

# Conference Agenda

---

## Thursday, October 23, 2008

- 10:00 am – 2:30 pm Arizona Sponsor Media Marketplace & Hors d'oeuvres
- 10:00 am - 2:30 pm Registration at The Boulders Resort & Golden Door Spa
- 3:00 pm - 4:00 pm Discussion: "The Writer's Life; The Editor's Life – And All the Stuff That's In Between," with Keith Bellows, Editor-in-Chief, *National Geographic Traveler*; and freelance writer Tom Dunkel
- 5:30 pm - 6:45 pm Cocktail Reception at El Pedregal hosted by The Boulders
- 6:45 pm – 8:30 pm Welcome Dinner at El Pedregal hosted by The Boulders  
Featuring the cookery of Executive Chef Michel Pieton
- 8:30 pm - Dessert, Introductions and Keynote Address  
Featuring Kate Sekules, Editor-in-Chief, *Culture + Travel*

## Friday, October 24, 2008

- 7:30 am – 9:00 am Continental Breakfast at The Boulders Duck Pond
- 7:30 am – 9:00 am Editor Breakfast at the Heard Museum North, hosted by the Sheraton Wild Horse Pass Resort & Spa, featuring the cookery Executive Chef Michael O'Dowd  
Editors will meet at The Boulders Lobby at 7:30
- 9:30 am – 10:30 am Panel Discussion: "Accepting Press Trips and Comps"  
Moderated by Catherine Cavender, Editor-in-Chief, *Diversion*; with Charles Coxe, Articles Editor, *Men's Journal*; and Robert Stieve, Editor-in-Chief, *Arizona Highways*
- 10:30 am – 10:45 am Morning Break hosted by Las Vegas Convention & Visitors Authority
- 10:45 am - 11:45 am Panel Discussion: "Sizing Up the Online Travel Magazines"  
Moderated by Barry Golson, Editor-in-Chief, *Forbestraveler.com*; with Rich Beattie, Executive Editor, *Travelandleisure.com*; and Darren Frei, Executive Editor, *ShermansTravel.com*
- 11:45– 12:45 pm Lunch at El Pedregal hosted by Hotel Valley Ho, featuring the cookery of Executive Chef Charles Wiley
- Luncheon Door Prize presented by Hudson Valley Tourism
- 1:30 pm- 4:15 pm Editor/Writer Consultations  
Afternoon Break hosted by InterContinental Montelucia Resort & Spa
- 5:30 pm – 9:00 pm Offsite Dinner hosted by Scottsdale Four Seasons Resort & Spa,  
Featuring the cookery of Executive Chef Mel Mecinas  
Group will meet at The Boulders Valet Lot at 5:30 for shuttle

# Conference Agenda, continued

---

## Saturday, October 25, 2008

- 7:30 am – 9:00 am Continental Breakfast at The Boulders Duck Pond
- 9:15 am – 10:15 am Panel Discussion: “Study the Magazine”  
Moderated by Jeff Ficker, Managing Editor, *Ritz-Carlton*; with Anuj Desai, Deputy Editor, *Plenty*; Barbara Peck, Editor-in-Chief, *Endless Vacation*; and Elaine Srnka, Editor-in-Chief, *Virtuoso Life*
- 10:15 am – 10:30 am Morning Break hosted by Grand Hotel Villa Serbelloni
- 10:30 am -11: 30 am Panel Discussion: “Culture and Travel”  
Moderated by William Sertl, Travel Editor, *Gourmet*; with Kate Sekules, Editor-in-Chief, *Culture + Travel*; and Gina Hamadey, Travel Editor, *Every Day with Rachael Ray*
- 11:30 am – 12:30 pm Lunch at El Pedregal hosted by Westin Kierland Resort & Spa, featuring the cookery of Executive Chef Todd Berry  
Luncheon Door Prize presented by the Camelback Inn
- 1:30 pm- 4:30 pm Editor/Writer Consultations
- 1:45 pm- 4:15 pm Afternoon Break hosted by The Arizona Biltmore
- 5:45 pm – 9:00 pm Offsite Dinner hosted by the Fairmont Scottsdale,  
Featuring the cookery of Chef Michael Mina  
Group will meet at The Boulders Valet Lot at 5:45 for shuttle

## Sunday, October 26, 2008

- 7:00 am – 8:15 am Continental Breakfast at The Boulders Duck Pond
- 8:15 am – 9:00 am Ad Hoc Discussion: “What Every Editor Wants You to Know”  
Moderated by Jeff Ficker, Managing Editor, *Ritz-Carlton*, with remaining Editors and writers
- 10:30 am – 1:00 pm Offsite Farewell Brunch hosted by the Royal Palms Resort and Spa  
Featuring the cookery of Executive Chef Lee Hillson and Executive Pastry Chef Pierino Jermonti  
  
Shuttle will depart at 10:30 am fromThe Boulders Valet Lot
- 1:00 pm– Airport Departures and Post Conference Tours  
Transportation will be provided from Royal Palms to the Airport, and to The Boulders following a tour of Downtown Scottsdale

---

*Please Note: All meals, with the exception of breakfast, will take place at the El Pedregal Courtyard. Conference panels will be at El Pedregal in the Tohono Ballroom and editor consultations will be at the editor villas near the main resort*