



**Hyatt Regency Grand Cypress, Orlando, FL
March 3 – 5, 2010**

Plan now to attend the most exciting event scheduled for the newspaper industry in 2010 — a Strategic Revenue Summit brought to you by two of the industry's premier associations, **Suburban Newspapers of America** and the **Southern Newspaper Publishers Association**.

Publishers and top level executives are encouraged to bring senior staff, including: advertising directors, interactive managers and everyone who is charged with generating revenue. Topics will include improving the effectiveness of today's sales teams; reaching new online revenue benchmarks; strategies to grow classified and regain market share; mobile opportunities; new revenue business models and more. The forum will be interactive and will focus on best practices, case studies and emerging trends to watch.

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Wednesday, March 3, 2010

12:00 PM – 1:00 PM: Pre-conference Welcome Reception with Exhibitors - Regency Hall 5 -9

**1:00 PM – 2:30 PM: Keynote Presentation:
Reinventing our Sales Organizations for
Tomorrow's Opportunities.**

Regency 1-4



**Jason
Taylor**

**Jay
Fogarty**

**Grant
Moise**

**Chris
Reen**

Moderated by Jason Taylor, President/General Manager, Chattanooga Times Free Press, Chattanooga, Tenn. Panel to include Jay Fogarty, Vice President, New Revenue Platforms, GateHouse Media, Grant Moise, Publisher, *Briefing* (Dallas Morning News), Chris Reen, Executive Vice President, The Oklahoman, Oklahoma City, OK and Dave Gould, Vice President/Advertising, The Tennessean.

It is no secret that our future business models must include an overhaul of our sales operations. Our panel of experts will discuss the sales forces of tomorrow and what is working in this ever-changing climate. From organizational structure to cultural change, from new levels of accountability to commission structure overhaul – this session will give you many things to think about as you plan to grow tomorrow's revenue streams. Jay Fogarty will specifically address the innovation required to drive revenue from smaller accounts as well as incorporating an innovation process that works for your company. Grant Moise will talk about how *Briefing*, a new product delivered four days a week to high demo non-subscribers, has changed the sales focus at the Dallas Morning News.

2:30 PM – 2:45 PM: Refreshment Break with Exhibitors - Regency Hall 5-9

**2:45 PM – 3:45 PM: Redefining
Online Sales – What is the Right
Model Going Forward?**

Regency Hall 1-4



**Gordon
Borrell**

**Adam
Burnham**

**Scott
Rosenburgh**

**Gloria
Fletcher**

Panel to include: Gordon Borrell, CEO, Borrell Associates, Adam Burnham, Vice President, Sales & Marketing, Journal Register Co., JRC Interactive, Scott Rosenburgh, Vice President/Advertising, Shaw Suburban Media and Gloria Fletcher, Vice President/Division Manager, GateHouse Media, Inc., Southern Midwest Division.

Gordon Borrell told recent conference attendees, “Your staff can’t effectively sell print and online so stop trying”. In this session, the feisty and passionate Borrell will take on three publishers that say “They can and they will sell both print and online.” Bring your boxing gloves but more importantly, be prepared to learn what is and isn’t working with online sales staffs.

3:45 PM – 4:00 PM: Refreshment Break with Exhibitors - Regency Hall 5-9

4:00 PM – 5:00 PM: STOP THE INSANITY!

Regency Hall 1-4

Moderated by Mike Blinder, President / Founder,
Blinder Group.



**Mike
Blinder**

Albert Einstein once said: “The definition of insanity is doing the same thing over and over again and expecting different results.” Are you still prospecting the essential new advertisers you need the same way you were 10 years ago? Borrell Associates, McKinsey & Company and others claim that our best bet for advertising growth in these tough economic times is by garnering new advertisers, from new business categories.

Panel to include:

- Michelle Smith, Director of Advertising for American Consolidated Media - This company of over 100 local newspapers has initiated a new business revenue generation model called: Brand Works, which requires the salespeople to aggressively prospect new business
- Jason Holmes, New Media & IT Director for the Youngstown (OH) Vindicator - The online side of the Vindicator has deployed a web “hunter” sales specialist, who has not only generated huge dollars in digital revenue; but, has become one of the top legacy print producers as well.
- George Coleman, Advertising Director for the Kingsport (TN) Times News and TimesNews.net - Giving away print ads, hiring and maintaining top design talent and changing compensation models are just a few ways that this media company is drastically changing how they do business, in order to garner and retain new, local advertisers in challenging times.

6:00 PM – 7:30 PM: Welcome Reception with Exhibitors - Regency Hall 5-9

Sponsored by: USA Weekend Magazine

Thursday, March 4, 2010

Thursday Sessions Sponsor: Seeing Interactive, Inc

8:00 AM – 8:45 AM: Continental Breakfast with Exhibitors - Regency Hall 5-9

**8:45 AM – 10:30 AM: Keynote
Presentation – Driving Growth Through
Non-Traditional Revenue Streams. -
Regency Hall 1-4**



**Gareth
Charter**



**Gene
Carr**



**Peter
Conti**



**Matt
Hayes**

Moderated by Gareth Charter, Publisher, Holden Landmark Corporation. Panelists: Gene Carr, President & CEO, American Community Newspapers II, Peter Conti, Senior Vice President, Borrell Associates, Matt Hayes, President and Publisher, East Bay Newspapers, Jedd Gould, President and Founder, MediaBids.com and Matt Coen, President and CEO, Second Street Media.

Is traditional advertising revenue still 80 or 90 percent of your total revenue? It won't be tomorrow. Some media companies are already predicting a near even split between advertiser revenue and "reader or user generated revenue." Premium subscription models, online consumer stores, deal sites, event marketing and paid content are just some of the emerging new revenue streams gaining momentum.

Specific topics to be covered by the moderator and panel will include:

- A highly successful 1/2 price gift card program being implemented by the Daily Hampshire Gazette.
- An update on zip2save.com, the new newspaper-backed shopping and deals site, to include publisher feedback on revenue growth so far. Peter Conti will also talk about the explosion expected in online coupons/deals over the next five years.
- Text marketing success from the Ventura County Star that translates into real dollars for the company.
- Pay for performance from a group of weeklies that invented their own formula for success. One advertiser alone is budgeted to bring in \$65,000 in 2010.
- A non-traditional media buying model that's gaining popularity among advertisers and publications of all sizes.
- A look at reader driven web based contests and services that are producing incremental revenue in local markets.

10:30 AM – 10:45 AM: Refreshment Break with Exhibitors - Regency Hall 5-9
Sponsored by: Audit Bureau of Circulations

10:45 AM – 11:45 PM: Non-Traditional Revenue – Small Group Exercise - Regency Hall 1-4

This is your chance to work in small groups of 8-12 to learn what others are doing to drive non-traditional revenue at their companies. Together, each group will choose the best idea that is shared

and will present it to all conference participants. Attendees will then vote on the best idea and SNA/SNPA will follow the idea as a case study for release later in the year.

11:45 PM – 12:45 PM: How to Get Your Share of the Huge 2010 Political Advertising Opportunity.

- Regency Hall 1-4

Presented by John Kimball, former chief marketing officer, Newspaper Association of America



**John
Kimball**

It might be hard to predict the outcome of the 2010 mid-term elections, but one thing is certain; a lot of money will be spent on political advertising this year.

With no less than 37 states holding gubernatorial elections; 38 U.S. Senator races; the entire U.S. House of Representatives, literally thousands of state and local races, not to mention issue advertising and it's easy to see why *AdWeek* says 11% more money will be spent on political advertising this year than in the presidential election year of 2008!

Estimates are running as high as \$3.3 billion! And another \$1 billion on issue advertising!

This leaves you with one big question – will your newspaper get its share of this enormous revenue opportunity? Will you cash in on new streams of advertising dollars, or sit on the sidelines and watch other media scoop up the riches?

Working in partnership with The Newspaper Association of America and legendary political consultant, Tom Edmonds, former NAA chief marketing officer John Kimball will offer you the tools to go to the political consultants and their agencies in your market and make the compelling case for your newspapers' portfolio of products and services. This session applies to papers large and small; you will not want to miss this one.

12:45 PM – 2:15 PM: Lunch – LaCoquina Restaurant

Sponsored by: Parade

2:15 PM – 2:45 PM: Dessert with Exhibitors - Regency Hall 5-9

Sponsored by: Roxen Internet Software

2:45 PM – 3:45 PM: 10 Ways to Grow your Classified Marketplace in 2010.

Regency Hall 1-4

Presented by: Beverly Crandon, Director Digital Classifieds, Metroland Media Group and Shannon Kinney, Senior Consultant for the AIM Group and Classified Intelligence.



Beverly Crandon



Shannon Kinney

Classified expert Bev Crandon recently blew attendees away at the SNA Classified Conference with a similar presentation. You will not want to miss this high-energy, motivating and extremely honest session that is really best suited for publishers and senior executives. And you are guaranteed to walk away with actionable ideas and much food for thought.

The session will feature 10 ideas that you can use in 2010 to grow your classified revenue in print and online. The “Top 10” list is not what you might expect. And it may not be what you want to hear either. But it will inspire and change your thinking when it comes to the future of classified. You’re guaranteed to walk away with a few winning concepts that can be deployed at your organization, whether it is big or small.

3:45 PM – 4:00 PM: Refreshment Break with Exhibitors - Regency Hall 5-9

4:00 PM – 5:00 PM: Mobile, eReaders and other Emerging Online Revenue Opportunities. -

Regency Hall 1-4



Shannon Kinney



Adam Burnham



Tim Repsher

Presented by: Shannon Kinney, Senior Consultant for the AIM Group and Classified Intelligence, Adam Burnham, Vice President, Sales & Marketing, Journal Register Co., JRC Interactive and Tim Repsher, Managing Director, Mobile, Media General.

We all know that, long term, emerging online technology represents a huge revenue opportunity. How much time/effort/money should we be spending on mobile and other emerging opportunities in 2010? How can we “follow the money” now, but still prepare for future opportunities that might be big in 3-5 years? Is anyone out there making big money with mobile or other emerging technology now?

In this session we’ll cover current and future trends and find-out how publishers can prepare to capture revenue in these emerging platforms. We’ll also take a look at several examples of what is currently generating revenue in the US and overseas in several categories including news alerts, auto, real estate, jobs, and in serving small businesses.

7:00 PM – Optional Dinners

Friday, March 5, 2010

8:00 AM – 8:45 AM: Continental Breakfast with Exhibitors - Regency Hall 5-9

9:00 AM – 10:00 AM: Keynote: Same Challenges; Different Industry - Regency Hall 1-4

The newspaper business is not the only industry that has faced great challenges internally and externally in recent history. Hear first hand from a big-time recording label executive how the music industry has had to adapt to a new environment of micro-payments, self-publishers and newly evolving competition among a sea of critics who predicted its inevitable demise. Sound familiar? Don't miss this opportunity to hear first-hand lessons in leading a company through a major transformation in the business model.

10:00 AM – 10:15 AM: Refreshment Break with Exhibitors - Regency 5-9

10:15 AM – 11:30 AM: Bright Ideas to Build Your Future – 75 Ideas in 75 Minutes
Regency Hall 1-4

Presented by: Jason Taylor, President/General Manager, Chattanooga Times Free Press



**Jason
Taylor**

This fast-paced session will pay for your trip to Orlando – guaranteed! More than 75 ideas will be shared that you can quickly take back to your newspaper and implement. Jason Taylor is a frequent presenter at industry conferences on this subject and for those that have seen his act before – no worries – this session will feature MANY new ideas never shared before. Don't miss this opportunity to “cash in” on the conference.

11:30 AM – 12:00 PM: Conference Wrap-up and Roundtable Discussion - Regency Hall 1-4

Moderated by: Gareth Charter, Publisher, Holden Landmark Corporation and Jason Taylor, President/General Manager, Chattanooga Times Free Press



**Gareth
Charter**

This final session of the day will look at what was discussed during the summit and provide time for conference attendees to share their biggest take-aways with the entire group. This session is certainly worth staying for as it provides an overview and direction for you to take back to your office.

12:00 PM: Conference Adjourns

Conference Co-Chairs:

Gareth Charter, Publisher, Holden Landmark Corporation
Jason Taylor, President/General Manager, Chattanooga Times Free Press, Chattanooga, Tenn.

Conference Planning Committee:

Reid Ashe, Executive Vice President/COO, Media General, Richmond, Va.
Steven R. Brandt, President/Publisher, The Greenville News, Greenville, S.C.
William H. Bronson III, Publisher, The Daily Citizen, Dalton, Ga.
Michael Bush, President/CEO, Heartland Publications, Clinton, Conn.
Todd Carpenter, President/COO, Boone Newspapers, Natchez, Miss.
Betty Carr, Vice President/Regional Publisher, Metroland Media Group, Ltd.
Gene Carr, CEO/President, American Community Newspapers II, LLC
Michael Fishman, Publisher/Editor, Morristown Citizen Tribune, Morristown, Tenn.
Clay Foster, President/Publisher, Northeast Mississippi Daily Journal, Tupelo, Miss.
Steve McPhaul, Senior Vice President, Newspaper Operations, CNHI, Birmingham, Ala.
Josh O'Connor, Vice President of East Sound Operations, Sound Publishing, Inc.
Tim Prince, Publisher/President, Shelby County Reporter, Columbiana, Ala.
Frank Sayles Jr., Publisher, The Tifton Gazette, Tifton, Ga.
Clint Shelton, General Manager, Decatur Daily, Decatur, Ala.
Robert G. Turner Jr., President/Publisher, Bradenton Herald, Bradenton, FL
Jim Williams, President/Publisher, Heritage Newspapers

SNA and SNPA:

Nancy Lane, President, Suburban Newspapers of America
Al Cupo, Vice President, Operations, Suburban Newspapers of America
Edward VanHorn, Executive Director, Southern Newspaper Publishers Association

Conference Co-Sponsor:

