Kingsland Kitchen

5:30 - 7:00 IRMACON Early arrivals: Complimentary cocktails in Kingsland Kitchen

6:30 pm - 8:30 pm - Board of Directors Dinner

Friday 5/5

8:00 am - 9:00 am - Breakfast in Kingsland Kitchen

10:00 am - 3:00 pm - Board Meeting

5.30pm - 7.00pm - all IRMACON early arrivals to meet in Kingsland Kitchen for complimentary reception

6:30 pm - 8:00 pm - Welcome Reception

Reconnect with your fellow IRMA Members and Sponsors for the Opening Reception of IRMACon2023. Local representative(s) of Portland will be joining and sharing a few recommendations on how to enjoy our time in this beautiful city!

Saturday 5/6

8:00 am - 9:00 am - Breakfast in Kingsland Kitchen

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9:00 am - 5:30 pm - General Sessions in Queen Marie Ballroom

9:00 am - 9:15 am Presidential Welcome, CPC Chair Welcome, and Executive Director Welcome

9:15am - 10:00 am - General Session - IRMACON Speed Networking, Dianne Davis, TulNet

A fun, dynamic group session designed to introduce and reconnect members.

10:00 am - 10:20 am - AM Break

10:20 am - 11:50 am - General Session - IRMA Hits & Misses, Andrea Etzel, Kansas Magazine

A perennial IRMACON favorite! A representative of each member magazine presents specific examples, big or small, on any topic, to show what has gone well in the past year--and what hasn't. You'll learn a lot and take away some great ideas. Take good notes and plan to follow-up after the session.

11:50 am - 12:55 pm - LUNCH

12:55 pm - 1:55 pm - General Session - Keynote: Service, Storytelling, and Wildsam: A Reinvention Case Study: Zach Dundas, Wildsam Field Guides

1:55 pm - 3:10 pm - General Session - How to Redesign a Magazine on the Cheap, Member Led Session

3:10 pm - 3:30 pm - PM Break

3:30 pm - 4:30 pm - General Session - Keynote: Operational Pain Points and How to Solve Them: Lisa Heyamoto, LION Publishers

4:30 pm - 5:30 pm - General Session - How We Do It: Podcasts, Member Led Session

5:45 pm - 7:00 pm - IRMA Unplugged Free time or networking time

5:45 pm - 7:00 pm - Focused Happy Hour - Managing Through Mental Health Issues, Member Led Session - in Kingsland Kitchen for complimentary reception

7:15 pm - 9:30 pm - IRMACON 2023 - Unplugged Dinners

Get to know the city and continue networking with these member-hosted "Dutch" dinners. Stop by the Registration Desk onsite to snag a spot to join a small group at a nearby eatery.

Sunday 5/7

8:00 am - 9:00 am - Breakfast in Kingsland Kitchen

9:00 am - 5:30 pm - General Sessions in Queen Marie Ballroom

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9:00 am - 10:00 am - General Session - Keynote: Across the Multifaceted Universe: Anja Charbonneau, Broccoli

10:00 am - 10:20 am - AM Break

10:20 am - 11:20 am - General Session - Taking The Temperature on Social Media: Live-Polling Q&A, Member Led Session

11:20 am - 12:20 pm - General Session - Keynote: Newsletters and New Audiences: Bryan M. Vance, City Cast

12:20 pm - 1:25 pm – LUNCH and IRMA Annual Business Meeting

1:25 pm - 2:25 pm - General Session - Keynote: The Future of Paper: Challenges Facing the Industry and What it Means for Publishing: Toni McQuilken, Printing Impressions

2:25 pm - 2:45 pm - PM Break

2:45 pm - 3:45 pm - General Session - How We Do It: Spon Con and Branded/Custom Content, Member Led Session

3:45 pm - 4:45 pm - General Session - Keynote: Media Trends 2023: James Hewes, FIPP

4:45 pm - 5:30 pm - Break or join the rest of the group downstairs in Kingsland Kitchen

5:30 pm - 7:00 pm - Focused Happy Hour in Kingsland Kitchen for complimentary reception

7.00pm - 9:00 pm - IRMACON 2023 - 43RD Annual IRMA Awards Dinner and IRMACON 2023 Finale!

Monday 5/8

Departure Day - Farewell and Safe Travels!