

# recipe for fun

Four Southern Progress titles joined this fall to provide a fun-filled girls' getaway weekend in South Carolina.

**WHEN SOUTHERN GIRLS JUST WANT TO HAVE FUN**, they can look to Southern Progress for all the right ingredients. This October, four SPC titles partnered with the State of South Carolina to host a "Just the Girls" weekend at Litchfield Beach and Golf Resort on Pawleys Island.

The event, which sold out more than four months in advance, afforded 160 female readers the opportunity to be "treated to seeing the magazines come to life," said **Amanda Storey**, *Cooking Light* assistant marketing manager. The weekend was programmed around magazine-hosted seminars, leaving Saturday afternoon free for guests to explore the Georgetown area, hit the resort's greens, or enjoy the beach.

"It's definitely a draw that these big name magazines are involved. And who doesn't want to go to the beach with their friends?" said **Margie Meyers**, *Southern Living* marketing specialist.

**Julia Rutland**, *Coastal Living* senior food and entertaining editor, was in good company when she kicked off the girls' weekend on Friday night with her "Wine and Unwind" reception. Set in the resort's courtyard, Julia shared her expertise on pairing wine and seafood, reassuring guests that "it's OK to break the 'only white wine with fish' rule."

The following morning, guests awoke for a "Warm Your Soul" brunch with *Cottage Living* Food Editor **Kim Sunée**, who tailored her

demonstration to the magazine's personality. Each event was put on with unique flair and was tailored to represent each brand, according to **Margaret Lee**, *Cottage Living* associate marketing director.

Saturday night brought

guests together in the resort's theater and ballroom for an "Oh, What a Night" event to remember with *Cooking Light* Executive Chef **Billy Strykowski**. Amanda said Billy is known to put on a "synergistic" show, and his demonstration featured what she called a "beach-centric" menu of shrimp cocktail, stuffed chicken breasts, roasted asparagus, and mashed potatoes. The meal was then capped with the magazine's ultimate chocolate layer cake—a dessert that has been a hit with Billy's cross-country *Cooking Light* Supper Club events.

During his demonstration, Billy emphasized the ease of the high-flavor menu. "I love simplifying things so people can go home and do it themselves," he said. "I don't want to be a coffee table book chef. I want them to have the confidence to say, 'Wow, I can do that.'"

The final session was a "Savor the South" breakfast piloted by **Carolanne Roberts**, *Southern Living* travel editor. Carolanne used her time with readers to suggest "girl-trip plots" for getaways in the South, including a fly-fishing trip to North Georgia, a Habitat for Humanity build, and a Christmas trip to Washington, D.C.

In addition to the tour-de-South, Carolanne presented a look into the SPC headquarters. She even shared some self-snapped photographs of the Test Kitchens, giving guests an insider's look at the facilities. "Only a sliver of readers will ever get to come to the Southern Progress headquarters, so I'm taking it to them," she said.

"I will say that I was most excited about spending the weekend with our readers," Carolanne said. "We put our heart and soul into what we do, and we do it for them."

— Cory Bordonaro



SPC staffers from four different magazines presented the "Just the Girls" weekend this fall. **from left:** Margaret Lee, Kim Sunée, and Sarita Lew, all with *Cottage Living*, and Corinne Brown, *Coastal Living*.