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January 18, 2012

Dear NYNAME Member,

The weather outside may be frightful or not depending on the day! But, we're looking toward the warm spring weather and the **Fifth Annual Sales & Marketing Joint Conference**.

Each year, NYNAME and NYSCMA bring together daily newspapers of all sizes from across the state; we explore new ideas, create new friendships, and forge new connections. On behalf of the NYNAME Executive Council, I am pleased to announce the 2012 conference will be held in the Historic Gaffer District of beautiful downtown Corning, NY. The conference schedule begins **Sunday, June 10<sup>th</sup> and ends Tuesday at Noon, June 12<sup>th</sup>**.

As Publishers and Advertising Executives, it is crucial that we are up to date on the latest technology and new ways to create partnerships, both inside and outside of our newspapers. And, as newspapers adapt to the changing marketplace, it is imperative that we take advantage of opportunities that yield new and innovative ways to successfully conduct our business.

The NYNAME and NYSCMA conference committee has put together an exciting program that will give you many opportunities to enhance your knowledge and improve your network of connections. The conference kicks off with a panel of innovative managers from ***The Leader of*** Corning, NY. Breakout sessions will include our popular Innovative Ideas Session, plus roundtable discussions on topics including Embracing Change, Managing Salespeople, and New Media. Other hot topics include Developing New Revenue Opportunities and a Retailer presentation by John McDougal, Chairman & CEO, Nice n Easy Grocery Shoppes. On Tuesday, we wind up the conference with the always entertaining and motivational Tony Marsalla.

Of course, no conference would be complete without the annual awards banquet, honoring the winners of NYNAME's 2012 Advertising Competition. The banquet is set for Monday, June 11<sup>th</sup> and all members are encouraged to attend.

The information you will take away from this conference, and the networking connections that you make are worth so much more than the \$175 registration fee. Register by May 14th, and additional NYNAME members from your newspaper or business are only \$125 each. I urge you to take advantage and register now! **PLUS, for your convenience, you can register and pay with a credit card online at [www.nyname.org](http://www.nyname.org).**

As a member of NYNAME and conference attendee for over 10 years, I can personally tell you that this conference will leave you energized and full of new ideas that can be brought back to your newspaper and implemented immediately to increase revenue and marketshare.

I look forward to networking and sharing ideas with you in Corning!

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