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# ALBERTA MAGAZINES CONFERENCE



EARLY BIRD DEADLINE  
**February 23, 2009**

Don't miss the premiere magazine event in Western Canada.  
Learn new strategies. Hear from the experts.  
Schmooze with colleagues. Get inspired.

[www.albertamagazines.com](http://www.albertamagazines.com)

## March 19 & 20, 2009

Carriage House Inn  
9030 Macleod Trail South East  
Calgary, Alberta



## ALBERTA MAGAZINES CONFERENCE

**EARLY-BIRD DEADLINE**  
**MONDAY, FEBRUARY 23, 2009**

**REGISTRATION DEADLINE**  
**FRIDAY, MARCH 13, 2009**

## It's that time again!

Join us at the Alberta Magazine Publishers Association's 13th annual professional development conference on March 19th and 20th at the Carriage House Inn in Calgary. Celebrate Alberta magazines with colleagues on Thursday evening, and on Friday, choose from 12 skill-building seminars. Whether you're new to the wonderful world of magazines or a seasoned professional, you're sure to learn something new at the Alberta Magazines Conference.

### HOTEL BOOKING INFORMATION

Deluxe or VIP rooms at the Carriage House Inn may be booked at a conference rate of **\$139.00** per night by **MONDAY, FEBRUARY 23, 2009**. Bookings can be made by calling 1-800-661-9566 and should be booked under the Alberta Magazines Conference block. Reservations after that date will be quoted the rate of the day.

### MEMBER MAGAZINES

Don't forget to enter your publication's best work from 2008 in the Alberta Magazines Showcase. Visit **WWW.ALBERTAMAGAZINES.COM** for an entry form.

# CONFERENCE SCHEDULE

THURSDAY, MARCH 19, 2009

**6:00-7:30 P.M. REGISTRATION**

**6:00 P.M. MIX AND MINGLE WITH TRUE BLUE MARTINIS**  
**SPONSORED BY TRANSCONTINENTAL**

**7:00-9:00 P.M. ALBERTA MAGAZINES CELEBRATION**  
**SPONSORED BY QUEBECOR WORLD**

Come join us for the ultimate networking opportunity. Catch up with old colleagues and meet new ones. Over dinner, hear behind-the-scenes triumphs and trials from magazine colleagues. The evening will also feature Alberta talent and reveal the Editor of the Year.

FRIDAY, MARCH 20, 2009

**8:00-9:00 A.M. REGISTRATION**

**8:30 A.M. GO GREEN BREAKFAST**

Start your day off right. Enjoy a coffee and a bite while **NEVA MURTHA** with Markets Initiative offers practical, industry-specific suggestions for reducing your organization's carbon footprint.

**9:00-10:30 A.M. 1A SHINY HAPPY PEOPLE: BUILDING A BLISSFUL WORKPLACE**

Focus. Consistency. Efficiency. For a happy team, these make-or-break attributes come naturally. How can managers create a work culture where staffers are productive and satisfied? What does it take to motivate, even on a tight budget? Air your HR concerns—longtime regional publisher **AL ZIKOVITZ** has seen it all. He'll share tried and true tips for retaining a successful team while becoming a destination for top talent.

**WHO SHOULD ATTEND:** Publishers, managers, HR staff

**1B KEEPING ONLINE ON TARGET**

How does a print magazine cultivate a readership eager to read its product online? **LISA MANFIELD** gets you up-to-speed with online outreach and audience development efforts, as well as techniques for adapting print content to online. She'll cover search engine optimization essentials and provide tips for web-specific writing and editing.

**WHO SHOULD ATTEND:** Editors, writers, online staff

**1C ON THE SAME PAGE: UNITING DESIGN AND EDITORIAL**

To a designer, visuals are king. That's why magazines need them. That's also why designers don't always see eye-to-eye with editorial and business staff. **DONNA BRAGGINS** will probe the complicated relationship between commercial success and visual impact. She'll also present best practices for designers and their colleagues to communicate effectively and meet business goals collectively.

**WHO SHOULD ATTEND:** Art directors, designers, production staff, editors



### **1D CREATING CONNOISSEURS: HOW MAGAZINES EARN READER LOYALTY**

Readers are good, but devotees are gold. How to transform a casual customer into a steadfast supporter is one of magazine publishing's most sought-after secrets. **MATT BLACKETT** will share some of *Spacing* magazine's most inventive and successful strategies (along with a couple of flops) to help you build and grow long-term community and readership.

**WHO SHOULD ATTEND:** Editors, marketing staff, circulators

### **10:30-10:45 A.M. COFFEE BREAK**

Grab a java, and find out the latest trends with industry vendors and supporters at the tradeshow.

### **10:45-12:15 P.M. 2A COFFEE'S FOR CLOSERS: THE ART OF THE SELL**

You were born to sell. You seduce new advertisers, delight clients, deftly position magazines against other media, and scoff at the sound of purse strings tightening. Or not. Need direction? Motivation? Come see **REBECCA LEGGE** for inspiration and pragmatic suggestions that will keep you competitive in the regional market.

**WHO SHOULD ATTEND:** Publishers, sales staff

### **2B OFF THE BEATEN TRACK: ALTERNATIVE CIRCULATION STRATEGIES**

**MATT BLACKETT** reveals the unconventional distribution network *Spacing* created to complement its traditional newsstand sales. This innovative structure works so well that it continually sells more than all their other outlets combined. Don't miss this glimpse into the nuts and bolts of an extraordinary circulation strategy.

**WHO SHOULD ATTEND:** Circulators, publishers, marketing staff

### **2C CRAFTING A FLAWLESS FEATURE**

Join **RICK BOYCHUK** for a nitty-gritty look at the art of storytelling in the form of a stellar lead story. From the initial planning and research of a story, through the editing process to publication, Rick explains what it takes to make a feature story unforgettable.

**WHO SHOULD ATTEND:** Editors, writers

### **2D SMALL MAGS GAME PLAN, PART ONE**

Get face-time with one of Canada's most successful literary magazine publishers. **STEPHEN OSBORNE** will provide an overview of the multifaceted publishing and business planning necessary for cultural magazines, addressing challenges specific to this genre and to small magazine publishers.

**WHO SHOULD ATTEND:** Small and cultural magazine editors and publishers

### **12:30-1:45 P.M. LUNCHEON KEYNOTE**

#### **GROWTH IN A TOUGH CLIMATE: ON SURVIVING AND PROSPERING IN TURBULENT TIMES**

An unpredictable economy. A dynamic media landscape. Stumbling blocks or opportunities? **AL ZIKOVITZ** knows from experience that magazines can weather challenging times—and flourish. One of Canada's most successful independent publishers, Al shares his

story and describes the tools he uses to keep business and creative strategies thriving. Gain inspiration from a seasoned publisher who understands that tough environments can grow robust magazines.

**WHO SHOULD ATTEND:** Everyone

**SPONSORED BY CENTRALWEB**

### **2:00-3:30 P.M.**

### **3A DOTCOM MILLIONAIRES (OR THOUSANDAIRE): PROFITING ONLINE**

Can magazines make money through websites? How? And how much? **REBECCA LEGGE** provides strategies for building revenue online. Her specific examples of how to successfully sell online ads will set you on the path to web profitability.

**WHO SHOULD ATTEND:** Sales staff, publishers, web managers

### **3B BULLETPROOF GRAMMAR**

Do you dread dangling modifiers? Flinch at faulty predication? Or do pesky errors like these slip past your desk just a little too often? Join **MARGARET CHANDLER** for an entertaining and enlightening session that identifies and obliterates common grammatical gaffes.

**WHO SHOULD ATTEND:** Editors, writers

### **3C GROUP THERAPY FOR DESIGNERS**

It's time to dig deep and get to the root of design issues. Join **DONNA BRAGGINS** for a group discussion about which design techniques work, which don't and why. Bring your specific design challenges to the table, and she'll collaborate with you to find inventive and feasible solutions. Please note: Sample magazines must be submitted in advance.

**WHO SHOULD ATTEND:** Art directors, designers, production, circulators

### **3D SMALL MAG GAME PLAN, PART TWO**

Building on the morning session, **STEPHEN OSBORNE** will help attendees develop specific strategies for building their business plans, and provide practical examples and advice on best practices for small magazine publishers.

**WHO SHOULD ATTEND:** Small and cultural magazine editors and publishers

### **3:30-4:30 P.M.**

#### **ALBERTA MAGAZINES SHOWCASE WINNERS PRESENTATION**

Cheer for your favourites and see what our judges decide.

**SPONSORED BY TRANSCONTINENTAL**

#### **WINE AND CHEESE**

Join us for a complimentary wine and cheese to wind down, debrief and swap conference highlights.

**SPONSORED BY CDS GLOBAL**

# SPEAKER BIOS



**MATTHEW BLACKETT** is the publisher, creative director and founder of *Spacing* magazine. As publisher, Blackett has helped shape *Spacing* into one of Canada's top small magazines: he was named Editor of the Year in 2007 by the Canadian Society of Magazine Editors and *Spacing* was named Canadian Small Magazine of the Year in both 2007 and 2008. Matthew was awarded a 2007 Canadian Urban Leadership Award for "City Soul" by the Canadian Urban Institute. Currently, he sits on the boards of both the Friends of the Greenbelt Foundation and Friends of Fort York, as well as serving on the City of Toronto's Pedestrian Committee.



**RICK BOYCHUK** is the former editor-in-chief of *Canadian Geographic*, a position he held from 1995 to 2009. He is a graduate of McGill University and spent 10 years working as a newspaper reporter for the *Edmonton Journal* and the *Montreal Gazette*. He is the author of two books, *Honour Thy Mother* and *River of Grit*. In 1989, he won a Gold National Magazine Award for Investigative Journalism for his first magazine story, which was published in *Harrowsmith*. Under his leadership, *Canadian Geographic* was named Magazine of the Year by the National Magazine Awards Foundation (2001) and Best Magazine of the Year three times by the Canadian Society of Magazine Editors.



**DONNA BRAGGINS** teaches at Sheridan College where she is helping to educate a new generation of top North American illustrators. She previously served as art director of *Maclean's* and *Canadian Business*, and president of the National Magazine Awards Foundation. Her work has won widespread acclaim, receiving more than 70 national and international awards including five National Magazine Awards. She also sits on the board of directors of The Advertising and Design Club of Canada. She is writing a book on the visual history of *Maclean's* magazine that will explore the rise of magazine design in Canada.



**MARGARET CHANDLER** is well known to regular AMC attendees as the conference coordinator, but her first involvement with AMPA was in 2000 when she served on the board and was the editor of *Encompass* magazine. Owner of Green Fuse Communications, she also teaches feature writing and editing at Mount Royal College, as well as popular grammar and style weekend intensives at the University of Calgary. Through her work as an editor, teacher and freelance writer, she is able to combine her passion for creative flair and editorial rigour.



**REBECCA LEGGE** is the Director of Online Sales for Canada Wide Media Limited where she also sits on the Board of Directors. She is responsible for the overall managing and annual contribution of digital sales for the company. She was formerly sales manager for *BCBusiness*—the #1 contributing magazine for Canada Wide Media, where she oversaw print and online sales with gross annual revenues of \$3.5 million. Rebecca began her career in 1999 as an executive assistant in the sales department.



**LISA MANFIELD** has worked in print and online publishing for 12 years. She is the marketing manager at *The Tye*, British Columbia's leading online newsmagazine, where she implements both online and offline marketing strategies. She is also an editor with *Suite101.com*, a Vancouver-based online magazine, where she trains writers in the art of search engine optimization and is a contributing editor with *Backbone Magazine*, a national e-business publication.



**STEPHEN OSBORNE** is the editor-in-chief of *Geist* magazine, which he co-founded in 1990. Over the last four years he has received a Vancouver Arts Award for Writing and Publishing, an Outstanding Achievement Award from the National Magazine Foundation and a Lifetime Achievement Award from the Western Magazine Awards. He has also been awarded first prize in the CBC Literary Competition and has won several Western Magazine Awards. He teaches courses in small magazine publishing at Simon Fraser University's Writing & Publishing Program, as well as for the Masters of Publishing Program.



**AL ZIKOVITZ** is the founder and President of Quarto Communications. Quarto's properties include magazines (*Cottage Life* and *Explore*), television (CLTV, *Summer's Best*, *Cottage Life + Style*, *World of Wakeboarding*), consumer shows (*The Cottage Life Spring Show* and *The Cottage Life Fall Show*), books, websites and merchandise. Al has participated on various boards including the Canadian Magazine Publishers Association—now Magazines Canada (past Chair), the International Regional Magazine Association (past President), the National Magazine Awards Foundation (past President), the Ontario Media Development Corporation, the BPA/Canadian Circulation Audit Board, the Executive Committee of the Cultural Industries Council of Ontario, the Canadian Periodical Publishers Association and the Print Measurement Bureau.

# Register online at www.albertamagazines.com

Early-bird deadline  
**Monday, February 23, 2009**

Registration deadline  
**Friday, March 13, 2009**

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Not online? Complete this form and fax with credit card information to 403.670.0492 or mail with cheque to the Alberta Magazine Publishers Association, #204, 1039 – 17 Avenue S.W., Calgary, Alberta T2T 0B2.  
Registrations without full payment will not be accepted.  
A \$20 administration fee will apply to cancellations.

Name: \_\_\_\_\_

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Check here if you do not wish to receive sponsor offers.

	AMPA Member Rate		Non-Member Rate	
	By Feb 23	After Feb 23	By Feb 23	After Feb 23
✓ <b>Please register me for the following events:</b>				
<b>FULL CONFERENCE PASS – Best Value!</b> Includes Thursday celebration, three sessions and lunch. Check your session choices below.	\$175	\$205	\$225	\$260
<b>FRIDAY PASS</b> Includes three sessions and lunch. Check your session choices below.	\$145	\$160	\$185	\$190
<b>ARTS &amp; LIT PASS—Attention Non-Profit Mags!</b> Includes sessions 1D, 2D, 3D and lunch. Proof of non-profit status required.	\$70	\$75	\$90	\$95
<b>STARVING STUDENT FRIDAY PASS</b> Includes three sessions and lunch. Check your session choices below. Student ID required.	\$50			
<b>INDIVIDUAL SESSIONS</b> NOTE: Please do not select more than one session beginning with the same number (e.g., 1A and 1C), as they run concurrently. NP=Non-profit magazine rate.				
<b>THURSDAY CELEBRATION</b>	\$60	\$65	\$85	\$90
<b>GO GREEN BREAKFAST</b>	Free			
<b>1A</b> Shiny Happy People	\$45	\$50	\$65	\$70
<b>1B</b> Keeping Online On Target	\$45	\$50	\$65	\$70
<b>1C</b> On the Same Page	\$45	\$50	\$65	\$70
<b>1D</b> Creating Connoisseurs	\$45 \$20NP	\$50 \$25NP	\$65 \$40NP	\$70 \$45NP
<b>2A</b> Coffee's for Closers: The Art of the Sell	\$45	\$50	\$65	\$70
<b>2B</b> Off the Beaten Track	\$45	\$50	\$65	\$70
<b>2C</b> Crafting a Flawless Feature	\$45	\$50	\$65	\$70
<b>2D</b> Small Mags Game Plan, Part One	\$45 \$20NP	\$50 \$25NP	\$65 \$40NP	\$70 \$45NP
<b>LUNCH BUFFET &amp; KEYNOTE ADDRESS</b>	\$55	\$60	\$65	\$70
<b>3A</b> Dotcom Millionaires	\$45	\$50	\$65	\$70
<b>3B</b> Bulletproof Grammar	\$45	\$50	\$65	\$70
<b>3C</b> Group Therapy for Designers	\$45	\$50	\$65	\$70
<b>3D</b> Small Mag Game Plan, Part Two	\$45 \$20NP	\$50 \$25NP	\$65 \$40NP	\$70 \$45NP
<b>AWARDS PRESENTATION/WINE AND CHEESE</b>	FREE			
<b>Total</b>	AMPA does not charge GST			