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FinePrint is a bi-monthly newsletter produced by MMPA as a benefit to its members. If you have news of interest to the MMPA membership suitable for print in *FinePrint*, please submit it to: office@mmpa.net.

Looking Forward: The 2010 Summit & Expo

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The [MMPA's 2010 Summit & Expo](#) will be held on May 20 at the Minneapolis Marriott Southwest in Minnetonka, MN. This year's theme is "Looking Forward," with topics and presentations focused on integrating the digital publishing world into your daily operations.

The conference features last year's prices (a real value for MMPA members) plus a new group registration rate. Send 5 or more people and save!

Opening and closing plenary sessions have been eliminated so the focus will be on directly relevant content in four tracks all day.

In response to member requests, the Summit will offer a dedicated track specifically for art/design/production topics. Highlights include a session on rediscovering your design chops for graphic designers and art directors working on consumer, b2b and association publications.

The advertising sales track will feature a full day of content from Daniel Ambrose, who will focus on hybrid media sales training. He'll take the mystery out of online sales, and get your sales people charged up by showing them how to sell internet advertising **with** the print ads they already sell. Ambrose is the author of the *Internet Sales Guidebook: Selling, Managing and Marketing Web 3.0 Media Brands*.



Joe Pulizzi

The circulation track continues its tradition of a full day of top-notch content, capped by a presentation from Joe Pulizzi titled "Going Social Media Kicking and Screaming." Pulizzi is founder of the client-vendor matching site Junta42 and is co-author of *Get Content, Get Customers*, **the** handbook for content marketing. Joe writes one of the most popular content marketing blogs in the world: blog.junta42.com

The editorial track includes a full morning of tips and strategies for working on the web from Aileen Gallagher, online editor for NYMag.com. She will discuss real-life solutions for creating effective content that works online. The editorial track will close the day with a presentation from New York Times media columnist and MN native David Carr. Carr's presentation is titled "The Good News Is That There Is Some," which will send attendees into the closing reception and exhibitor meet-and-greet session in a good mood.

The Exhibitor Expo this year will feature new vendors with exciting trends and services to



Daniel Ambrose



Aileen Gallagher

showcase. Play exhibitor bingo by visiting all the exhibitor booths again this year to be eligible for one of the terrific door prizes.

For early bird pricing, be sure to [register by April 1!](#) Prices increase by \$55 after April 1, 2010.



David Carr

What's in it for Me at MMPA?

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by Aileen Hough, *CSC Publishing*

MMPA is an organization made up of publishing members, associates or vendors, freelancers, educational institutions and sponsors. Just as it takes a variety of people to publish a magazine, it also takes a variety of members to make our organization the best that it can be.



Publishing member Aileen Hough (right) at the 2009 Excellence Awards
©Josh P. Roberts

Let's start with publishing members, since they are the ones developing the product that keeps us all moving. I'm a publishing member, and I assure you, I would not be successful without everyone else in the organization. What I bring to the table are my thoughts, questions, experiences and solutions, so that others can benefit from my mistakes. What's in it for me is the chance to learn from others, to contribute and volunteer, and perhaps to find collective solutions to our challenges.

For our vendor members (associates), MMPA can provide a networking opportunity for them to develop their businesses and contribute their particular expertise to the educational mix. Our roundtables and summits would not be possible without their continued support. It's important for us to check out MMPA members when looking for new vendors or working on new projects. The [Vendor Directory](#) is available on the on the MMPA Web site. If you work with vendor members, mention them to others. Ask them to be involved with our roundtables, with *FinePrint* or offer other recommendations. Something as simple as visiting their booth at the Summit & Expo can help champion their support.

With the economy being what it is, many of us have come to depend on more freelance help, myself included. This is not an easy economy for any of us, let alone those of us who work independently. Events like roundtables are a good chance to meet the individuals involved in your respective areas. The dues they pay each year to MMPA are to help them network and develop their businesses. They are also listed on the MMPA website, in the [Freelance and Consultant Searchable Directory](#). If you work with an MMPA freelance member not listed here, encourage them to complete the form to be included. If you use freelancers, attend the Magazine Celebration and support their efforts.



2009 Magazine Celebration
©Josh P. Roberts

CSC Publishing has been in business for over 20 years. This past summer was the first time we ever used interns. This was due, in part, to the University of Minnesota's involvement with MMPA, encouraging companies to mentor to students. Our intern helped us accomplish a lot this summer, and he brought a new excitement to our workplace.

Finally, MMPA has our sponsor members. The MMPA board works very hard to provide a great deal of information through the Web site, *FinePrint*, roundtables—all free of charge to members. The dollars you pay for dues cover only a portion of the organization's costs, and sponsor dollars make up the difference. We are able to enjoy a Folio-caliber Summit & Expo, for a fraction of the cost. So, if you work with any MMPA sponsors, be sure to thank them for their support. If you are looking for new contacts, check out their websites from the [MMPA home page](#), or at the bottom of this newsletter.

MMPA has developed into a truly amazing organization because of our members. So, kudos to all and I look forward to working with you all in 2010.

Mary Jo Larson: A Tenure of Building Relationships

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by Josh P. Roberts

Past president ("I'm still trying to get used to the *past part*") Mary Jo Larson is all about networking and service.

That's why she got involved with the MMPA in the first place, that's what she concentrated on during her two-year tenure as president, and that is what she thinks is the organization's greatest strength going forward.

"It seemed like a no-brainer for us to join," the Franchise Times publisher and VP says. "Just to talk to some other professionals was really helpful to us. We needed some of that help and some of that advice." Advice about running a magazine, best practices, and the like.

Larson was soon asked to join the board, and began working on the Magazine Celebration, the Summit, and other projects. "Being on these committees and on the board is really a wonderful way to get to know other people," she says. "I've formed strong relationships, and friendships, and acquaintances – I can pick up the phone and pick their brain."



Mary Jo Larson
©Josh P. Roberts

As the MMPA's leader, Larson utilized those relationships to lead an organization built on relationships. The MMPA has a hard-working board. Each member is on at least one committee, and sometimes several. "They're just very involved and they do a lot of work, using their professional contacts to get things done," she explains. "The president makes sure that the train keeps going down the track."

Sometimes it's necessary to switch tracks. One major initiative of Larson's tenure was to change the company responsible for the MMPA's day-to-day operations. "We needed different things going forward," she says. A committee was established to evaluate proposals from a variety of association management companies, and following "a lot of work" by "a great team" they opted to transition the organization into the capable hands of Nonprofit Solutions.

Always emphasizing the team, Larson also lauded the entire board "for keeping MMPA financially stable during a time when other associations were canceling events, losing a lot of members, and cutting back other member services. The board worked very hard to keep the level of service, and to keep the events going at a time when it was tough."

"We are working to think of relevant ways that we can be of service – to provide services to our members that they need and want," she adds. "That helps them do their job better."

And as *past president*, Larson expects to continue to work on encouraging volunteer involvement: "If you volunteer, you network and you make connections." After all, isn't that what the MMPA is all about?

-Josh P. Roberts is a Minneapolis-based freelance journalist and photographer, and the semi-official volunteer photographer for the MMPA.

Call for Entries: Excellence Awards Design Contest

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Entry Deadline is March 26!

Excellence Awards 14th Anniversary

Gain the admiration of your peers by [designing the theme](#) of the 14th Annual Minnesota Publishing Excellence Awards. Your design will be featured on marketing materials sent to nearly 2,000 professionals in the publishing industry and on the MMPA Excellence Awards website. You will receive personal and company recognition on all promotional materials, and you will be publicly recognized at the 14th Annual Minnesota Publishing Excellence Awards Gala.

Take advantage of this opportunity to [showcase your talent](#) and to volunteer for MMPA!

Contest Guidelines

The design should have an 8.5" x 11" proportion. [Design entries](#) are due by 5:00pm on **Friday, March 26**. The winner will be notified by April 1.

Submissions

Please submit an 8.5"x11" PDF of your design to the MMPA office at office@mmpa.net. Transmission by e-mail preferred. Please contact the office for alternative transmission methods for files greater than 5 MB in size.



2009 winning design by Kathryn Forss, [DaisyMaeDesign](#).

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