

# GUIDE TO **PUBLISHING OPERATIONS**



This Guide will introduce you  
to the many resources and services  
each department provides.

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**LOCATED IN:**  
Duluth, Montvale

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**EMAIL:**  
fheid@advanstar.com

Number of Employees: 204

Revised 06/05

# Publishing Operations

Our mission is to provide support and service to our customers in a way that . . .

- Delivers quality products and services.
- Conserves corporate assets.
- Improves Advanstar's competitive edge.
- Creates innovative opportunities for the growth of our employees and the businesses we serve.

**FRANCIS HEID JR. • VP of Publishing Operations**

**EXECUTIVE  
ADMINISTRATIVE  
ASSISTANT**

**LINDA KRAUSE**

**DEPARTMENT HEADS**

Circulation  
**RONDA HUGHES**  
**JOY PUZZO**  
**CHRISTINE SHAPPELL**

Classifieds  
**JANE BURLESON**

Creative Services  
**JERRY LEHMAN**

Customer Contact Center  
**KIM HILEMAN**

Digital Imaging  
**JEREMY CARLSON**

Digital PrePress  
**JEREMY CARLSON**

Directory  
**SANDY OLLAH**

Expo Registration  
**MARY AGOSTINO**

Manufacturing Services  
**KEITH HAMMERBECK**

Printed Collateral  
**EV BOMAN**

Production  
**ROSY BRADLEY**  
**DEBI HARMER**  
**LISA JOHNSON**  
**DAN MURPHY**

Service Center  
**KATHY LAUGHTON**

Show Logistics  
**TRAVIS PREINER**

Superior Fulfillment  
**BECKIE GOMAN**  
**JIM JOHNSON**  
**CARRIE LANDMAN**

Web Operations  
**KEITH HAMMERBECK**

# Circulation

The primary responsibility of the Circulation Department is managing the promotion and fulfillment of subscriptions and single copies to both current and prospective subscribers in the markets served by our 100 plus magazines, newsletters, and directories.

The scope of work in the Circulation Department involves a complete understanding of audit bureau rules and procedures; a thorough grasp of direct marketing concepts to optimize subscription acquisition, list development, and database management; creative flair to guide development of circulation promotion material; a comprehensive awareness of Postal regulations to attain the most cost efficient mailing of publications and promotion via "Periodicals" and "Standard" rates; accurate analysis of competitive Publisher Statements to support the ad sales effort; accurate planning, tracking, and refining of promotional mailings; financial management skills ranging from estimates for start ups or circulation increases to creation of annual budgets for Subscription Revenue, Circulation Promotion and Fulfillment expense lines on the P&L.



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Number of Employees: 20

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**FRANCIS HEID JR.** • VP of Publishing Operations / Corp. Circulation Director, Duluth

**RHONDA HUGHES**  
Circulation Director

**KEITH EASTY**  
Circulation Manager  
DLP, DPRAC, DPROD, DPRE,  
LCNS

**EMILY HAUGSAND**  
Circulation Manager  
GXP, JVT, LCGC, PHDI, SPEC, MA

**GAIL MANTAY**  
Circulation Manager  
ABRN, AMB, DN

**LINDA SMITH**  
Circulation Manager  
BIOP, OTHO, PHTC

**MELISSA FEIRO**  
Assistant Circulation Manager  
DLP, DPRAC, DPROD, DPRE,  
LCNS, GXP, JVT, LCGC, PHDI,  
SPEC, MA, ABRN, AMB, DN, OTHO

**KIRSTEN MILLER**  
Assistant Circulation Manager  
PR, PE, BP, PT

**JOY PUZZO**  
Circulation Director

**LEANN EGNASH**  
Circulation Manager  
RN

**MADELEINE ROBINS**  
Circulation Manager  
HT, LocI, PHEX, PR

**TAMMY SUNDBOM OTTERSON**  
Circulation Manager  
DVM, FIRSTVE, VM

**TRACY WHITE**  
Circulation Manager  
DS, ORR

**LESLEY PATTERSON**  
Assistant Circulation Manager  
DSM, OPHT, ORR, PHEX

**CHRISTINE SHAPPELL**  
Circulation Director

**RYANNE BATTAGLIA**  
Circulation Manager  
PED, COG, CU, GERI, UROL

**JOE MARTIN**  
Circulation Manager  
CST, DERM, FORM, DT

**PEGGY OLSON**  
Circulation Manager  
MEDEC (MES), MHE, PTCR

**ANNE BRUGMAN**  
Assistant Circulation Manager  
PED, COG, CU, GERI, UROL, CST,  
DERM, FORM, DT, MEDEC (MES),  
MHE, PTCR

**MARY FERMIN**  
Circulation Coordinator

**JANE HOLBECK**  
Senior Administrative Assistant/  
Reader Service Coordinator

# Classifieds



**LOCATED IN:**  
Duluth

**CONTACT:** Jane Burleson

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jburleson@advanstar.com

Number of Employees: 7

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The eleven classified production managers are responsible for the production of classified and recruitment pages. This includes processing word ads, designing display ads and/or coordinating design of display ads with artists/scanning department. Responsibilities also include calling for ad materials, providing ad proofs to advertisers, computerized page building, proofing pages and billing of all ads. Additional responsibilities include production and billing of Advanstar's e-classified advertising.

**JANE BURLESON • Classified Production Director**

## PRODUCTION MANAGERS

DEB BROCHU  
CYNDEE ERICKSON  
BOBBIE LAMAERE  
ANGELA MERCIER  
CHRISTA SCHULZ  
CHELSEA SPAETH

# Creative Services

Graphic design plays a major role in product recognition and marketing strategy, and encompasses so much more than moving a cursor around a monitor. A dependable and experienced graphics team is a critical factor in developing your message and setting you apart from your competitors, and that's exactly what's available from Creative. The Creative team will work with you to write, design, and produce circulation and sales promotion materials, advertising, editorial layout and design, as well as produce corporate communications materials. When you're satisfied with the finished product, we'll prepare files for digital output.

Creatives' 11-person Design Group, each contributing an average of 20 years creative experience to the mix, utilizes a variety of software programs including but not limited to Quark XPress, Dreamweaver, Adobe Illustrator, PhotoShop and Microsoft Word.

Don't trust your layout and design projects to someone who simply knows computers when what you really require is a designer who's computer literate. Leave it to the experts: Creative can handle whatever job you have, taking it from concept to printed piece creatively and efficiently, just the way you want it done. Call us!



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Number of Employees: 11

Revised 05/05

## JERRY LEHMAN • Creative Services Director

### SENIOR GRAPHIC DESIGNERS

DON FRASER  
LAUREE GUYER  
KIM HEYTENS  
DENISE JOHNSON  
JEAN KIRWAN  
DAN WARD

### GRAPHIC DESIGNERS

KATE BRADLEY

### COPY WRITERS

PATT JACKSON

### E-MARKETING DESIGNERS

MIKE LAULUNEN  
JOSH MIRRA

# Customer Contact Center



**LOCATED IN:**  
Duluth

**CONTACT:** Inbound  
Kim Hileman  
**PHONE:** 218.723.9154  
**FAX:** 218.723.9583  
**EMAIL:**  
khileman@advanstar.com

**CONTACT:** Outbound  
Renee Andrews  
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randrews@advanstar.com  
Number of Employees: 19

Revised 06/05

*"Above all else, service the customer effectively, efficiently and fairly. Provide them with the information they need to make informed business decisions that include Advanstar's global business information products and services."*

The Customer Contact Center provides a comprehensive array of inbound customer service functions in addition to outbound customer care and tele-marketing services.

Inbound – Expositions  
Registration – Free & Paid  
General Event Information Questions  
Information Inquiry Fulfillment  
Refund Requests/Processing  
Cross Promotions

Inbound – Publishing  
New & Renewed Subscriptions  
General Product Information  
Missing Issue Claims  
Refunds/Cancellations  
Cross Promotions

Inbound – Marketing  
Book, Directory & Ancillary product sales  
General Product Information  
Cross Promotions

Outbound – Across All Product Lines  
Sales Solicitations  
Event registration reminder calls  
Industry and event surveys  
Reconciliation of declined or invalid credit cards  
Exhibitor outreach programs  
Collection calls  
Subscription reverification efforts

## INBOUND TEAM

**KIM HILEMAN**  
Customer Contact Center  
Inbound Manager

**TERRI COLLINS**  
Team Lead – Expos

**CHERYL YOX**  
Team Lead – Publishing &  
Market Development

**LINDA ADAMSKI**  
**CAROLYN GELLERSTEDT**  
**JEANNE GROTE\***  
**JUDYLEE HAGLUND**  
**MICHELLE JUNTUNEN**  
**CHRIS KEMPTON**  
**DONNA KREIDLER**  
**DIANNA LARSEN\***  
**LISA SHEARER\***

\* Denotes Senior CSR.

## OUTBOUND TEAM

**RENEE ANDREWS**  
Customer Contact Center  
Outbound Manager

Apparel Events  
**JILL ANDERSON**  
**GAIL ERICKSON**  
**BEAU GRIFFITH**  
**CHERYL KAUL**  
**BRAD KRAUSE**  
**MARK KUITI**

# Digital Imaging

## DIGITAL RETOUCHING

Image & Color Services adjusts supplied digital files to meet print standards. All digitally supplied files should be routed through Scanning Services to be adjusted to our printing specifications.

## SCANNING

Image & Color Services scanning specializes in four color separations for our publications. Standard turn-around for scans is 48 hours, not including shipping. Orders larger than 25 scans may require an additional 24 hours to complete. Color separations can be made from transparencies, color prints and art. Digital scans are provided either via Mass Transit or CD's. Please provide F.P.O.'s to indicate cropping. Please call if you have special circumstances or if you would like our introductory packet.

Policy on charging back: All scans are \$10.00.



**LOCATED IN:**  
Duluth

**CONTACT:** Jeremy Carlson

**PHONE:** 218.723.9232

**FAX:** 218.723.9235

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scanning@advanstar.com

Number of Employees: 3

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**JEREMY CARLSON** • Digital Imaging Manager

### SCANNER OPERATORS

**JEFF FRICK**  
**TOM JOHNSON**





**LOCATED IN:**  
Duluth

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dprepress@advanstar.com

Number of Employees: 9

Revised 05/05

# Digital PrePress

*"To be THE Prepress industry leader, by creating superior electronic files in an efficient, timely manner, while providing unparalleled customer service and support."*

Digital PrePress provides CTP files and proofs for our publications. Standard turn-around is 24 hours, not including sending time.

Digital PrePress can produce Imation proofs or black and white lasers.

By using a combination of Digital PrePress and Image & Color Services, all of your prepress needs can be completed in-house. You may send your work via Quick Mail, E-mail, FTP, CD, or DVD, Zip disk, or Jaz disk.

## POLICY ON CHARGING BACK

### Editorial Files:

- \$10.00 per page (includes CTP file and Kodak Digital Matchprint or BW Laser)
- \$1.00 for additional Kodak Digital Matchprint
- \$0.25 for additional BW Laser

### All others:

- \$6.00 for CTP File
- \$5.00 for ad placement
- \$1.00 for Kodak Digital Matchprint
- \$0.25 for BW Laser

## JEREMY CARLSON • Digital Pre-press Manager

### BARB HEDIN

Senior Pre-Press Technician

- Contemporary Urology
- Cosmetic Surgery Times
- Dermatology Times
- Urology Times

### CATHY BERGGREN

Senior Pre-Press Technician

- License! & Supplements
- Medical Economics
- Pharmaceutical Technology & Supplements
- Pharmaceutical Rep & Supplements
- Spectroscopy

### LEE CARSON

Senior Pre-Press Technician

- Dealernews & Supplements
- Contemporary OB/GYN
- Contemporary Pediatrics
- DirtSports
- Off-Road Retailer

### GLEN DREXLER

Pre-Press Technician

- Applied Clinical Trials!
- Formulary
- Managed Healthcare Executive
- Pharmaceutical Executive

### CORRIN LAAKSO

Pre-Press Technician

- Aftermarket Business
- Auto Body Repair News
- Motor Age
- Ophthalmology Times

### JILL LOCH

Pre-Press Technician

- Biopharm & Supplements
- Drug Topics
- Geriatrics
- Healthcare Traveler
- LCGC & Supplements
- LCGC Asia
- RN

### MARK LUND

Pre-Press Technician

### SKYLER PHOENIX

Pre-Press Technician

- Dental Products Report
- Dental Products Report Europe
- Dental Practice Report
- Dental Lab Products

### JULIE SILBERNAGEL

Senior Pre-Press Technician

- DVM & Supplements
- Patient Care
- Pharmaceutical Discovery
- Veterinary Economics
- Veterinary Medicine

# Directory

*"Our vision is to be the industry leader of specialized trade publications by producing the most complete, accurate, comprehensive and informative Directories and Buyer's Guides on the market."*

Full-service buying guide and directory production. This includes, but is not limited to: list development and maintenance, mailing piece design and production, mail prep, response tracking, data entry and proofing, ad tracking, development of text files, page layout and folio of directory pages, and special reporting from the database. Includes print and online version.

The directory production managers work with publishers, editors, sales staffs and Marketing Development to provide content and format most relevant to their individual industry's needs.



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Duluth

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sollah@advanstar.com

Number of Employees: 8

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## SANDY OLLAH • Directory Production Director

**LYNNE CODER**  
Directory Production Manager

**SANDY HAGGLUND**  
Senior Directory Production  
Manager

**CAROL HALVERSON**  
Directory Production Manager

**CANDY HAUSAUER**  
Directory Production Manager

**SUE OLSON**  
Senior Directory Production  
Manager/Online Administrator

**PEG PODEMSKI**  
Senior Directory Production  
Manager/Online Administrator

**MARY RIES**  
Senior Directory Manager/  
Senior Pathways System  
Administrator

# Expo Registration



**LOCATED IN:**  
Duluth

**CONTACT:** Mary Agostino

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magostino@advanstar.com

Number of Employees: 7

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Responsible for providing registration services for all U.S. Expositions and Conferences, making sure that the registration services are adequately supporting the goals of the event and event management.

Responsibilities include selecting a registration vendor to process registrations or determine if the registrations can be processed in house, setting up web registration pages, collecting attendee/exhibitor data, i.e. demographics, fulfilling ticket and badge requests, providing demographic, statistical and marketing reports, coordinating all on site registration needs, i.e. equipment, temp staff, etc., and performing all registration management duties on site.

MARY AGOSTINO • Support Service Director

**JEAN ANN LEE**  
Registration Manager

**HEATHER POE**  
Registration Manager

**JANE WEDIN**  
Registration Manager

**JOANNE HIRT**  
Expo Systems Manager

**PAM NELSON**  
Expo Systems Assistant

**TERRY TETZLAFF**  
Administrative Assistant

# Manufacturing Services

Manufacturing Services is responsible for the following functions:

- Negotiating printing prices with magazine printers and managing contracts.
- Centralizing the paper purchasing and inventory control of publication paper.
- Maintaining production schedules for publications and special projects.
- Managing corporate reader service vendor contracts.



**LOCATED IN:**  
Duluth

**CONTACT:**  
Keith Hammerbeck

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khammerbeck@advanstar.com

Number of Employees: 2

Revised 03/05

**KEITH HAMMERBECK** • Manufacturing Services Director

**BARB STRANKO**  
Paper Buyer / Scheduler



**LOCATED IN:**  
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**CONTACT:**  
Ev Boman

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**FAX:** 218.723.9447

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eboman@advanstar.com

Number of Employees: 7

Revised 06/05

# Printed Collateral

*"Highest print quality at the lowest price while meeting our customer's timeframe."*

In addition to being the Corporate contact for the price negotiation and selection of printing vendors, the Printed Collateral department is also responsible for the production of various printed collateral materials including:

- Stationery (business cards, memo pads, letterhead, envelopes, labels, etc.)
- Circulation Collateral (readers service/subscription inserts, dustcovers, etc.)
- Reprints (custom reprints from Advanstar publications)
- Foreign Licensing (magazine content sold to both foreign and domestic clients for translation and re-publication)
- Printed Collateral/EXPOS (self mailers, exhibitor prospectus, media kits, sales kits, brochures, registration & on site forms, exhibitor manuals, show directories, specialty items, etc.)

## EV BOMAN • Printed Collateral Production Director

### PEGGY BERG

Senior Production Manager  
· Expos  
Magic Marketplace, AMDA  
Symposium ,IFFE, AUA Symposium,  
Pharm Exec, Digital Radiography  
Congress, World Congress on  
Pharm Mktg, Pharm Sales Summit,  
Pharma Entrepreneurs Summit,  
Glaucoma, Medical Education Forum

### SHERRI BOISJOLI

Senior Production Manager  
· Expos  
IVT, IMS, Off Road Impact, Dealer  
Expo, Big Twin, Dirt Expo, Arena  
Cross Racing Event, CVC, WVC,  
Licensing Intl Expo, LINK

### ERICKA DARST

Production Manager  
· Printed Collateral

### PENNY HAUGSAND

Production Manager  
· Reprints  
· Stationery

### AMY LARSEN

Production Manager  
· Printed Collateral  
· Circulation Collateral

### KELLY LEVANDER

Production Manager  
· Reprints  
· Stationery  
· Foreign Licensing

# Production

The Production Department receives and processes advertising and editorial materials necessary to produce a business publication.

Production managers coordinate operations internally between sales, editorial, prepress, graphics, circulation, market development and financial services, and externally between advertisers, agencies, printers, and other vendors.

The managers handle all aspects of advertising production, including scheduling, order entry, folio, ad trafficking, printer contact and instructions, magazine critiques, invoicing, and mailing follow-up.

The Pocket Survival Guides, which are informational guides for shows & their host cities, are also handled by the Production Department.

The advertiser/agency division of the Production Department is responsible for maintaining the promotional and magazine database for the advertisers and agencies for all publications.



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Number of Employees: 26

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**FRANCIS HEID JR.** • VP of Publishing Operations / Corp. Circulation Director, Duluth

## **ROSY BRADLEY**

Production Director, Duluth  
Datatrac

## **STEPHANIE DROMESHAUSER**

Production Manager  
OBGYN, CP

## **JEANNE JOHNSON**

Senior Production Manager  
Pocket Survival Guides  
HT, LNCS, Locum Life

## **TERRI JOHNSTONE**

Senior Production Manager  
CST, DT, MEDEC

## **ERIN RILEY**

Production Manager  
PTCR, RN

## **DEBI HARMER**

Production Director, Duluth

## **JANE DZUCK**

Production Manager  
DRT, GERI

## **KAREN LENZEN**

Senior Production Manager  
ABRN, DS, ORR

## **LINDA O'HARA**

Senior Production Manager  
AMB, MA

## **BARB PALKKI**

Administrative Assistant

## **JEANNE RODBERG**

Production Manager  
DLRN, ABT, MAHP

## **JOY WESTBROOK**

Asst. Production Manager  
FORM, MHE

## **LISA JOHNSON**

Production Director, Duluth

## **KIM BROWN**

Senior Production Manager  
PHTE, PR

## **RENE FALL**

Production Manager  
DVM, SPEC

## **KIM JOHNSON**

Senior Production Manager  
VE, VM

## **VICKIE KOMANTI**

AD/AG Coordinator  
Goldmine Administrator

## **LORI PETERSON**

Production Manager  
LCGC, PHDI, IVT Journals

## **RHONDA RYCHLAK**

Production Manager  
PHEX, BIOP

## **DANNY MURPHY**

Production Director, Duluth

## **KATHY TARNOWSKI**

Senior Production Manager  
DPROD

## **SHEILA JONES**

Production Manager  
DLRE, CU, UT

## **DAVID ERICKSON**

Asst. Production Manager  
DPF, DLP

## **GERI JOHNSON**

Production Manager  
OT

## **JANE MEYER**

Senior Production Manager  
Datatrac Administrator  
ACT

# Service Center



**LOCATED IN:**  
Duluth

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klaughton@advanstar.com

Number of Employees: 28

Revised 06/05

The Duluth Service Center consists of five areas: • MAILING SERVICES, • INCOMING AND OUTGOING MAIL, • THE WAREHOUSE, • TRANSPORTATION. AND • SHOW LOGISTICS.

The Director of Transportation and Mailing Services establishes traffic policy on all shipments, including interoffice canisters, overnight, second day, truckload and periodical shipments and foreign re-mail. The Director also manages traffic rates and procedures, ensuring that employees adhere to proper shipping methods and accounting procedures, and oversees the Business Reply Mail accounting system, enabling Advanstar to utilize the lowest postal rates available.

The Incoming and Outgoing Mail staff efficiently process, distribute and ship all inbound and outbound letter and parcel mail for the Duluth office. This includes the daily interoffice shipments to our other locations. Literally thousands of cards, letters and packages are processed daily.

The Warehouse staff inventories and processes more than 1,300 different items, many of which are letterhead, envelopes, and other office supplies for various Advanstar locations. Numerous items related to circulation fulfillment are kept in stock, as are circulation and production copies of our publications, exposition materials, bound volumes and photocopying supplies.

Mailing Services offers hand and machine labeling, inserting, folding, metering, tabbing, ink jetting, zip sorting, packaging, photocopying, collating, small volume personalization and various other functions. These tasks are performed for our own publications and expositions for purposes of circulation or show fulfillment, sales and editorial promotion, and research. The staff of experienced workers handles virtually any mailing from prestuffed pieces to those requiring hand insertion and postal automation sorting.

The Service Center equipment resources include: one Cheshire labeler, one 6-station Bell & Howell inserter with inline folder, one 8-station Phillipsburg inserter, one Bell & Howell 9x12 inserter, one Buskro ink-jet machine with inline tabbing capabilities, offline tabbing machine, a hydraulic cutter, two folding machines, twin loop binding, Duplo 20 pocket collater, one 6100 high speed Docutech copy machine, one 6135 high speed copy machine with saddlestitch booklet maker, one 6060 Color Docutech copy machine, one Scitex inkjet machine with inline tabbing capabilities, one perfect binder and one polybagging machine.

Orders that are not adaptable to machine labeling or inserting are capably handworked by our staff of mail preparation clerks. Turn around time can range from same day to 5-10 days depending on complexity and size of the project. These same services are available on a limited basis to outside customers and bring in additional revenue for Advanstar.

*Policy on charging back: Handling costs charged to corporate overhead. Direct costs (outside purchases) and postage charged to appropriate oracle number.*

## KATHY LAUGHTON • Transportation and Mailing Services Director

**BRANDON AHLBORG**  
Senior Machine  
Operator/Maintenance

**TAMMY BRICKLEY**  
Mail Prep Clerk

**DAMIEN COLE**  
Mail Prep Clerk-Nights

**KIM CONSTANCE**  
Machine Operator

**CATHY DAHL**  
Senior Mailing Coordinator

**JIM DAVIDSON**  
Mailing Services Supervisor

**DALE FLANNIGAN**  
Distribution Assistant

**CAROLINE GEMUENDEN**  
Machine Operator

**CHRIS GIDDENS**  
Distribution Assistant

**MARK GUSTAFSON**  
Distribution Manager

**CAROLINE HARRIS**  
Incoming Mail Processor

**JILL HERMAN**  
Mailing Coordinator

**DEBBIE HOILAND**  
Transportation Auditor

**MARY LANGE**  
Outgoing Mail Supervisor

**CHAD LARSON**  
Mail Prep Clerk/Machine Operator  
Nights

**WALLY LEDOUX**  
Senior Machine  
Operator/Maintenance

**SHAWN MACHELEDT**  
Mailing Services Supervisor-Nights

**CHRISTINE MAHAI**  
Outgoing Mail Processor

**SANDRA MCGIVERN**  
Mail Prep Clerk

**TOM NELSON**  
Messenger

**RICK OLSON**  
Machine Operator-Evenings

**JERAMIE PRESTON**  
Docutech Supervisor

**NATHAN SCHROEDER**  
Senior Machine Operator-Nights

**LAURA SHELBY**  
Mail Prep Clerk

**ALISA STRAHM**  
Senior Machine Operator

**KATHY WATCZAK**  
Machine Operator

# Show Logistics

*"Highest customer service at the lowest prices without compromising our customer's needs prior to, during and after the trade shows."*

Show Logistics reserves trade show booth space and coordinates the show, receives and processes exhibitor kits, and customizes the booth, working with staff to produce blow-ups and banners for the show, while also being responsible for ordering furnishings, carpet, cleaning, electricity, and phone service for the booth.

Show Logistics also processes easels for the show, and is responsible for shipping booths, overruns, blow-ups and easels.



**LOCATED IN:**  
Duluth

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tpreiner@advanstar.com

Number of Employees: 2

Revised 05/05

<b>TRAVIS PREINER</b> Shipments/Show Logistics Coordinator	<b>SANDY EBERL</b> Shipments/Show Logistics Assistant



# Superior Fulfillment



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Duluth

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Number of Employees: 53

Revised 05/05

## WHAT IS SUPERIOR FULFILLMENT?

We maintain the magazine mailing lists on computer. The names and addresses plus all the associated data are entered by the employees in Superior Fulfillment. Additionally, our group assists in the entry of data for other operations including Expositions, goldmine, Data Mart, Surveys (Editorial and Advertising) and other list building projects. The systems we use permit the analysis of the data, tracking of sales information, production of mailing labels, and selection of lists for rental.

We have the systems and expertise to perform database management, merge/purge, outside list conversion and manipulation. We currently perform these services for Expositions and Marketing Services.

In addition, Superior Fulfillment provides these services for 14 outside publishers, thus absorbing fixed overhead and generating incremental revenue.

## FRANCIS HEID JR. • VP of Publishing Operations

**CARRIE LANDMAN**  
Fulfillment Director

### ORDER PROCESSING

Order Processing Staff  
Distribution Staff  
Fulfillment Support Staff

**BECKIE GOMAN**  
Fulfillment Director

### EXPO LIST MANAGEMENT

Client Services Rep Staff  
Quality Assurance Staff  
Budget Manager  
Fulfillment Systems Staff

**TOM BOCK**  
Manager  
Fulfillment Systems

**DAWN NILSEN**  
Budget Manager

# Web Operations

## WEB PRODUCTION

The web production managers ensure that online advertising and editorial content is routed to the proper destination within specified time frames. They maintain communication lines with print and on-line editors to assure that content requirements are satisfied, and ensure on time delivery of required ad materials, pre-flight ad files and work with advertisers/agencies to ensure that all advertisements are produced properly. They maintain all records regarding web advertising, including proof of insertion, keeping sales staff advised of account status, and completes billing for each web site.

For more information contact:

Paul Connolly 218-723-9445 pconnolly@advanstar.com  
Rachel Johnson 218-723-9429 rjohnson@advanstar.com

## ONLINE CLASSIFIED

Production of online classified advertising for our websites is done by the Duluth's Classified Advertising Production Department. For more information call Jane Burleson at (218) 723-9478 or jburleson@advanstar.com.

## ONLINE DIRECTORIES

Production of online directories for our websites is done by the Duluth's Directory Production Department. For more information call Sandy Ollah at (218) 723-9618 or sollah@advanstar.com.



**LOCATED IN:**  
Duluth

**CONTACT:**  
Keith Hammerbeck

**PHONE:** 218.723.9560

**FAX:** 218.723.9447

**EMAIL:**  
khammerbeck@advanstar.com

Number of Employees: 2

Revised 05/05

## KEITH HAMMERBECK • Manufacturing Services Director

### WEB PRODUCTION

#### PAUL CONNOLLY

Web Production Manager

- Contemporary OB/GYN
- Contemporary Pediatrics
- Contemporary Urology
- Cosmetic Surgery Times
- Dermatology Times
- Drug Topics
- Formulary
- Geriatrics
- Healthcare Traveler
- Managed Healthcar Executive
- Medical Economics
- Ophthalmology Times
- Patient Care
- RN
- Urology Times

#### RACHEL JOHNSON

Web Production Manager

- Aftermarket Business
- Auto Body Repair News
- BioPharm
- Dealernews
- Dental Lab Prod
- Dental Prac. Rep
- Dental Prod Rep
- Dental Prod Rep Eur
- DirtSports
- DVM
- LCGC
- LCGC Europe
- License!
- Motor Age
- Off-Road Retailer
- Pharmaceutical Discovery
- Pharmaceutical Executive
- Pharmaceutical Representative
- Pharmaceutical Technology
- Spectroscopy
- Veterinary Economics
- Veterinary Medicine

### ONLINE CLASSIFIEDS

#### JANE BURLESON

Classified Production  
Department Manager

### ONLINE DIRECTORIES

#### SANDY OLLAH

Director of Directories  
Production

