

MACMA WEBINAR – PIVOTING TO A MEMBERSHIP MODEL

DAY/TIME: Friday, October 13, 2023, 12p-1p Central /1p-2p Eastern

SPEAKERS:

Panelist: Bill Dugan, Senior Vice President, Editor & Publisher, Mequoda

Panelist: Dave Fiegel, Retention Marketing Manager, Annie's Publishing

Moderator: Ken Smith, Director of Partner Services, SFG

BIOS



Bill Dugan serves as Editor & Publisher for Food Gardening Network and GreenPrints. He is responsible for the development and evolution of all editorial and marketing frameworks. Bill first gained his gardening knowledge from his schoolteacher father—who spent his summers tending to a vast backyard food garden and teaching all eight of his children how to grow and harvest good food. Today, Bill tends a small balcony food garden from his apartment in Washington, D.C. Bill is also SVP at Mequoda, where he provides strategy and is chief copywriter for Mequoda's clients and partners.



Dave Fiegel is the Retention Marketing Manager at Annie's Publishing. Dave is a direct marketing professional with 15+ years of experience in customer acquisition and retention, with both print and digital products. The majority of Dave's experience has been with multiple magazine and book publishers, but also includes various continuity and membership groups and products. Dave is a highly collaborative, analytical and results-driven marketing leader with accomplishments in strategic planning, product management, branding and creative strategy.

In his current role with Annie's Publishing, Dave works with a variety of print and digital products.



Ken Smith is Director of Partner Services for SFG. Smith leads SFG's account management team, with full responsibility for all partner interactions, projects and communication with every department within SFG. Smith joined SFG in 2013 and has over 20 years of experience partnering with media companies, primarily in the digital publishing space. For almost 15 of those years, he was general manager of Electronic Publishing Services for Faithlife (formerly Logos), a leading digital publishing and software development company in Bellingham, Wash.

Smith holds a bachelor's degree in management and an MBA. He is a longtime board member with Barnabas Financial Ministry and also currently serves on the national board for American Friends of International China Concern, a leading-edge charitable organization creating full lives for China's abandoned and disabled children and young adults.