

MEQUODA GOLD MEMBER SUMMIT

SEPT. 17-19, 2014

University of Massachusetts Club
Boston, MA

Register today at

MequodaSummit.com

Presented by:

 **MEQUODA**® Summit

Helping Publishers Create Profitable Websites

The Mequoda Summit 2014

An unprecedented learning and networking event

Dear Gold Member,

Just a few short years ago, we were discussing the distant possibilities of digital magazines, the latest trends in banner ads and the new marketing frontiers of Facebook and Twitter.

How the industry has advanced.

As you may know, the Mequoda team is dedicated to the study of relevant trends in publishing, to better serve our clients. And every year, we gather with all of our Gold Members to update you on everything we've learned, answer your questions, and facilitate networking among the smartest multiplatform publishers on the planet – the Mequoda Gold Members.

This year we've identified five "megatrends" that you must understand – all of them very different from the things we've discussed in the past – and we're excited to present our findings to you. As always, every discussion includes input from experts on the topic, as well as wide-open opportunities to share your own thoughts and questions.

The goal of the 2014 Mequoda Gold Member Summit is to help you grow your business, leverage innovation and become a wealthier publisher.

Bringing together our forward-thinking Gold Members and our Mequoda team in one place makes for a completely unique gathering. *There is simply no other event where you can network with your peers and your Mequoda team in a face-to-face environment!*

And because so many of you have new or recently-promoted team members who would benefit from a briefing on the complex Mequoda Method, we're now offering a pre-Summit Audience Development Workshop on Google keyword research, social media marketing, and Google analytics. So, now you can **help your team members contribute to your bottom line by bringing them to this event!**

As always, we'll also be presenting awards to a new Mequoda Master and announcing this year's Rocket Award winner ... either of which could be you!

Please browse this brochure to get all the details. You just can't beat this opportunity to spend time with this elite group of successful and wealthy multiplatform publishers.

So please join us in historical Boston this September for a truly eye-opening experience. I look forward to seeing you there!

Best regards,



Don Nicholas
CEO, Mequoda Group

PS: Check out our agenda: It's focused on the profitable trends you want to know about, such as **native advertising** and **event marketing**.

PSS: Boston in September is glorious. We look forward to enjoying it with you.

GOLD MEMBER ORGANIZATIONS

Active Interest Media
Bayou City Network
Biblical Archaeology Society
Business & Legal Resources
Center for Science in the Public Interest
Dagga Boy Enterprises
Ebner Publishing International
EH Publishing
Farm Progress Companies
Metro Parent Publishing Group
Natural Health Advisory Institute
Program on Negotiation at Harvard Law School
Prime Publishing
Psychotherapy Networker
Remonsy Investment Network
Revolution Golf
Sovereign Media
The Successful Investor
Vida y Salud Media Group
Wealthpire



Wednesday, Sept. 17

Pre-Summit Audience Development Workshop

9:00 AM: Google Keyword Research: Mastering the Power of Search Engine Visibility

10:30 AM: Break

11:00 AM: Social Media Marketing: Using Content to Drive Website Traffic, Sales & Profits

12:30 PM: Lunch

2:00 PM: Strategic Analytics & Modeling: Learn Which Metrics Really Drive your Financial Success

Mequoda Advisory Board

4:30 PM: Advisory Board meeting

5:30 PM: Burning Questions with Mequoda Partners

6:00 PM: Advisory Board reception

Thursday, Sept. 18

Mequoda Gold Member Summit 2014, Day 1

8:30 AM: Registration and continental breakfast

9:00 AM: Welcome, introduction and opening remarks

9:30 AM: Megatrend 1: Multiplatform publishing

10:30 AM: Break

11:00 AM: Megatrend 2: Content crowd sourcing

12:00 PM: Lunch

1:30 PM: Megatrend 3: Native advertising

2:30 PM: Break

3:00 PM: Megatrend 4: Audience Development

4:00 PM: Burning Questions Roundtable

5:00 PM: Mequoda Masters Reception and Awards Dinner

Friday, Sept. 19

Mequoda Gold Member Summit 2014, Day 2

8:30 AM: Buffet breakfast

9:00 AM: Megatrend 5: Event marketing

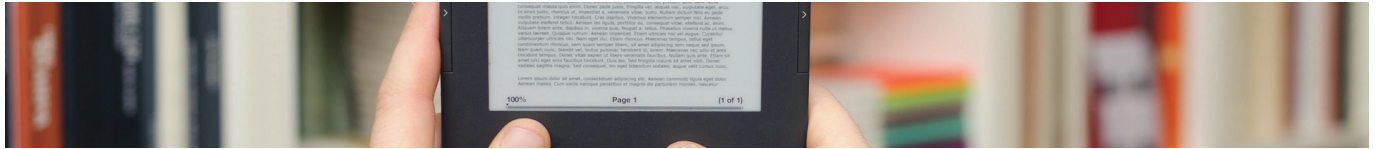
10:00 AM: Break

10:30 AM: Executive Power Panel

12:00 PM: Summit concludes

“THIS CONFERENCE IS ALWAYS VERY PRACTICAL. IT’S NOT A LOT OF TOP EXECs PROVIDING PROGNOSTICATION. IT DOES CONSIST OF MARKETERS AND EDITORS THAT ARE GROWING BUSINESSES ON THE WEB. SPEAKERS ACTUALLY SHARE CAMPAIGNS AND RESULTS. LOTS OF ACTIONABLE TAKEAWAYS!”

Michelle Rutkowski, Deputy Director for New Media, PA Lottery



Wednesday, Sept. 17

Pre-Summit Audience Development Workshop

9:00 AM • Google Keyword Research: Mastering the Power of Search Engine Visibility

Effective keyword research is a fundamental skill every operator must master to truly understand and capitalize on the search behaviors of your audience. You'll discover how to perform effective keyword research, plus we'll also reveal the most common mistake publishers make in choosing keyword phrases.

Learn the tips and tricks of the Google Keyword Planner, and how to use it to gauge your audience's information needs and map a website's navigation taxonomy.

BONUS Hands-On Workshop: Topic Analysis 🖱️

Attendees will work in small groups in an entertaining composite case study to understand the data and criteria to identify topics and related keywords to include in an editorial calendar and keyword universe.

10:30 AM • Break

11:00 AM • Social Media Marketing: Using Content to Drive Website Traffic, Sales & Profits

Blogging and social media are at the heart of online marketing, but few publishers approach them with the discipline and rigor they apply to their direct mail or other marketing programs. We'll discuss the data for monetizing blogs, posts, pins and tweets.

You'll see how you to create a social media campaign using repurposed long-form magazine articles into short-form blog and social media posts to build your audience and generate new sales.

BONUS Hands-On Workshop: SEO Blogging 🖱️

Attendees will work in small groups to outline an SEO blogging campaign. Using the keyword research from the first session, you'll write an optimized blog post headline and lead paragraph, Twitter post and Facebook post promoting online content.

12:30 PM • Lunch

2:00 PM • Strategic Analytics & Modeling: Learn Which Metrics Really Drive your Financial Success

Which three digital metrics are the keys to your success? We'll review these, learn the deeper meaning behind them, and examine how to use them to your advantage.

Our analytics expert will show you how to use Google Analytics as a way to monitor the performance of your web and email activity, ecommerce systems, and SEO and link-building efforts.

This session also delivers a simple yet comprehensive way to forecast the future of a publishing business and to help operators understand your role in driving revenues and profits.

BONUS hands-on workshop: Identifying the assumptions that matter 🖱️

You'll manipulate a business model to see how to double, even quadruple a company's revenues. At the end of this workshop, you'll know exactly how to translate our model into your company's actual business activities and how to focus your efforts for maximum results.

Mequoda Advisory Board Meeting & Reception

4:30 PM • Advisory Board Meeting – Open to all Summit Attendees

Please join us for the 2014 Mequoda Advisory Board Meeting, where the Mequoda team will focus on helping you get the most out of the resources we offer to our Gold Members.

In order to make you a fully informed client and operator of a Mequoda System, we'll outline the training benefits and services available to you as a Gold Member and hear from you about other needs you may have.

5:30 PM • Advisory Board Burning Questions

All Mequoda partners will be on hand to answer any questions you may have, on issues large or small.

6:00 PM • Advisory Board Reception

Please join us for cocktails and conversation with Mequoda team members and your peers at our networking Advisory Board Reception.

“ONCE AGAIN, I AM LEAVING THE SUMMIT WITH A HALF-DOZEN IMMEDIATELY ACTIONABLE IDEAS. WELL DONE!”

Carl Kravetz, CEO, Vida y Salud Media Group



Thursday, Sept. 18

Mequoda Gold Member Summit 2014

8:30 AM • Registration and continental breakfast

9:00 AM • Welcome, introduction and opening remarks

9:30 AM • Megatrend 1: Multiplatform Publishing

What is multiplatform publishing, and why does it matter to you?

In this session, Mequoda CEO Don Nicholas and CCO Ed Coburn will moderate a lively discussion among attendees about the issues – managing transition, organization, capitalization – that surround multiplatform publishing, the core of the Mequoda Method. It's the heart and soul of a million-dollar publishing business, and Mequoda wants to ensure that you are completely ready to execute this model.

We'll discuss the challenges you've shared with us over the past year, as well as the solutions, so everyone can benefit from each other's experiences. Because it's a Mequoda Gold Member-only event, this is a unique opportunity to get the real, confidential kind of information you won't read about in public reports on the industry.

10:30 AM • Break

11:00 AM • Megatrend 2: Content Crowd Sourcing

How can you get users to generate lots and lots of free content for you?

From guest bloggers and comments on your blog posts to Twitter and Facebook followers, the line is getting blurrier between publishers, editors and users. But this revolutionary concept raises new concerns. What are the issues and SEO implications surrounding licensing, aggregating, reusing and distributing this kind of content? Should you reciprocate by contributing to other subscription websites?

There are many entirely new possibilities in the digital age, and even though they're fraught with potential problems,

they also have immense promise. You'll come away from this session with many new ideas you can implement immediately. Consider building a blogger network, for instance, or recruiting new editors from your audience. We'll cover the pros and cons in this session.

12:00 PM • Lunch

1:30 PM • Megatrend 3: Native Advertising

It's an increasingly fine line between journalism and advertising. Are you considering dipping into this hot revenue stream?

As publishers and editors everywhere face off over the many controversies surrounding native advertising, Mequoda is leading the charge to help you make sense of it all. We'll talk with Gold Members who are engaged in it so you can benefit from their experience.

This free-ranging discussion will answer the important questions: What's sponsored content? How is it different from native advertising? How do I create this advertising, and what should I charge for it? Who's using it successfully, and how do I get my editorial department to accept it?

This is an unusually difficult issue to resolve, so don't miss this chance to find out how to make money, be accountable to your editors, maintain your brand integrity, and feel good about what you're doing at the end of the day.

2:30 PM • Break

3:00 PM • Megatrend 4: Audience Development

After all these years, what can you still learn about audience development?

Plenty, as it happens. Several of your peers have insights that will open your eyes to new trends and techniques, so don't miss this megatrend session. You can certainly learn something from a Gold Member whose visibility index is a whopping 21-24% on any given day. You'll discover how to fully

“MEQUODA HELPS ME STAY CURRENT WITH THE RAPIDLY CHANGING LANDSCAPE OF DIGITAL PUBLISHING.”

Tom Vick, CEO & Executive Editor, Natural Health Advisory Institute



Thursday, Sept. 18

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align your content to your freebies so your email conversion rate will hit the impressive 4% that Mequoda enjoys.

And what about social media? There's plenty to learn from a B2B site where editors have learned to blog and leverage their content skillfully via social media. Of course we'll dig into paid audience development sources with one of our Mequoda Masters, and finally, we've got the story of a health site where a legacy print publication is the backbone

of their audience development efforts.

Remember, the traffic you drive to your site and convert into subscribers is at the heart of the Mequoda Method, not to mention your profits, so we want to ensure that you're not overlooking a strategy that could mean millions in new revenue.

4:00 PM • Burning Questions Roundtable

Mequoda Masters Reception and Awards Dinner

5:00 PM • Mequoda Masters Awards Reception & Dinner

Mequoda has established a Digital Publishing Hall of Fame to honor individuals and organizations that advance the art and science of digital publishing. We call the members of this Hall of Fame, Mequoda Masters, as they are masters of the Mequoda Method and of their industry.

At the Masters Reception and Dinner, we'll proudly present the Mequoda Masters Award for Lifetime Achievement and Excellence in Multiplatform Publishing to the 2014 Hall of Fame inductee, in the presence of all Summit attendees – and a few current members of the Mequoda Masters Hall of Fame, too.

The Mequoda Masters Hall of Fame was established in 2006, and the members, some of whom you'll meet at the Summit, include:

- 2013:** Stuart Hochwert, Prime Publishing
- 2012:** Bob Kaslik, Remonsy Investment Network
- 2011:** Phil Ash, Capital Information Group
- 2010:** Carl Kravetz and Dr. Aliza Lifshitz, Vida y Salud Media Group
- 2009:** Bob Brady, Business & Legal Resources, and

Clay Hall, Aspire Media

2008: Bill Dugan, CSPI/Nutrition Action Healthletter

2007: Charlie Spahr, American Ceramic Society

2006: Rodney Friedman, University Health Publishing

All of these Mequoda Masters have used the Mequoda Method to build multiplatform publishing empires and establish online publishing as the future of the industry. They are known for their generous sharing of knowledge with their peers and for their extensive leadership skills, and can be looked upon as worthy publishing mentors.

In addition to naming a Mequoda Master for the current year, we have a special honoree as well. Bryan Welch, Publisher and Editorial Director of Ogden Publications, worked with Mequoda before the Mequoda Masters Hall of Fame was created. His tremendous success is reflected in having turned Ogden Publications, publisher of *Mother Earth News*, *The Utne Reader*, *Grit*, and many other iconic publications, into a multiplatform publishing powerhouse. A true thought leader in our field, Bryan is a popular speaker at industry conferences. We are delighted to induct Bryan into the Mequoda Masters Hall of Fame.

Please join us for the Mequoda Masters Reception and Dinner to honor this year's Mequoda Master.

"MEQUODA PROVIDED LOTS OF GOOD QUALITY INFORMATION THAT I LOOK FORWARD TO IMPLEMENTING AT WORK."

Halyna Romanyuk, Marketing Specialist, Cabot Heritage Corp.



Friday, Sept. 19

Mequoda Gold Member Summit 2014

8:30 AM • Buffet breakfast

9:00 AM • Megatrend 5: Event Marketing

Are you overlooking the most potent, engaging and potentially profitable of all content formats?

If you don't think events are for you, think again – every publisher should have events as part of a Mequoda pyramid. Events allow you to mingle with your audience and learn about them in a way that no other research achieves. Even if your events are “virtual,” you still have the opportunity to build incredible brand loyalty.

Meet a B2B publisher who's hit the jackpot with webcasts; he'll share his thoughts on how to sell, market and price these little gems that are perfect for any topic.

You'll also discover the beauty of live boutique workshop events with another Mequoda Gold Member, who can teach you how to market live programs that take place multiple times a year. This publisher has doubled attendance in just two years, all while raising the price!

And don't forget annual events: Your audience loves you and wants to attend exclusive conferences with you, every single year. In short, Mequoda firmly believes in events, and wants all our members to profit from them. Don't miss this megatrend on Friday morning!

10:00 AM • Break

10:30 AM • Executive Power Panel

One of the most popular sessions at every Summit, the Executive Power Panel gives you the opportunity to pick the brains of some of Mequoda's best operators, learn from their experience and understand the strategies that make them successful.

We challenge these publishers to help you follow in their footsteps, share their expertise and guide you around the pitfalls of multiplatform publishing in 2014 and beyond. Only at the Mequoda Summit can you question and learn from top publishers such as these.

How can you turn an older audience into social media followers? What's the best way to manage conflicting management cultures? Is it possible to retrofit a magazine to a website? How are these multiplatform publishing leaders building their audiences, leveraging their content, creating new revenue streams and building publishing empires?

These are just a few of the issues our Executive Power Panel will be able to address. Pricing, hiring, fundraising – nothing is out of bounds or off the table! So ask questions about issues discussed at the Summit, or about topics we haven't covered yet. Take notes. And take home new, actionable insights from the best of the best in the Mequoda family!

12:00 PM • Summit concludes.

“JAM-PACKED WITH ACTIONABLE RESULTS-BASED INFORMATION THAT WILL ENABLE US TO ACQUIRE MORE CUSTOMERS AND MAKE MORE MONEY SELLING OUR PRODUCTS. A TERRIFIC VALUE FOR THE TIME AND MONEY SPENT THAT OVER-DELIVERED ON THE PROMISES MADE IN THE PROMOTIONS.”

Bob Kaslik, Chief Marketing Officer, Remonsy Investment Network

Mequoda Advisory Board Members

Legend

MAB – Mequoda Advisory Board Member

CMM – Certified Mequoda Master

RAN – Rocket Award Nominee

RAW – Rocket Award Winner

Cheryl Angelheart • MAB, RAN

Group Publisher, Active Interest Media

Cheryl Angelheart is publisher for seven of Active Interest Media's publications, including Mequoda client *Black Belt*, the world's leading martial arts magazine. She was previously the advertising director for the *Los Angeles Times*.

Phil Ash • MAB, CMM, RAN, RAW

President, Investing Daily/Capitol Information Group

Phil Ash is a top Mequoda operator who has served as president at Capitol Information Group's Investing Daily and Business Management Daily. Prior to that, he was a financial analyst for McDonald's Corp., and finance director for Young & Rubicam-Ukraine. He has also worked as a senior tax accountant at KPMG Peat Marwick.

Manny Backus • MAB

CEO, Wealthpire

Manny Backus was groomed in the arena of international chess as a child and has applied the tactical ability and the schematic thinking he developed into the skill of picking winning stocks. In 2002, Manny founded Wealthpire Inc. and has been successfully running several trading research services ever since.

Robert Brady • MAB, CMM, RAN, RAW

Founder, Business & Legal Resources

Bob Brady founded Business & Legal Reports in 1977, during his final year of law school at the University of Connecticut. In 2011, that company merged with M. Lee Smith Publishers to become the "new" BLR. After working as CEO and Editor-in-Chief for 34 years, he now serves as a director and consultant on special projects. He is a board member of the Specialized Information Publishers Association (SIPA).

David Baum • MAB

President, Revolution Golf

David Baum is president of Revolution Golf, a direct-to-

consumer marketer of golf products and services via its family of email-based newsletters and daily video tips. The company owns and operates the world's largest membership website focused on game improvement, Revolution VIP, and the world's largest newsletter devoted to golf travel, *Golf Odyssey*, where David has served as Publisher and Editor-in-Chief. Before entering publishing, David worked as a partner at Goldman Sachs.

Barbara Crown • MAB

Publisher and Chief Editor, The Hunting Report

Barbara Crown is the chief editor and publisher of *The Hunting Report*, an international hunting newsletter providing hunters who travel with vital information affecting their hunting and travel experiences. A marketing and communications professional of 27 years, Crown has written for and managed publications in the healthcare, nonprofit and travel industries. At *The Hunting Report*, she regularly reports on foreign ministries of environment, US wildlife agencies, airlines, international incidents affecting hunting travel and conservation issues.

Becky Davis • MAB

Owner and Editor-in-Chief, Bayou City Network

As a career trend-spotter, Becky Davis has built two multimillion dollar businesses by following consumer demand, embracing new technology and building new business models that win consumer spending. In addition to her latest venture, Bayou City Network, Becky also previously owned a micro-neighborhood magazine, and was President and Founding Executive Director of LifeGift, a nonprofit company facilitating organ donation. She has also served as an advisor to physical therapy provider Primary Moves, and Managing Director at Resources Global Professionals.

William Dugan • MAB, CMM, RAN, RAW

Deputy Director, CSPI/Nutrition Action

Bill Dugan oversees business operations for the Center for Science in the Public Interest, including the online content publishing initiative at NutritionAction.com, marketing, direct mail, human resources, finance, technology, and circulation departments for the U.S. and Canada offices. Bill previously

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served as publisher of more than 10 business newsletters on self-improvement topics.

Dominik Grau • MAB, RAN

Managing Director & Publisher, WatchTime/Ebner Publishing International Inc.

Dominik Grau is responsible for all operations of Ebner Publishing International in North America, with license partners in South America, Middle East and India, and is Publisher of Mequoda client *WatchTime*. He was previously Director at IDG in Munich, as well as editor-in-chief at Hubert Burda Media and Vice Editor-in-Chief at Xoai Media, also in Munich.

Mark Hintz • MAB

CEO, Sovereign Media

Mark Hintz has launched over 20 special-interest magazines, trade shows and websites, as well as Publishers Service Associates, a mid-sized high quality fulfillment provider to hundreds of magazines, newsletters, ezines, websites, books and products. He has also served as Vice President at Empire Press, General Manager/Circulation Director at Grit Publishing Co., and Assistant Circulation Manager for Reader's Digest Association.

Stuart Hochwert • MAB, CMM, RAN, RAW

President, Prime Publishing

Stuart Hochwert, as president and founder of Prime Publishing, presides over more than 28 craft and cooking websites, all built by Mequoda. He is currently launching associated digital magazines, also with Mequoda's assistance. Before launching Prime, Stuart founded Ampere Media, an Internet direct marketing firm. He previously worked as Vice President at Clapper Publishing, where he was client of Don Nicholas' previous company, Blue Dolphin, and was also co-founder and Executive Vice President of MarketShare Inc. prior to that.

Jeffrey Jackson • MAB, RAN

National Accounts Manager, Penton Farm Progress Group

As National Accounts Manager, Jeff Jackson has managed and grown the company's Digital Products Division, which currently includes 24 websites, 25 newsletters, 19 mobile

sites and seven mobile apps. The company also develops custom apps for clients. Prior to coming to Farm Progress, Jeff was National Sales Manager for DTN/The Progressive Farmer.

Carl Kravetz • MAB, CMM, RAN, RAW

CEO, Vida y Salud Media Group

Carl Kravetz has enjoyed a long career in advertising, capped by the creation with his wife, Dr. Aliza Lifshitz, of Vida y Salud, the world's largest Spanish-language healthcare information website. Before founding Vida y Salud, Carl was Chairman of the Board at cruz/kravetz:IDEAS for 17 years, President/Managing Director at Ferrer/As Américas Inc., and Creative Director at Noble y Asociados.

Carl also served as a partner at The Living English Company, board member at LatinoLA.com, and partner at The Neighborhood LLC. He also spent a year as Chairman of the Association of Hispanic Advertising Agencies.

Susan Laden • MAB, RAN, RAW

Publisher, Biblical Archeology Society

Susan Laden was the first employee of the Biblical Archaeology Society and its associated magazine, *Biblical Archaeology Review*. Following the society's leading role in the publication of the famed Dead Sea Scrolls, Susan worked as an independent consultant and then later spent two years on staff preparing Equus magazine for purchase. Later she launched and was publisher for *BabagaNewz*, a magazine on Jewish values for the 4th through 7th grade Congregational and day school market, and finally returned to BAS in late 2003.

Dr. Aliza Lifshitz, MD • MAB, CMM, RAN, RAW

Founder and Editor, Vida y Salud Media Group

Dr. Lifshitz and her husband, Carl Kravetz, are the founders of Vida y Salud, the largest Spanish-speaking healthcare information website in the world. She currently maintains a private practice in Los Angeles in addition to her role as editor and writer for Vida Y Salud.

She has been the health expert at Univision television network since 1988, and currently leads the weekly live program *The Office of Dr. Aliza* for Univision Radio. Dr.

Mequoda Advisory Board Members

Lifshitz writes monthly columns for *People en Español* and *Parenting*, and is the author of several books. She has won many awards and honors for her work in disseminating healthcare information to the Spanish-speaking community.

Patrick McKeough • MAB

Publisher and Editor, *The Successful Investor*

Patrick McKeough is one of Canada's most respected safe-money advisors, and publisher of *The Successful Investor* and other newsletters. From 1974 to 1994, he worked at MPL Communications as the editor of *The Investment Reporter*. While there he helped to lead the publication to a number of accolades, including first prize in a world editorial competition sponsored by the Washington, DC-based Newsletter Publishers Association (SIPA). A best-selling Canadian author, he wrote *Riding the Bull*, his 1993 book that predicted the stock market boom that happened later in the decade.

Kevin McPherson • MAB

VP Corporate Development & Executive Publisher / Pro Audio & Consumer Divisions, EH Publishing

Kevin McPherson's long media career includes time as group publisher at Supply Chain Media; Vice President of National Account Sales for Bitpipe Inc.; Vice President and General Manager at BlueDolphin.com, one of Don Nicholas' earlier companies; and Vice President of Sales at Inc.com. He has also served as Senior Vice President of Sales at Earthweb.com, Publisher at *BYTE* magazine, and Senior Vice President/Publisher at Computerworld/IDG.

Gail Odeneal • MAB, RAN

Director of Marketing, Harvard University Law School

Gail Odeneal is a top Mequoda operator who currently directs marketing for Harvard's Program on Negotiation. Her past experience includes work as the Program Marketing Manager at Boston's renowned Museum of Fine Arts, Senior Project Manager at Mequoda Group, Chief Marketing Officer at Blue Dolphin, and Senior Vice President for Consumer Marketing at IDG/Computerworld.

Richard Simon, PhD • MAB

Editor-in-Chief, *Psychotherapy Networker*

Rich Simon has been the editor of *Psychotherapy Networker* for 30 years, and is a clinical psychologist by training. He has received every major magazine industry honor, including the National Magazine Award. By his own estimate he had put in over 60,000 hours developing his editing skills and obsessing over every single word ever published in the *Networker*.

Tom Vaughan • MAB

Founder and Editor-in-Chief, Remonsy Investment Network

Tom Vaughan, an entrepreneur who started his first business at age 10, later leveraged his love of investing in 1986 to launch an award-winning money management firm, Retirement Capital Strategies. Currently he runs his newest venture, Remonsy Investment Network, a multiplatform publishing company designed to help the rapidly growing number of do-it-yourself investors to create comprehensive diversified ETF investment portfolios.

Tom Vick • MAB

Founder, Executive Editor and CEO, Natural Health Advisory Institute

Tom Vick spent 35 years in the property-casualty insurance industry before experiencing the health benefits of a natural healing approach, leading him to found the Natural Health Advisory Institute and launch a growing Mequoda Method multiplatform publishing company as a labor of love and conviction.

Willie Vogt • MAB, RAN

Editorial Director, Penton Farm Progress Group

After beginning his career as an agriculture journalist, Willie Vogt now leads the Farm Progress editorial department in taking farm journalism into the 21st century. Willie previously served Farm Progress as Technology Editor, and also worked as Managing Editor at *Farm Industry News* and at Intertec Publishing.

Mequoda Partners

Don Nicholas, Chief Executive Officer



Don Nicholas, CEO of Mequoda and Lead Consultant, has guided the development of more than 110 successful niche media websites including *Consumer Reports*, *HR Daily Advisor*, *Investing Daily*, Johns Hopkins Health Alerts, *Knitting Daily*, Program on Negotiation at Harvard Law School and Vida Y Salud. He is an expert in new business development, digital

publishing and Internet marketing. His team's Mequoda Method books, reports and posts were downloaded more than 850,000 times last year. This year more than 100 publishing executives will complete his quarterly *Digital Publishing & Marketing Intensive*, where they will learn his comprehensive system for digital publishing and marketing.

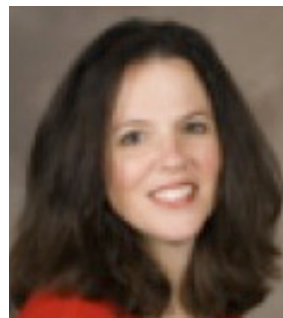
Ed Coburn, Chief Content Officer



Ed Coburn, CCO of Mequoda and Lead Consultant, is a veteran operator in the field of niche media, with extensive B2B and B2C operating experience. Previously he was Publishing Director at Harvard Medical School's consumer health media group, co-founder and Managing Director of Circadian Information, Group Publisher at Cutter Information Corp., and

a marketing manager at Cahners Publishing Company. He has deep knowledge of product development, marketing, editorial, publishing technology, organizational development, developing and working with strong brands, and other issues facing publishers. Ed is responsible for shaping and implementing Mequoda's corporate content strategy as well as working with Mequoda clients to develop and implement the Mequoda Method.

Aimee Graeber, Chief Technology Officer and Lead Architect



Aimee Graeber is Mequoda's CTO and Lead Architect. She is the architect of the Haven Nexus System and manages all system consulting, design, development, maintenance, training and support for clients. She sets and oversees the implementation of Mequoda Best Practices for all hosted

systems. Aimee and her team also work with Mequoda Gold Member Clients to set and oversee the implementation of these Best Practices on websites hosted by our Haven Nexus system. Aimee also works with clients who build and manage their own systems.

Laura Pittman, Chief Operating Officer



Laura Pittman, COO of Mequoda, is responsible for modeling, budgeting, reporting and analyzing data for Gold Member Clients, working directly with them to help them understand the impact of the Mequoda System on their own businesses. She also works with prospective Gold Member clients in creating five-year proxy models and business

plans. Laura is formally trained as an accountant, and is an expert in computer modeling, reporting and business analysis, and is a specialist in project management, fulfillment system reporting and direct marketing. Laura teaches business analysis and modeling at Mequoda events.

Mequoda System Directors

Nancy Horan, Systems Director



As a Mequoda Systems Director, Nancy Horan works with clients in the Mequoda System Management group to help manage, design, build and deliver best practice Mequoda Online Marketing Systems. She is well versed in Mequoda best practices, WordPress, WhatCounts email management software and other software components that connect with the Haven Nexus System.

Gareth Gunn, Systems Director



Gareth Gunn, a Mequoda Systems Director, is a software engineering expert who works with clients to help manage, design, build and deliver best practice Mequoda Online Marketing Systems. He is also responsible for Mequoda's entire website and its role as a flagship site demonstrating Mequoda best practices to visitors. He is well versed in Mequoda

best practices, systems needs analysis and usability. Component expertise includes WordPress, WhatCounts email management software, integrated e-commerce solutions and other Haven Nexus software components.

Mequoda Team Members

Amanda MacArthur, Research Director



Amanda MacArthur is responsible for all the research and articles you read on the Mequoda Daily portal and every email newsletter delivered to your inbox from us. She is also our in-house social media expert and would love to chat with you over on @Mequoda. She has worked with Mequoda for almost a decade, helping to evolve the Mequoda Method through research, testing and developing new best practices in digital publishing, editorial strategy, email marketing and audience development. Amanda is a co-author of our four digital publishing handbooks.

Norann Oleson, Analytics Manager



As Mequoda's Analytics Manager, Norann Oleson is responsible for preparing and updating the Mequoda proprietary Audience Development Analytics Suite for Gold Member clients. In this capacity, she performs research, creates reports, analyzes results and helps drive traffic for clients.

This makes Norann a master of data and analytics for dozens of business and consumer publishers, with an understanding of more comparable data than any single-company analyst. Norann holds a Google Analytics Individual Certification.

Julie Ottomano, Operations Manager



Julie Ottomano, Operations Manager for Mequoda, serves as the liaison between Gold Member staff and Mequoda staff. She sets up meetings and coordinates schedules and travel arrangements, while acting as point of contact for directing Gold Member's questions appropriately.

VENUE

University of Massachusetts Club Boston, MA



In the heart of Boston's Financial District, The University of Massachusetts Club, Boston, is the premier spot for private events, social networking and fine dining. The Club fosters a culture of academic, business and social exchange.

Closest Airports:

- Boston Logan International Airport (4 miles)
- Worcester Regional Airport (50 miles)
- Manchester-Boston Regional Airport (53 miles)
- TF Green State Airport (58 miles)

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Join fellow Gold Members at the *Mequoda Gold Member Summit 2014*, Sept. 17-19, 2014 at the University of Massachusetts Club in beautiful and historic Boston! Learn more at <http://www.clubcorp.com/Clubs/University-of-Massachusetts-Club>.

HOTELS

Mequoda's preferred hotel:

Club Quarters Hotel

161 Devonshire St. Boston, MA 02110

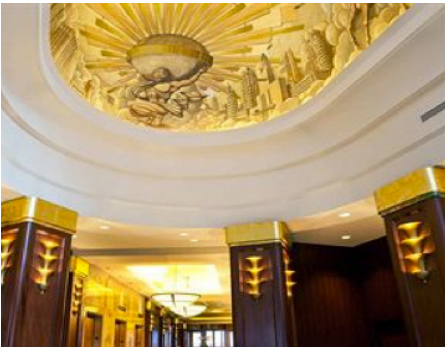
Reservations can be made by contacting Member Services: Phone: 203.905.2100

(US) Email: memberservices@clubquarters.com

Online: www.clubquarters.com (Password: UMASSCLUB)



If you prefer Hilton, Marriott or Starwood hotels, these hotels are also in the vicinity:

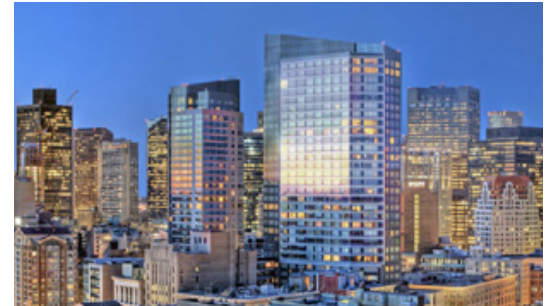


Hilton Boston Downtown/ Faneuil Hall

89 Broad St. Boston, MA 02110

Phone: 617.556.0006

Please mention that you are attending an event at the University of Massachusetts Club to get a 15% discount off their best available rate, with a 2-night minimum stay.



Boston Marriott Long Wharf

286 State St. Boston, MA 02110

Phone: 617.227.0815



W-Boston Hotel

100 Stuart St. Boston, MA 02110

Phone: 617.261.8700



MEQUODA GOLD MEMBER SUMMIT 2014

UNIVERSITY OF MASSACHUSETTS CLUB
BOSTON, MA

SEPT. 17-19, 2014

\$997 per person (includes conference materials, meals, and snacks)

\$897 per person for two or more

Gold Members may call 855-830-6006 or email julie@mequoda.com for personal registration services, or fax this form to (774) 759-3002.

[1] Name _____

Title _____

Email Address _____ Phone _____

[2] Name _____

Title _____

Email Address _____ Phone _____

[3] Name _____

Title _____

Email Address _____ Phone _____

Company _____ Address _____

City/State/Zip _____

Payment information

- Check enclosed (Please make check payable to Mequoda Group)
- Bill me
- Charge my credit card

Name _____ Credit card # _____

Expiration date _____ Security code (CCID) _____

Cancellation and refund policy

You may obtain a full refund if you cancel no later than 10 working days prior to the Summit.

Have questions?

Call (617) 217-2559, 9 a.m.-5 p.m. ET, any business day, or email julie@mequoda.com.

TOP 10 REASONS TO ATTEND

- **Engage**, one on one, in person, with Mequoda's operating team.
- **Discover** the megatrends that are shaping multiplatform publishing.
- **Network** and forge connections with an elite group of peers.
- **Learn** the strategies and techniques that have helped your peers build publishing empires.
- **Meet** Mequoda Masters who have paved the way for today's millionaire publishers.
- **Acquire** Mequoda best practices for the newest publishing platforms, advertising, audience development, content development, new product generation and more.
- **Bring** your toughest challenges and have them addressed in an engaging, interactive forum.
- **Take home** practical, actionable new ideas for growing your business.
- **Reinvigorate** your staff and yourself with fresh ideas and new directions.
- **Boston.** Need we say more?

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