

2024



CHARLOTTE

NORTH CAROLINA

•IRMA•



IRMACON2024
ATTENDEE GUIDE

● Charlotte's Got a Lot!

The Conference Committee and IRMA Board of Directors are delighted to welcome delegates to beautiful Charlotte, NC -- the Queen City -- for IRMACON 2024. We hope you'll find some time to explore the city while you are visiting. There is lots to do, and many unique experiences within walking distance of our host hotel, the Embassy Suites by Hilton, Charlotte Uptown.

Use this guide to plan your time at IRMACON. If you have any questions please don't hesitate to ask.

Contents:


1. Getting there: Charlotte Douglas International Airport and host hotel Embassy Suites by Hilton Charlotte Uptown
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● Getting There

CHARLOTTE DOUGLAS INTERNATIONAL AIRPORT	5501 Josh Birmingham Pkwy, Charlotte, NC 28208, United States Code: CLT https://www.cltairport.com/
DISTANCE TO HOTEL	7.3 miles / 11.7 km
TRANSPORTATION	<p>Airport taxi (official taxis bear a sticker on their door)</p> <ul style="list-style-type: none">• available curbside on the Arrivals/Baggage Claim level. <p>Limousine Sedans are available only by pre-arrangement between passenger and service provider.</p> <p>Ride Share apps (Uber, Lyft) approximately \$22USD-\$30USD each way. Curbside at the terminal, look for the signage.</p> <p><u>CATS Charlotte Area Transit System</u></p> <ul style="list-style-type: none">• Airport to Uptown Charlotte bus Line 5 departs every 30 minutes and takes approximately 30 minutes to reach the Charlotte Transportation Centre Uptown Charlotte, a 5 minute walk from the Embassy Suites. Look for signage in arrivals near baggage claim. 
AMENITIES	<ul style="list-style-type: none">• Charging stations• Currency exchange• ATMs• other

EMBASSY SUITES BY HILTON, CHARLOTTE UPTOWN	401 E M.L.K. Jr Blvd, Charlotte, NC 28202, United States Telephone Number: +1 704-940-2517 <ul style="list-style-type: none">• please note, there are other Embassy Suites locations in Charlotte, be sure to star the right location on <u>Google Maps</u> and in your rideshare app.• This is the one by the NASCAR Hall of Fame.• Located in the Uptown neighbourhood.
	Please note, any items shipped to the hotel will result in a charge to your room.

Hotel Amenities and Things to Know

Embassy Suites by Hilton Charlotte Uptown

401 E M.L.K. Jr Blvd, Charlotte, NC 28202, United States

Telephone Number: +1 704-940-2517

Please take note of these hotel amenities available during your stay so you can pack to enjoy them:

- 24/7 **Fitness Center** featuring **Peloton** bikes, cardio theater equipment and free weights
- Indoor Heated **Pool** is open 8:00 a.m. - 11:00 p.m. daily
- Fitness Centre and Pool are located on the second floor
- Relaxing patio with a fire pit for guests to enjoy, located on the second floor
- The **401 Social**/QC Lounge is the **hotel bar**, and is open daily from 5:00 p.m. to 11:00 p.m.
- **Breakfast** is served daily from 6:30 a.m. to 9:00 a.m. in the 401 Social/QC Lounge
- Embassy Suites Manager's **Reception** Daily in 5-6:30p.m. in 401 Social/QC Lounge with complimentary beer/wine.

Hotel Contact Information

Room Reservations:

<https://www.hilton.com/en/attend-my-event/cltmles-914-e104b3dc-418a-44f1-848d-3e31972a61b0/>

Mackenzie Hull, Group Sales, mackenzie.hull@hilton.com

Tel: +1 704-940-2517

Group code: 914

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

Neighbourhood

Uptown is considered one of the best neighbourhoods in Charlotte, NC, full of tech and creatives businesses, restaurants, bars, museums, entertainment. It is considered safe to walk around after dark, provided you stay in well-lit areas and are aware of your surroundings.

COVID PRECAUTIONS

At this time there are no COVID precautions or policies in place for traveling in the USA.

IRMA Member Materials

Magazine members are encouraged to bring a maximum of fifteen (15) copies of their latest issue or those that they wish to refer to in Hits and Misses or Show and Tell to IRMACON2024 in their luggage, to share with other members. There will be tables in the banquet foyer for magazine displays.

Please do not ship any magazines to the IRMA office. If you send magazines or other materials directly to the hotel it will result in handling charges being charged to your guest room. Magazines will be displayed throughout IRMACON2024. Any copies leftover from the conference will be recycled.

Banquet Rooms

All meetings for IRMACON2024 take place in the banquet rooms on the second floor of the hotel.

Food Allergies

Every effort is made to accommodate food preferences, sensitivities and allergies that have been communicated in advance to IRMA. We regret that banquet menus do not allow for unlimited selections, but hotel staff have made alternatives for those who have indicated their need.

Nearby Restaurants

(Suggestions, recommendations and reviews from carolinas.eater.com and proximity to hotel)
<https://carolinas.eater.com/maps/best-restaurants-charlotte-north-carolina>

Midnight Diner (.3 miles, 7 minute walk) \$

Diner serving scratch comfort food 24/7 in a classic railroad car-style space.

midnightdinercharlotte.com

Fahrenheit Charlotte (.1 miles, 3 minute walk) \$\$\$

A sleek, buzzing hot spot offering New American fare with an Asian bent, backed by a long wine list.

chefroccowhalen.com/fahrenheit-charlotte

Haberdish \$\$

Stylish Southern kitchen serving craft cocktails, plus comfort food like fried chicken & biscuits.

haberdish.com

Lang Van (5.5 miles) \$\$

Vietnamese specialties from noodles to soup headline at this simple eatery that also delivers.

Try banh xeo, a classic curry-yellow pancake filled with shrimp; com chien thom, pineapple fried rice served in a hollowed-out pineapple half; or the crispy quail, served with a little dish of salt and black pepper with lemon. langvancharlotte.com

Letty's (3.9 miles)

Traditional Southern comfort food & bistro-style fare, including chicken & grits, in relaxed diner.

If you want to experience Charlotte as the neighborhood city it really is, Letty's will give you just that. lettysonshamrock.com

Mert's Heart And Soul (.6 miles)

As seen on Food Network's Diners, Drive-ins, and Dives, the traditional soul food and Gullah-inspired dishes fall in step with the bright, jazzy hand-painted decor. mertscharlotte.com

El Toro Bruto (1.2 miles)

Toro Bruto has a full menu, from breakfast to lunch to dinner. It's the kind of thoughtful Mexican cuisine that's taken a while to find a home in Charlotte. eltorobruto.com

Supperland (2.3 miles)

Rustic-chic steakhouse in a former church doling out hearty Southern dishes, plus cocktails & wine.

Jeff Tonidandel and Jamie Brown hit every detail in their first attempt at turning an old church into a food palace (the former Bonterra in Dilworth is up next), from the cavernous dining room with a live-fire open kitchen to the polished gem of a bar next door, presided over by cocktail queen Colleen Hughes. supper.land

[A list of restaurants, take out, coffee and bars in the Uptown Charlotte area, courtesy of the Embassy Suites by Hilton Uptown Charlotte](#)

Nearby Activities

Some activities within walking distance of host hotel. Visit charlottesgotalot.com for a complete visitors guide to Charlotte.

The Bechtler Museum of Modern Art

Designed by award-winning Swiss architect Mario Botta, the museum showcases the collection of almost 2,000 works of art through changing exhibitions and programs.

bechtler.org

Museum of Illusions Charlotte

Discover a brilliant collection of perspective-changing rooms, enthralling installations, and spellbinding images. Our exhibits will teach you that nothing is ever quite as it seems, especially in the Museum of Illusions. Get ready to be mesmerized!

moicharlotte.com

NASCAR Hall of Fame

Explore the legacies of the legends of our sport while immersing yourself in the excitement, passion and history of NASCAR through ever-evolving exhibits and interactive experiences.

nascarhall.com

Mint Museum

Established in 1936, The Mint Museum is a leading, innovative cultural institution and museum of international art and design.

mintmuseum.org

ImaginOn: The Joe and Joan Martin Center

A one-of-a-kind youth destination located in Charlotte, NC, in the heart of the cultural arts district.

imaginon.org

McGill Rose Garden

The McGill Rose Garden is a hidden gem of Charlotte, nestled just outside of uptown and on the edge of the NoDa Arts District. It's one of the most unique wedding venues in Charlotte!

mcgillrosegardenevents.com

First Ward Park

Urban 4.6-acre park with fountains around university buildings known for summer music festivals.

charlottesgotalot.com/things-to-do/outdoors-adventure/first-ward-park

Little Sugar Creek Greenway

The greenway runs through eastern Charlotte and stretches for more than 19 miles down to the Catawba River in neighboring South Carolina. The trail is a beautiful urban gem, connecting several parks, schools, recreational facilities, shopping and dining areas, gardens, and public art pieces. The route is entirely paved and mostly flat.

traillink.com/trail/little-sugar-creek-greenway

Schedule at a Glance



Please note the schedule is subject to change.

TUESDAY JUNE 11, 2024

7:00 - 9:00 PM	Board of Directors Dinner <ul style="list-style-type: none">• meet in lobby of Embassy Suites at 6:45 PM
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WEDNESDAY JUNE 12, 2024

10:00 AM - 2:00 PM	Board of Directors Meeting <ul style="list-style-type: none">• Plaza Boardroom
5:00 - 6:30 PM	Embassy Suites Manager's Reception <ul style="list-style-type: none">• Complimentary beer/wine in 401 Social
6:30 - 8:30 PM	Welcome to IRMACON2024 <ul style="list-style-type: none">• Beer and wine, and canapes and a pasta bar reception in Salon D

THURSDAY JUNE 13, 2024

6:30 AM - 8:45 AM	Breakfast - 401 Social Grab a bite on your own, or join a colleague
9:00 - 9:15 AM	IRMACON2024: Opening Remarks <i>Location: All Thursday sessions are in Salon A</i>
9:15 - 10:15 AM	Member-Led Session Hits and Misses The perennial IRMACON favorite! IRMA Members share the highs and lows of the year. Hosted by Lauren McKenny (<i>Saltscapes</i>)

10:15 - 10:35	Coffee Break
10:35 - 11:40 AM	<p>Keynote <i>What Ails You and How to Cure It</i> In this keynote, John Wilpers (Katahdin Media Management) presents a 30,000-foot overview of the biggest challenges facing publishers today — focusing primarily on revenue, talent, and audience — followed by practical, achievable, and proven solutions. Hosted by Joyce Byrne (<i>IRMA</i>)</p>
11:45 AM - 12:55 PM	<p>IRMA Luncheon Relax and get some food! Catch up with colleagues and reflect on the morning sessions. Location: 401 Social</p>
1:00 PM - 2:00 PM	<p>Keynote <i>The Food Section with Hanna Raskin</i> <i>The Food Section's</i> mission is to serve eaters across the American South by providing them with the news they need to make their meals more meaningful. It is the home of original, inclusive, and independent reporting about everything that influences how and what we eat and drink in the region today. Publisher and Editor Hanna Raskin joins us to share the story of <i>The Food Section</i>, and to provoke conversation about culinary coverage, ethics and food journalism, and more. Hosted by Andrea Etzel (<i>Kansas!</i>)</p>
2:00 - 3:00 PM	<p>Member-Led Session <i>The Road to Reinvention: Redesigning Texas Highways</i> <i>Texas Highways</i> is debuting its first redesign in a decade, and this time everything is on the table. From logo to paper stock to frequency, the brand is being completely reinvented. Join Andrea Lin, Mark Mahorsky, and Emily Stone for this inspiring and informative hour walking us through the audience research, design and editorial ideas that will bring <i>Texas Highways</i> to life for a new generation of motorists and visitors to Texas. Hosted by Amy Kenny (<i>Yukon North of Ordinary</i>)</p>
3:00 - 3:20 PM	Coffee Break

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3:20 - 4:20 PM	<p>Member-Led Session Great PR for Magazine Teams: Earning Media on a Shoestring This expert panel have spent years leading regional brands and covering regional stories, and know a thing or two about convincing media that a story is worth covering, and about how to make it a great segment. Host Errol Laborde (<i>Louisiana Life</i>) is joined by panelists Michelle Kelly (<i>Cottage Life</i>). Robert Stieve (<i>Arizona Highways</i>) and Peggy Laborde, (WYES-TV)</p>
4:20 PM - 5:15 PM	<p>Member-Led Session Roundtable Discussions Join a table for publishing, editorial or design to share ideas and solutions with peers. Foster community and collaboration with other IRMA members and come away inspired! Table Hosts: Manu Keggenhoff (<i>Yukon, North of Ordinary</i>), Kelly Mero (<i>Arizona Highways</i>), Emily Stone (<i>Texas Highways</i>)</p>
5:15 PM - 6:30 PM	<p>Unplugged Time Do your own thing, or join a group in the hotel lounge. Location: 401 Social is open from 5:00 - 11:00 PM and the Embassy Suites Manager's Reception (comp. beer/wine) is 5:00 - 6:30 PM</p>
7:00 - 9:00 PM	<p>Unplugged Dinners Join a group and give one of Charlotte's many exciting restaurants a try. Meet in the lobby to head out for dinner with your group.</p>
9:00 - 11:00 PM	<p>Jazz Club Adventure (Optional, sign up) Catch a show and then a green-room interview with the musician at a local jazz venue. Sign up to join this unique small group experience led by John Wilpers</p>
9:00 - 11:00 PM	<p>IRMACON After Hours Unwind in 401 Social with colleagues.</p>

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Specialized Fulfillment
Services

FRIDAY JUNE 14, 2024

6:30 AM - 8:45 AM	Breakfast - 401 Social Grab a bite on your own, or join a colleague
9:00 - 9:05 AM	IRMACON2024: Welcome to Day Two! <i>Location: All Friday sessions are in Salon A</i>
9:05 - 9:35 AM	Keynote <i>So, I Bought A (Sixty-Year-Old, BELOVED, Outdoor) Magazine</i> In this conversation with Annie Stoltie (<i>Adirondack Life</i>), Mike Rogge shares the story of bringing back <i>Mountain Gazette</i> , leaning into the heritage and ethos of their original issues, and building a subscriber base using all the tools of the digital age. <i>Please note this session will be pre-recorded.</i>
9:35 - 10:35 AM	Member-Led Session <i>Keeping Up With Editorial Design Trends - Inspo for Everyone</i> What's the secret to keeping your editorial brand fresh and connecting with readers? Sara D'Eugenio (<i>Texas Highways</i>) wants to share her favourite trends, spreads, and treatments from around the world of print design. When she isn't focussed on magazine layouts Sara is busy curating and sharing inspirational images at @arteditdesign. Hosted by Shelly Bryant (<i>Kansas!</i>)
10:35 - 10:55 AM	Coffee Break
10:55-11:30 AM	Keynote <i>How to Make Local Media Profitable</i> Ted Williams founded the popular — and profitable — <i>Charlotte Agenda</i> newsletter. After selling to and then serving a stint as general manager for Axios Local, Ted is now consulting and teaching at Queens University of Charlotte. Ted believes that local news can be profitable, and in this conversation, he will share some of the secrets to building successful digital products, how to sell advertising to local businesses, and how to build high performing small teams. Hosted by Joyce Byrne, IRMA.

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FRIDAY JUNE 14, 2024

11:30 AM - 1:30 PM	IRMA Luncheon and AGM Join us in Salon D for a look at the past year and what's next for IRMA, over a delicious lunch with colleagues.
1:30 PM - 2:30 PM	Member-Led Session <i>The Secrets of Successful Anniversary Packages</i> We've all got them: Anniversaries. But what's the secret to keeping anniversary packages and celebrations fresh and engaging for our audience? (Not to mention intellectually stimulating for the editors and designers.) Host Ed Graves (New Mexico) and panelists Steve Gleydura and John McCauley (New Mexico), Will Grunewald (Down East) and Alysha Vandertogt (Cottage Life) will look at what it takes to deliver lively and original content in Anniversary Issues, and how to generate new packaging ideas that will generate revenue and buzz for your brand.
2:30 - 2:50 PM	Coffee Break
2:50 - 4:30 PM	Member-Led Session <i>Magazine Show and Tell led by Nathan Gunter, Oklahoma Today</i> A lively session for editors and art directors, share ideas for packages and stories that really wowed their audiences. Spoiler alert: This is a great spot to pick up ideas for your own title!
4:30 PM	Close of IRMACON2024
4:30 - 7:30 PM	Unplugged Time
7:00 - 10:00 PM	44th Annual IRMA Awards Salon D

SATURDAY JUNE 15, 2024

7:00 - 9:00 PM	CHECK OUT / NO FURTHER PROGRAMMING
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● Keynote Speakers

THURSDAY JUNE 13, 2024

What Ails You and How to Cure It



JOHN WILPERS
Principal, Katahdin
Media Management

In this keynote, John presents a 30,000-foot overview of the biggest challenges facing publishers today — focusing primarily on Revenue, Talent, and Audience — followed by a selection of practical, achievable, proven solutions.

After 35 years as a writer, editor, and media executive, **John Wilpers** has consulted for the last 14 years with media companies around the world helping them transform from unprofitable, depressed, endangered print-centric operations into profitable, energized, multimedia, multi-platform, 24-7 content- and revenue-generation operations. John's recent projects include: a multi-title Norwegian B2B publisher, a pan-Asian consumer magazine group, two major American B2B media companies, two South African media groups, an Italian multi-newspaper group, an Indian multi-magazine publisher, a Czech multimedia publisher, two American consumer magazines, and the University of Virginia. From 2010-2021, John was the author of the annual "Innovations in Media World Report" published by the world association of magazines (FIPP). Outside of media, John runs a global jazz blog (GlobalRhythms.net). He also started and still runs a self-esteem-building soccer program for girls ages 2-6, graduating 5,000 girls since 1996 (hotshotsoccer.org). He is a long-board surfer, gardener, and was "Mother Ginger" in "The Nutcracker" in Boston for 22 years.

The Food Section with Hanna Raskin

The Food Section's mission is to serve eaters across the American South by providing them with the news they need to make their meals more meaningful. It is the home of original, inclusive, and independent reporting about everything that influences how and what we eat and drink in the region today. Hanna Raskin joins us to share the story of The Food Section, and to provoke conversation about culinary coverage, ethics and food journalism, and more.

Hanna Raskin is editor and publisher of *The Food Section*, a twice-weekly newsletter covering food and drink across the American South. Since its launch in 2021, The Food Section has been named one of the best newsletters in the country by the Online News Association, Local Independent Online News Publishers, International Association of Culinary Professionals, NYU's Arthur L. Carter Journalism Institute, and the James Beard Foundation, which in 2023 awarded its Dining and Travel writing medal to the publication. Raskin previously served as food editor and chief critic for The Post and Courier in Charleston, South Carolina, where her work earned the Beard Foundation's inaugural Local Impact Journalism prize. She is the author of "Yelp Help: How to Write Great Online Restaurant Reviews," a book honored by Les Dames Escoffier International with an M.F.K. Fisher Award. A past president of the Association of Food Journalists, Raskin is an active alumna of the Entrepreneurial Journalism Creators Program at the Craig Newmark Graduate School of Journalism at CUNY. She's a frequent contributor to Garden & Gun and serves as columnist for Gravy, the Southern Foodways Alliance's quarterly magazine.



HANNA RASKIN
Editor and Publisher,
The Food Section

● Keynote Speakers

FRIDAY JUNE 14, 2024

So, I Bought A (Sixty-Year-Old, BELOVED, Outdoor) Magazine



MIKE ROGGE
Editor/Owner,
Mountain Gazette

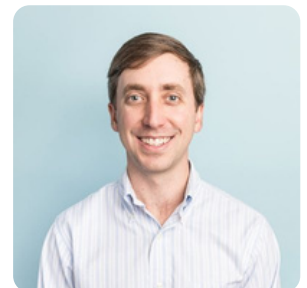
In 2020 Mike Rogge's company Verb Cabin purchased *Mountain Gazette*, a much-loved outdoor magazine that writer Dick Doworth described as “a free-form, free-spirited favourite” of western mountain lifestyle enthusiasts in the 1960s and 1970s, that had lived many lives in print and then online. Key to the return of *Mountain Gazette* has been its commitment to building subscribers, expanding the brand into merch and multi-media, and eschewing click-bait gear reviews for stories about the joy of going outside. All this in a delightful design capturing the enthusiasm of the team that makes it. In this conversation with Annie Stoltie of *Adirondack Life*, Mike will share the story of bringing back a 60-year-old publication, leaning into the heritage and ethos of those original issues and building a subscriber base using all the tools of the digital age.

Mike Rogge has been in outdoor media for 20 years as a journalist (*Powder Magazine*, *Vice Sports*, *ESPN*) and film producer (appearing on PBS and in the Banff Mountain International Film Fest Festival). In 2020, he resurrected the historic *Mountain Gazette*, returning the magazine to glory in a 160-page, oversized format.

How to Make Local Media Profitable

Ted Williams has a passion and a knack for building successful businesses. He founded the popular — and profitable — *Charlotte Agenda* newsletter, which grew to 1,700 paid supporters and \$2.2M in revenue before it was sold to Axios Local. After a stint as general manager for Axios Local, Ted is now in an advisory role and consulting and teaching entrepreneurial business students at Queens University of Charlotte. Ted believes that local news can be profitable, and in this conversation, he will share some of the secrets to building successful digital products, how to sell advertising to local retail businesses, and how to build high performing small teams.

Ted Williams was the founder of *Charlotte Agenda*. It grew fast. He sold the local media company to Axios in late 2020 where he then became GM of Axios Local and scaled the concept to 30 cities across the United States. In 2022, Cox Enterprises purchased Axios. Ted recently left Axios and is now an Executive in Residence at Queens University of Charlotte as well as a consultant with UNC Chapel Hill Hussman School of Journalism and Media. Previously, he held digital leadership roles at *The Charlotte Observer* and LendingTree.



TED WILLIAMS
Entrepreneur-in-
Residence, Queens
University of Charlotte

THANK YOU TO OUR SPONSORS



Member-Led Sessions

THURSDAY JUNE 13, 2024

Hits and Misses

In this perennial IRMACON favourite, 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.

Host: **Lauren McKenney**, Associate Publisher, *Saltscapes!*

The Road to Reinvention: Redesigning Texas Highways

Andrea Lin (Publisher), **Mark Mahorsky** (Creative Director), **Emily Stone** (Editor-in-Chief), *Texas Highways*

Texas Highways is debuting its first redesign in a decade, and this time everything is on the table. From logo to paper stock to frequency, the brand is being completely reinvented. Join Andrea Lin, Mark Mahorsky, and Emily Stone for this inspiring and informative hour walking us through the audience research, design and editorial ideas that will bring *Texas Highways* to life for a new generation of motorists and visitors to Texas.

Host: **Amy Kenny**, Editor, *Yukon North of Ordinary*

Great PR for Magazine Teams: Earning Media on a Shoestring

Michelle Kelly, Editor-in-Chief, *Cottage Life*, **Robert Stieve**, Editor-in-Chief, *Arizona Highways*, and **Peggy Laborde**, Producer and Host, WYES-TV

Does your small team struggle with promoting your brand outside of your four walls? Do you wonder how to build relationships that get your special issues and events on the radar in local media? Wonder what makes the ideal person on your team for the job of promoting your brand?

This expert panel have spent years leading regional brands and covering regional stories, and know a thing or two about convincing media that a story is worth covering, and about how to make it a great segment. This will be an informative panel for editors, publishers, and marketing teams handling their own PR.

Host: **Errol Laborde**, Executive Editor, *New Orleans Magazine* and *Louisiana Life*

Member-Led Roundtable Discussions

Join a table for publishing, editorial or design to share ideas and solutions with peers. Foster community and collaboration with other IRMA members and come away inspired!

Table Hosts: **Manu Keggenhoff**, Creative Director/Publisher, *Yukon, North of Ordinary*; **Kelly Mero**, Publisher, *Arizona Highways*; **Emily Stone**, Editor-in-Chief, *Texas Highways*

● Member-Led Sessions

FRIDAY JUNE 14, 2024

Keeping Up With Editorial Design Trends – Inspo for Everyone

Sara D'Eugenio, Art Director, *Texas Highways*, and curator, @arteditdesign

What's the secret to keeping your editorial brand fresh and connecting with readers? Sara D'Eugenio wants to share her favourite trends, spreads, and treatments from around the world of print design. When she isn't focussed on layouts for *Texas Highways*, Sara is busy curating and sharing inspirational images at @arteditdesign. Identifying what's on trend and what's cutting edge keeps your pages relevant, and Sara will share which magazines and design/edit teams are creating looks to lead print design into the second half of the decade.

Host: **Shelly Bryant**, Lead Designer for Sunflower Publishing, *Kansas! Magazine*

The Secrets of Successful Anniversary Packages

Will Grunewald, Editor-in-Chief, *Down East*; **Alysha Vandertogt**, Senior Editor, *Cottage Life*; **Steve Gleydura**, Editor-in-Chief, *New Mexico Magazine*; **John McCauley**, Art and Photography Director, *New Mexico Magazine*

We've all got them: Anniversaries. But what's the secret to keeping anniversary packages and celebrations fresh and engaging for our audience? (Not to mention intellectually stimulating for the editors and designers.) And what about brand extensions, digital programs, events and partnerships? How to know what it is, when it should happen, and how to sell it to advertisers.

This panel will look at what it takes to deliver lively and original content in Anniversary Issues, and how to generate new packaging ideas that will generate revenue and buzz for your brand.

Host and Panelist: **Ed Graves**, Publisher/CEO, *New Mexico Magazine*

Magazine Show and Tell

Led by **Nathan Gunter**, Editor-in-Chief, *Oklahoma Today*

Got a great editorial execution to share with the group? In this lively session for editors and art directors, colleagues will share ideas for packages and stories that really wowed their audiences. Spoiler alert: This is a great spot to pick up ideas for your own title!

Join IRMA colleagues to share your experience and learn from others in this member-led conversation.

Member-Led Roundtable Discussion

Publishers: Stay for the show and tell, make a small group or head to the patio for the last hour of the day.

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Member Speaker Bios

SARA D'EUGENIO, Art Director, *Texas Highways*

Sara D'Eugenio is an art director in Austin, Texas. Past employers include Conde Nast, Seattle Met, and the Travel Channel. During her spare time, she curates @arteditdesign, goes to pop punk concerts, and reads mysteries with her two fluffy cats.

STEVE GLEYDURA, Editor-in-Chief, *New Mexico Magazine*

Steve Gleydura has served as editor-in-chief of *New Mexico Magazine* since March 2020. During his tenure, he has led the magazine's yearlong celebration of its 100th anniversary, which included a commemorative cookbook, museum exhibition, and July 2023 special collector's edition. The magazine was a finalist for IRMA Magazine of the Year in 2023. Steve previously spent 17 years as the editor of *Cleveland Magazine* and vice president of editorial for Great Lakes Publishing Co. He has also worked as a freelance writer and independent marketing and communications consultant. A former president of the board for the Press Club of Cleveland, he was inducted into the Cleveland Journalism Hall of Fame in 2018. He and his wife, Kathleen, have three children, Patrick, 26, Molly, 24, and Anne, 22.

EDWARD GRAVES CEO/Publisher, *New Mexico Magazine*

Ed Graves has been CEO of *New Mexico Magazine* since January 2020. Before joining the New Mexico Tourism Departments' team, Ed was CEO and managing partner for News Connection USA, Lifestyles, after 50 senior publications in Florida. Ed has an extensive background in media publishing, having worked for Gatehouse Media, Gannett Company, and *USA Weekend Magazine*. He is from Louisville, Kentucky, and is a graduate of Eastern Kentucky University. Ed has lived in seven US states and enjoys travel and art during his spare time.

WILL GRUNEWALD, Editor-in-Chief, *Down East*

Will Grunewald is *Down East's* editor-in-chief and has been with the magazine since 2016, after previously working at *Washingtonian*. He lives in Brunswick with his wife, Heidi, and a spunky little dog named Wally.

NATHAN GUNTER, Editor-in-Chief, *Oklahoma Today*

Nathan Gunter is the Editor-in-Chief, of *Oklahoma Today*, and an award-winning editor, journalist, writer, and communications professional with nearly two decades of experience executing high-quality, creative plans for publications, communications, events, and partnerships.

MANU KEGGENHOFF, Creative Director/Publisher, *Yukon North of Ordinary*

Manu Keggenhoff is an award-winning photographer and the creative-director/publisher at North of Ordinary Media in Whitehorse, Yukon (Canada). The media company publishes several magazines in the Yukon, Northwest Territories, Nunavut, and beyond, covering northern lifestyle, business, and travel. She has over 25 years of experience in the fields of graphic design and art direction, with an emphasis on magazine publishing since 2007. Manu's photographic work has appeared in numerous publications, such as the *New York Times*, *Globe & Mail*, *Canadian Geographic*, *Photo Life*, *DigitalPhoto*, and many more.

MICHELLE KELLY, Editor and VP Content, *Cottage Life*

Michelle Kelly started her career in publishing in 1998, as the office manager at *Cottage Life*. Since then, she has held various positions in the editorial department at the magazine until she was named Editor in July 2015 and Vice President, Content, for Blue ant Media in September 2019. She sits on the Professional Advisory Committee for Centennial College in Toronto and is a board member for the International Regional Magazines Association. She is also the recipient of several Canadian National Magazine Awards, including Editor Grand Prix in 2021.

● Member Speaker Bios

ERROL LABORDE, Executive Editor, *Louisiana Life*

Errol Laborde holds a Ph.D. in political science from the University of New Orleans and is the Editor in Chief of Renaissance Publishing. In that capacity he serves as Editor/Associate Publisher of *New Orleans Magazine* and Editor/ Publisher of *Louisiana Life*. Errol is also a producer and a regular panelist on Informed Sources, a weekly news discussion program broadcast on public television station WYES-TV, Channel 12. Errol is a three-time winner of the Alex Waller Award, the highest award given in print journalism by the New Orleans Press Club. Errol's most recent books are "Krewe: The Early Carnival from Comus to Zulu" and "Marched the Day God," a history of the Rex organization. In his free time he enjoys playing tennis and traveling with his wife Peggy to anywhere they can get away to, but some of his favorite spots are the Caribbean and historic locations around Louisiana. Errol is a two-term past president of IRMA, and his latest book is, "When Rex Met Zulu. Chronicles of the New Orleans Experience."

PEGGY SCOTT LABORDE, Host and Producer, WYES-TV

Peggy Scott Laborde is an Emmy Award-winning television producer and the host/producer of Steppin' Out, New Orleans' only weekly arts and entertainment discussion program, now in its 38th season on WYES-TV (New Orleans Public Television). She is also the co-author of four books and has produced over 30 documentaries focusing on the food, culture and history of New Orleans.

ANDREA LIN, Publisher, *Texas Highways*

Andrea joined *Texas Highways*, owned by the Texas Department of Transportation, in the summer of 2015 as the Marketing and Circulation Manager, becoming Publisher/Section Director of Travel Publications in December 2017. She oversees operations and management for all projects and products in the section, including the magazine, digital channels, the annual Texas State Travel Guide and Map, the quarterly *Texas Highways* Events Calendar, and more. In her previous life, Andrea was a Media Director at GSD&M, a full-service advertising agency in Austin.

MARK MAHORSKY, Creative Director, *Texas Highways*

Mark's 25 + year publishing career started with Rodale Press working on titles such as *Men's Health*, *Prevention*, and *Bicycling* magazines. In 1998, he left the northeast and headed south to Austin, Texas, to be Art Director for *Texas Parks and Wildlife* magazine. While in Austin, contract clients included *Austin Monthly* magazine, D custom content publishers and *Texas Monthly* Custom publishing group. In 2005 he headed north to Dallas to pursue a new position as creative director for Patience Publishing and later, D custom content publishers. Clients included: Associa, AT&T Performing Arts Center, D magazine, EDS, First Command Financial Services, Hewlett-Packard, Lennox Industries, Nestlé Purina, Omni Hotels, Rexel, Sally Beauty, SMU, Texas A&M University, Texas Farm Bureau Insurance, and Texas Tech University. After 8 years in the big D, Mark longed to be back in the Texas Hill Country. He left the city and accepted a creative director position at *Texas Highways* magazine. In the past ten years Mark has been designing and experimenting with *Texas Highways* branded content. On a personal note, both his son and daughter attend the University of Texas, Austin, and he couldn't be more proud, Hook 'em.

JOHN MCCAULEY Art and Photography Director, *New Mexico Magazine*

After living and working in Boston for a number of years, John McCauley moved to Santa Fe, New Mexico for an Art Director job at *Outside Magazine*. He has since made the Southwest his home and is currently the Art and Photography Director at *New Mexico Magazine*. His design work has won numerous awards from Society of Publication Designers and the International Regional Magazine Association. When he isn't designing, he enjoys hitting the road with the family in their Airstream "Hank."

Member Speaker Bios

LAUREN MCKENNEY, Associate Publisher, *Saltscapes*

Lauren McKenney is a forward-thinking publishing professional, print and media nerd, and dedicated Swiftie who crunches numbers as Advocate Media's Associate Publisher (*Saltscapes* and *Maine Home+Design* magazines). With a skillset spanning digital and print, a background in marketing research and an interest in paid content strategy, she's passionate about tackling publishing challenges with innovative solutions. Her passion lies in delivering exceptional publications by understanding readers' unique experiences. After work hours, find her with her dog, getting lost in a good book, or thrift store surfing. Lauren grew up in St. John's, Newfoundland but has lived in Halifax, Nova Scotia for nearly 8 years, with a brief stint in Vancouver to study her Master of Publishing at SFU. If you're ever on Canada's East Coast, feel free to reach out and say hello!

KELLY MERO, Publisher, *Arizona Highways*

Kelly Mero is the seventh publisher for *Arizona Highways* Magazine, and CEO of Grand Canyon State Logo Signs. Kelly's professional career has been in publishing and information technology. Currently Kelly is active in many charitable and community organizations and currently serves on the Fiesta Bowl Board of Directors and the Walter Cronkite Board of endowment. Kelly and his wife Cindy have two children, daughters, Quin and Carson.

ROBERT STIEVE, Editor, *Arizona Highways*

Robert Stieve is the editor of *Arizona Highways*. He's been serving in that role since April 2007. Prior to his arrival at *Arizona Highways*, he served as editor of *PHOENIX* magazine for eight years, and another three years as managing editor. He's worked for several newspapers and radio stations around the country, and was a speechwriter at the U.S. Department of Justice in Washington, D.C. In addition to his work at *Arizona Highways*, he's an adjunct professor at the Walter Cronkite School of Journalism at Arizona State University, and he serves as a board member of the Cronkite School. He holds a master's degree in journalism from the Cronkite School and a bachelor's degree in journalism from Marshall University.

ANNIE STOLTIE, Editor-in-Chief/Co-publisher, *Adirondack Life*

Annie Stoltie, a graduate of Colgate University and the S. I. Newhouse School for Public Communications at Syracuse University, began her journalism career at *Good Housekeeping*, in New York City, later moving north to the Adirondack Park, where she's editor-in-chief and co-publisher of *Adirondack Life*, in Jay, New York. Stoltie has written and edited hundreds of stories for *Adirondack Life* over her 24-year tenure there. Her work has also appeared in *The New York Times*, *Slate*, *Newsweek*, *Forbes*, *Modern Farmer* and others, and she's the co-author of the guidebook *Adirondack: A Great Destination*, published by W. W. Norton. Stoltie has taught nonfiction writing at the Ray Brook Federal Correctional Institution, in the Adirondack Park, served as writer-in-residence at the State University of New York at Potsdam, and is currently an instructor at the State University of New York at Plattsburgh. She sits on the board of directors of the International Regional Media Association and serves as a judge for the American Society of Magazine Editors' National Magazine Awards, based at Columbia University, in New York City.

EMILY STONE, Editor-in-Chief, *Texas Highways*

Emily Roberts Stone is the editor in chief of *Texas Highways*, the official travel magazine of Texas. Since she joined the magazine in 2016, Texas Highways has been nominated for three National Magazine Awards and was included in the 2022 edition of the Best American Magazine Writing anthology. She currently serves as a judge for the National Magazine Awards. Previously, she worked at Community Impact Newspaper, where she launched and managed 10 editions in the Houston Metro area as managing editor. She is a native of Orange County, California, where she started her publishing career as the founder and editor in chief of *North Orange County Magazine* and *Fullerton Magazine*.

ALYSHA VANDERTOFT, Senior Editor, *Cottage Life*

Alysha Vandertoft started her career in publishing as an intern at *Cottage Life* in 2016 and is now one of the magazine's senior editors. She's a graduate of Queen's University and Centennial College's Book, Magazine & Electronic Publishing program. She has received awards from the Canadian National Magazine Awards, the Canadian Society of Magazine Editors, and the International Regional Magazine Association. Alysha also sits on Blue Ant Media's Diversity, Equity & Inclusion Council.

● IRMACON Micro-consultations

One-on-one business solutions sessions at IRMACON2024

John Wilpers of Katahdin Media Management is available to meet one-on-one (or with your team) at IRMACON2024 to discuss a specific challenge at your company.

John has worked with brands around the world on change management, editorial workflow, content structure, revenue growth, audience development, and more. The content of the “micro-consult” is up to you:

- An analysis of your digital brand
- A revenue idea
- An audience growth strategy
- A change/structural problem looking for a solution

The micro-consultation is a benefit of attending IRMACON2024, but you must sign up in advance. If you have not already done so, please contact Joyce for information.

Meetings with John are one hour in length and will be scheduled on your behalf. More information will be available when you arrive in Charlotte. Meetings will begin following lunch on Thursday June 13 and continue through Friday June 14.



IRMA Member List

2024 IRMA Member Magazines

Acadiana Profile

Adirondack Life

Arizona Highways

Arizona Wildlife Views

Avenue

The Bermudian

Bucks County Magazine

Cottage Life

Down East

Downhome

Kansas! Magazine

Louisiana Life

Mountain Home

New Mexico Magazine

Oklahoma Today

Saltscapes

Texas Highways

Wyoming Wildlife Views

Yukon, North of Ordinary

www.irmamagazines.com/member-magazines

IRMACON2024 Attendee List

IRMA Members and guests attending IRMACON2024

MAGAZINE MEMBERS:

Acadiana Profile and Louisiana Life, Errol Laborde, Executive Editor
Adirondack Life, Annie Stoltie, Editor-in-Chief/Co-Publisher
Arizona Highways, Kelly Mero, Publisher
Arizona Highways, Robert Stieve, Editor-in-Chief
Arizona Highways, Keith Whitney, Art Director
Arizona Wildlife Views, Pierre Balla, Art Director
Arizona Wildlife Views, Anna Johnson, Associate Editor
The Bermudian, Gabrielle Boyer, Editor
The Bermudian, Tina Stevenson, Publisher
Cottage Life, Michelle Kelly, Editor and VP Content
Cottage Life, Alysha Vandertogt, Senior Editor
Down East, Will Grunewald, Editor-in-Chief
Kansas!, Andrea Etzel, Publications Manager & Editor
Kansas!, Shelly Bryant, Art Director
Mountain Home, Teresa Capuzzo, Editor and Publisher
Mountain Home, Lilace Guignard, Associate Editor and Publisher
New Mexico Magazine, Ed Graves, CEO/Publisher Manager
Oklahoma Today, Nathan Gunter, Editor-in-Chief
Saltscapes, Shawn Dalton & Peggy Kell, Senior Director Creative Design and Production
Saltscapes, Lauren McKenny, Associate Publisher
Texas Highways, Sara D'Eugenio, Art Director
Texas Highways, Joan Henderson, Director, Travel Information Division, TxDOT
Texas Highways, Andrea Lin, Publisher
Texas Highways, Mark Mahorsky, Creative Director
Texas Highways, Emily Stone, Editor-in-Chief
Yukon, North of Ordinary, Manu Keggenhoff, Publisher/Creative Director
Yukon, North of Ordinary, Amy Kenny, Managing Editor
Yukon, North of Ordinary, Mollie Lang, Sales Manager

STAFF:

Joyce Byrne, IRMA Executive Director

EXTERNAL SPEAKERS:

John Wilpers, Katahdin Media Management
Hanna Raskin, *The Food Section*
Mike Rogge, *Mountain Gazette* (pre-recorded)
Ted Williams, Queens University of Charlotte
Peggy Laborde, WYES-TV

SPONSORS:

Cummings Printing, Bryan Bullock, Account Executive
SFG, Ken Smith, Director, Partner Services
Strategic Fulfillment Services, Joseph Lunne, President

IRMA 2023-2024 Board of Directors

The 2024 Annual General Meeting (AGM) of IRMA will take place on Friday June 14, 2024, following lunch, in Salon D. A slate of directors will be voted on at that time. More information will be circulated to attendees before the meeting.

2023-2024 BOARD OF DIRECTORS

Officers

- President: Kelly Mero, Publisher, *Arizona Highways*
- Secretary: Annie Stoltie, Editor-in-Chief/Co-Publisher, *Adirondack Life*
- Treasurer: Andrea Lin, Publisher, *Texas Highways*

Directors

- Edward Graves, CEO, *New Mexico Magazine*
- Michelle Kelly, Editor and VP Content, *Cottage Life*
- Kathe Lemon, President, Co-Owner, *Avenue Magazine*
- Ken Smith, SFG Sponsor Board Member

At-large members

- Staci Miller Franklin, *Arkansas Democrat-Gazette*

Staff:

- Joyce Byrne, IRMA Executive Director

President's Council

- 2020/2022 President: Mark Mahorsky, Creative Director, *Texas Highways*
- 2019/2020 President: Shawn Dalton, Creative Director, *Saltscapes*
- 2018/2019 President: Errol Laborde, Editor-in-Chief, *Louisiana Life/Acadiana Profile*
- 2017 President: Penny Caldwell, Publisher, *Cottage Life*
- 2015-16 President: Chris Amundson, Publisher, *Colorado Life and Nebraska Life*
- 2012-2014 President: Win Holden, Publisher, *Arizona Highways*
- 2010 President: Danita Allen Wood, Publisher, *Missouri Life*
- 2008 President: Jim Gourlay, Publisher, *Saltscapes*
- 2007 President: Joan Henderson, Publisher, *Oklahoma Today*
- 2001 President: Al Zikovitz, President/Publisher, *Cottage Life*

2024 IRMA Awards Committee

Michelle Kelly, *Cottage Life*; Annie Stoltie, *Adirondack Life*; Lauren McKenny, *Saltscapes*; Joyce Byrne, IRMA

2024 Conference Planning Committee

Michelle Kelly, *Cottage Life*; Annie Stoltie, *Adirondack Life*; Lauren McKenny, *Saltscapes*; Joyce Byrne, IRMA

Membership Committee

Kathe Lemon, *Avenue*; Anna Johnson, *Arizona Wildlife Views*

Communications Committee

Staci Miller Franklin, *Arkansas Democrat-Gazette*; Mark Mahorsky, *Texas Highways*; Tiffany Boone, *Downhome*

Thanks you also to Shawn Dalton, *Saltscapes*, Veronica Cowan, *Avenue*, and Kathleen O'Hare, *Cottage Life*, for their assistance with documents and visuals for the 2024 IRMA Awards.

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SFG's **FlexOMS™** is a truly relational database system that offers flexibility, security, and customization. **FlexOMS™** incorporates front-end web tool kits, customer database solutions, business intelligence, and secure payment processing services to help our partners manage their customer lifecycle from start to finish, with a 360-degree customer view that spans across all product lines and activities.

Our **FlexOps™** solution includes operational services that further support your brand's needs, all in a secure and audited environment. From customer care and payment processing services to pick/pack/ship, warehousing and distribution, lettershop, and mail processing services, SFG can handle your operational needs to provide a seamless customer experience. sfgnetwork.com

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