

Conference Agenda

Thursday, November 1, 2007

- 10:00 am - 2:30 pm Registration at The Westin Kierland Resort & Spa
- 3:00 pm - 4:15 pm Panel Discussion: "The Editor's Life; The Writer's Life—All the Stuff You Need to Know"
Moderated by Bruce Anderson, Editor-in-Chief, *Via*; with Amy Alipio, Assistant Editor, *National Geographic Traveler*, and Jane Wooldridge, Travel Editor, *The Miami Herald* and SATW Lowell Thomas Award Winner for *Best Writer of the Year*
- 5:30 pm - 6:45 pm Cocktail Reception hosted by The Westin Kierland Resort & Spa
- 6:45 pm - 8:30 pm Welcome Dinner hosted by The Westin Kierland Resort & Spa
Featuring the cookery of Executive Chef, Todd Berry
- 8:30 pm - Dessert, Introductions, and Keynote Address
Featuring Steven Slon, Editor, *AARP The Magazine*
"The Best Travel Story Ever Written"

Friday, November 2, 2007

- 7:30 am - 9:00 am Continental Breakfast at The Westin Kierland Resort & Spa
- 7:30 am - 9:15 am Offsite Editor Breakfast at The Fairmont Scottsdale Princess
Editors will meet in The Westin Kierland Resort lobby for departure at 7:30
- 9:30 am - 10:30 am Discussion: "Cultural Travel"
with Patti Verbanas, Executive Editor, *Art & Antiques*
and Mario Mercado, Arts/Research Editor, *Travel + Leisure*
- Morning Break hosted by Druids Glen Golf Resort/Ireland
- 10:50 am - 11:50 am Panel Discussion: "Study the Magazine"
Moderated by Michael Buller, Editor-in-Chief, *Continental*; with Ken Budd, Senior Editor, *AARP The Magazine*; and Dana White, Executive Editor, *Golf for Women*
- 12:00 noon Lunch at The Westin Kierland Resort hosted by Fountain Hills and the Fort McDowell Yavapai Nation
Luncheon Door Prize presented by Sedona Chamber of Commerce
- 1:15 pm - 4:30 pm Editor/Writer Consultations
- Afternoon Break hosted by Tourism Ireland
- 5:30 pm - 9:30 pm Offsite Dinner hosted by Four Seasons Resort Scottsdale, featuring the cookery of Executive Chef, Mel Mecinas
Guests will meet in The Westin Kierland Resort lobby for departure at 5:30

Conference Agenda, continued

Saturday, November 3, 2007

- 7:30 am - 8:45 am Continental Breakfast at The Westin Kierland Resort & Spa
- 9:00 am - 10:15 am Panel Discussion: "Writing for the Sophisticated Traveler"
Moderated by Lee Hurley, Editor-in-Chief, *Executive Traveler*; with Jeff Ficker, Senior Editor *Ritz-Carlton*; and Delia Orlando, Senior Editor, *360* and *Artful Living*

Morning Break hosted by The Palazzo Las Vegas – The Shoppes at The Palazzo
- 10:30 am - 11:45 am Panel Discussion: "Eco Tourism: What's Real; What's Hype"
Moderated by Bob Sipchen, Editor-in-Chief, *Sierra*; with Robert Stieve, Editor, *Arizona Highways*; and Mary Bemis, Editor-in-Chief, *Organic Spa*
- 12:00 noon Lunch at The Westin Kierland Resort & Spa hosted by Sanctuary Camelback Mountain Resort & Spa, featuring the cookery of Executive Chef, Beau MacMillan

Luncheon Door Prize presented by The Boulders Resort & Golden Door Spa
- 1:15 pm - 4:30 pm Editor/Writer Consultations

Afternoon Break hosted by The Arizona Biltmore Resort & Spa
- 5:30 pm - 10:00 pm Offsite Dinner hosted by The Phoenician, featuring the cookery of Chef de Cuisine, Frank Belosic of the Five Diamond Mary Elaine's
Guests will meet in The Westin Kierland Resort lobby for departure at 5:30

Sunday, November 4, 2007

- 7:30 am - 8:45 am Continental Breakfast at The Westin Kierland Resort & Spa
- 9:00 am – 9:45 am Ad Hoc Discussion: Jeff Ficker and remaining conference speakers
"What Every Editor Wants You to Know"
- 10:30 am - 1:30 pm Offsite Farewell Brunch at Sheraton Wild Horse Pass Resort & Spa
Guests will meet in The Westin Kierland Resort & Spa lobby for departure at 10:30 am

Optional Post-Conference Tour; Airport Departure from Sheraton Wild Horse Pass