



Michelle Russell  
Editor In Chief  
*Convene Magazine*

"I just know when I open it..."

"It's a level of comfort I have," says Michelle Russell. "I know I can count on Lane."

This dependability, says Russell, is crucial because of the challenges she faces at the editorial and production helm of *Convene*, the magazine of Chicago-based Professional Convention Management Association.

As much an association magazine as it is an industry trade publication, *Convene* brings together meeting and event professionals with the destination advertisers who vie for their attention. Russell explains that satisfying the needs of her advertisers — and the bottom line of her non-profit — means successfully executing on creative advertising techniques that help her advertisers stand out.

No matter what the treatment — simple bellybands, unusual gatefolds, or complicated inserts — Russell says she appreciates having a printer who goes the extra mile to ensure uneventful production and a quality end product.

"Out of the 10 years I've been with *Convene*," says Russell, "five of them have been with Lane — and those are the years when I haven't ever had a feeling of dread when the magazine gets delivered to my door. I just know when I open it up, there aren't going to be any surprises."

### On the watch

Russell believes the number one reason things run smoothly is that her

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team at Lane plans ahead, anticipating issues before they become headaches for Russell and her staff. "Jodie, our customer service rep, really watches out for us — especially when it comes to our tricky ad inserts," explains Russell. "She's been working with us long enough to know which ones will require more attention — and she goes the extra mile with them."

Russell cites a recent instance when an advertiser supplied a build-a-bear insert — the reader would pop out a diecut and build their own three-dimensional paper bear. "Although Jodie had supplied us with parameters for the concept, she was hesitant to green-light it without a dry run on Lane's machinery. So, she went ahead and requested a mock-up from our supplier and tested it along with Lane's bindery manager."

"As it turned out, the insert *was* problematic ... and with our permission, the team at Lane went directly to the advertising agency to figure out how to make it work.

"The solution was simple — tipping the insert in a different direction — but we averted a potentially *big* problem with our advertiser.

"Jodie anticipates things. She highlights potential problems way ahead of time ... when we can do something about them," says Russell.

"In terms of customer service, you can't ask for anything more."

## Above and beyond

Russell notes that this dedicated approach to planning for *Convene's* advertising needs is something that, while critical to their overall success, was lacking with their previous printers.

"There was just not a lot of attention paid to detail," recalls Russell. "If there was a problem with an insert, we wouldn't find out about it until the last possible minute — and by then it was too late. It was a disaster on press."

Russell explains that the last straw with one printer was getting — and missing — a 2 a.m. phone call when there was a problem with an insert in production. "The printer's only response was, 'Well, we tried to call you.' *This* is why I would have a sense of dread.

"I have never gotten a frantic phone call in the middle of the night from Lane — I've never gotten a frantic call from Lane at all.

"The staff at Lane has such a vested interest in the success of their clients. You can tell, they'll go above and beyond," says Russell. "It's just what they do."