



Agenda

THURSDAY APRIL 2ND

- 7:30am-3:00pm Golf Outing
- 8:00am-4:00pm Vendor Setup
- 12:00pm-4:00pm Registration Begins
- 3:30 pm-4:15pm Joint Board Meeting
- 4:30 pm-7:00pm Free Time, Dinner
- 7:00pm-9:00pm Opening Reception and Cocktail Party
Sponsored by Mike Zinser Law Firm.

FRIDAY APRIL 3RD

- 7:30am-8:00am Breakfast
- 8:00am-8:15am Welcome to Charlotte!
- 8:15am-9:00am Keynote Speaker – *To be determined*
- 9:00am-9:45am Transition to Digital
Sara Glines, Regional Publisher, Carolinas & East at McClatchy
- 9:45am-10:00am Parade of Business Partners
- 10:00am-10:30am Break- Please visit our Business Partners
- 10:30am-11:15am Q&A Forum
Sara Glines, Regional Publisher, Carolinas & East at McClatchy
Jerry Hill, VP Consumer Services & National Single Copy Sales, Gannett
Dan Schaub, Corporate direct Audience Development, McClatchy
Rosheen O'Donovan, VP Audience at American City Business Journals
- 11:15-12:00pm Recent Strategies & Tactics for Digital Subscriptions, *Matt Lindsay, Mather Economics*
- 12:00pm-12:45pm Business Lunch Buffett
- 12:45pm-1:30pm Leading through Change
Jerry Hill, VP Consumer Services & National Single Copy Sales, Gannett
- 1:30pm-2:15pm Legal Update – Mock Trial
Mike Zinser - The Zinser Law Firm
- 2:15pm-2:45pm Break - Please visit our Business Partners
- 2:45pm-3:30pm Turning the Rest of the Years into the Best of the Years,
Dan Schaub, Corporate Director Audience Development, McClatchy
- 3:30pm-4:15pm 50 Ideas in 45 Minutes *Jim Smith, Steel City*
- 4:15pm-5:00pm Adding Audience through Video, *Paul Keene, Publisher, The Wayne County News*
- 5:00pm-7:00pm Dinner on Your Own
- 7:00pm-9:00pm Entertainment

SATURDAY, APRIL 6TH

- 7:15am-8:30am Hot Ideas Breakfast, *Mike Floyd, Circulation and Production Manager, Columbus, MS*
- 8:30am-9:30am Single Copy Today -*Rick Dumas, Senior Director Single Copy, Gannett*
- 9:30am-10:15am Single Copy Workshop
- 10:15am-10:45am Break - Please visit our Business Partners
- 10:45am-11:30am TBD Q&A Session
- 11:30-12:00pm Closing Statements – *John Newby, Publisher*
- 12:00pm-1:00pm Working lunch – Closing Statements, Awards, Changing of the Guard
- 1:00pm-1:45pm Joint Board Meeting
- 1:45pm-2:15pm Individual Board Meetings