

Fifth Annual
Sales & Marketing Joint Conference
NYSCMA Inc. **NYNAME**
 June 10-12, 2012 - The Radisson Hotel Corning, New York



Revamping the Newspaper Business Model (Innovations & Applications)

UPDATED: 5/8/12

Saturday, June 9, 2012

- 5:00pm **NYSCMA, Inc. Board Meeting** – *East Room*
- 7:00pm **Conference Planning Committee Meeting with Dinner** – *East Room*

Sunday, June 10, 2012

- 10:00am **Exhibitor Setup Begins** – *Keuka/Seneca*
- 11:00am – 5:00pm **Conference Registration** – *Lobby*
- *Please bring goodies from your newspaper or company to share!*
- 11:00am – 5:00pm **Networking Activities**
- **Golf Outing** – *Willow Creek Golf Club (3069 State Route 352, Big Flats)*
 - **Brewery Tour & Lunch** – *Market Street Brewing Co. (63 W. Market St.)*
 - **Explore Corning** – *Enjoy the many shops, restaurants, and attractions of downtown Corning on your own! (Suggestions available at check-in)*
- 3:00pm – 6:00pm **Hotel Check-In** – *Lobby*
- 6:00pm – 8:00pm **Presidents' Reception** – *Rockwell Museum of Western Art (111 Cedar Street)*
- *Welcome: Denise Ackley, President, Corning Area Chamber of Commerce*
- 8:00pm **Hospitality Suite - Presented by NYNAME** – *Diane Lahr-Smith's Suite (#360)*

Monday, June 11, 2012

- 7:00am – 8:00am **Continental Breakfast with Exhibitors** – *Keuka/Seneca*
- 8:00am – 8:10am **Early Bird Awards** – *Cayuga*
- *Arrive early for your chance to win goodies from newspapers across NY!*
- 8:10am – 8:15am **Welcome & Introductions** – *Cayuga*
- *Mary Sawyer and Diane Lahr-Smith*
- 8:15am – 9:25am **Creating the Innovation Team** – *Cayuga*
- *The Leader (Corning) Host Paper Panel featuring Publisher Fred Benson, Advertising Director Kurt Bartenstein, Circulation Manager Elmer Kuehner, and News Editor Stella Dupree*
- 9:25am – 10:25am **The Successful Mobile Model** – *Cayuga*
- *Daniel Williams, Dir. of Audience Development, The Day, New London, CT*
- 10:25am – 10:30am **NYSCMA, Inc. Officer Nominations** – *Cayuga*
- *Steve Piersa, Chairman of the Board (NYSCMA, Inc.)*
- 10:30am – 10:45am **Break with Exhibitors** – *Keuka/Seneca*

Monday, June 11, 2012 (Continued)

- 10:45am – 11:15am **Advertiser Resource Session with Exhibitors – Keuka/Seneca**
- *Best Buy gift card raffle #1 – Must be in attendance to win!*
- 11:15am – 12:15pm **Leveraging Assets/Developing New Revenue in Circ. & Advertising – Cayuga**
- Jeffrey Costello, Customer Relations, United States Postal Service
- 12:15pm – 1:30pm **Lunch – Carder**
- NYNPA/Legislative Update with Diane Kennedy, NYNPA
 - Golf Awards with Bill Sara, Times Union, Albany
 - NAA Update with Mark Vinciguerra, Times Union, Albany
- 1:30pm – 2:30pm **NYSCMA, Inc. Breakouts – Cayuga** **NYNAME Breakout – Cohocton**
- Promoting Value – Lauren Greutman** **Innovative Ideas Session – Deb Brunner,**
Jamestown Post-Journal – *Bring samples of your great ideas to share!*
- Our Newspapers Have Value!
 - Promote Coupons/Special Sections/Savings
 - Extreme Couponing
- 2:30pm – 3:00pm **Break with Exhibitors – Keuka/Seneca**
- 3:00pm – 4:45pm **NYSCMA, Inc. Roundtables – Cayuga** **NYNAME Roundtables – Cohocton**
- Circulation Roundtables** **Advertising Roundtables**
- Customer Offers & Bundling – Steve Piersa, Middletown
 - Operational Partnerships – Jim Nowak, USA Today
 - Customer Service Initiatives – Mark Vinciguerra, Albany
 - Embracing Change – Charmaine Ushkow, Albany
 - Bundling Products – Patrick Hurley, Syracuse
 - New Media – K. LaPrade, JRC
 - Managing Salespeople – Diane Lahr-Smith, Geneva
- 4:45pm – 5:00pm **NYSCMA, Inc. Elections – Cayuga** **NYNAME Officer Elections – Cohocton**
- 5:00pm – 5:30pm **NYSCMA, Inc. Past Presidents Meeting – Cayuga**
- 6:30pm – 7:30pm **Cocktail Reception – Carder**
- 7:30pm – 9:30pm **Banquet and Awards Presentation – Carder**
- *Best Buy gift card raffle #2 – Must be in attendance to win!*
 - *Exhibitor raffle – One attending vendor will win a free room at the 2013 conf!*
- 9:30pm **Hospitality Suite - Presented by NYSCMA, Inc. – Mary Sawyer's Suite (#260)**

Tuesday, June 12, 2012

- 8:00am – 8:30am **Breakfast – Cayuga**
- 8:30am – 8:45am **Welcome & Introductions – Cayuga**
- Mary Sawyer and Diane Lahr-Smith
- 8:45am – 9:45am **Retailer Session – Cayuga**
- John MacDougall, Founder & President, Nice N Easy Grocery Shoppes
- 9:45am – 10:00am **Refresher Break – Cayuga**
- *Immediately followed by Best Buy gift card raffle #3 – Must attend to win!*
- 10:00am – 11:00am **Moving Forward with Innovation: The Media in 2015 – Cayuga**
- Tony Casale, President, American Opinion Research
- 11:00am – 12:00pm **Motivational Speaker – Cayuga**
- Tony Marsella, Consultant/Former President, Ranger Data Technologies
- 12:00pm – 1:00pm **NYSCMA, Inc. Board Mtg – Cayuga** **NYNAME Board Meeting – East Room**
- 1:00pm – 3:00pm **Conference Planning Committee Meeting with Lunch – East Room**