

# PROGRAM GUIDE

Registration 4-6 PM Tuesday 6/18/2019 and 7-9 AM Wednesday 6/19/2019 just outside Social Ballroom

All events are held in Social Ballroom unless noted

## Tuesday 6/18/2019

- 7:00 AM **Golf Outing**  
Rhodes Ranch
- 8:00 AM **Single Copy Focus Group**  
8:00 AM – 5:00 PM, Innovation Room

## Wednesday 6/19/2019

- 7:00 AM **Breakfast**  
Sponsored by PDI Plastics
- 8:00 AM **Presidents' Welcome, Agenda**  
Troy Niday, President, CWCMA and  
Jim Wall, President NICE
- 8:15 AM **Opening Address**  
Earl Wilkinson - CEO & Executive  
Director, INMA
- 9:15 AM **Table Stakes and  
Performance Management**  
Cheryl Carpenter, Leadership Faculty,  
The Poynter Institute
- 10:00 AM **Break**  
Sponsored by LA Times
- 10:15 AM **Digital Subscriber  
Engagement Benchmarks**  
Matt Skibinski, Reader Revenue  
Specialist, Lenfest Institute
- 10:45 AM **Digital Acquisition and Retention**  
Curtis Huber, Senior Director,  
Circulation and Audience Revenue,  
The Seattle Times
- 11:45 AM **Rapid Fire Vendor Introductions**
- 12:00 PM **Networking Lunch**  
Sponsored by DRG
- 1:00 PM **Northwest Passages: Reader  
Engagement**  
Rob Curley, The Spokesman-Review
- 1:45 PM **Accelerate Your Subscription  
and Revenue Growth**  
Gwen Vargo, Director of Reader  
Revenue, American Press Institute
- 2:45 PM **Rapid Fire Vendor Introductions**
- 3:00 PM **Afternoon Break /  
Time with Vendors**  
Sponsored by LA Times
- 3:30 PM **Influencers**  
One Best Practice

- 3:45 PM **Consumer Compliance, Privacy and  
Data Security**  
Amy Lawrence, Associate,  
Frankfurt Kurnit Klein & Selz
- 4:15 PM **Monetizing Your Quality Audience  
and the Hidden Cost of Digital Ad  
Fraud**  
Kevin Rehberg, Vice President,  
Client Development, AAM
- 4:45 PM **Recap of Day / Next Day**  
Troy Niday, CWCMA
- 5:45 PM **Welcome Reception**  
The Wheelhouse  
Sponsored by The Zinser Law Firm

## Thursday 6/20/2019

- 7:00 AM **Breakfast**  
Sponsored by Brainworks
- 8:00 AM **Day 1 Review / Welcome**  
Jim Wall, NICE
- 8:15 AM **Growing Revenue and Audience  
While Building Teams of Next  
Generation Leaders**  
Moderator: Dan Schaub, Corporate  
Director of Audience Development,  
The McClatchy Company  
Panelists: Jerry Hill, Vice President,  
Consumer Sales and Marketing,  
Gannett; Rosheen O'Donovan, Vice  
President Audience, American City  
Business Journals; Mick Cohen, SVP,  
Consumer Revenue, Hearst
- 9:15 AM **Customer Experience: Translating  
Insights Into Action**  
Amy Shioji, Vice President of Customer  
Experience and Insights, Gannett
- 10:15 AM **Lifetime Member Induction**
- 10:30 AM **Break**  
Sponsored by Continental Products
- 10:45 AM **Time with Vendors**
- 11:00 AM **The Importance of a  
Consumer-Centric Strategy**  
Mike Houser, Vice President  
Circulation, The Houston Chronicle
- 11:45 AM **Influencers**  
One Best Practice
- 12:00 PM **Networking Lunch**  
Sponsored by Alliance Rubber Co.

- 1:00 PM **Emerging Digital Revenue  
Opportunities**  
Jed Williams, Chief Innovation Officer,  
Local Media Association
- 1:45 PM **Digital Subscription Pricing and  
Retention**  
Jim Gorman, Vice President,  
Philadelphia Media Network
- 2:30 PM **Harnessing Consumer Technology  
to Optimize Your Paywall**  
David Adkins, Vice President  
Technology, Buffalo News
- 3:00 PM **The Best of the Best Awards**  
Presentation of Winning Ideas -  
Jim Wall  
*Sponsored by Steel City*
- 3:45 PM **Afternoon Break**  
CWCMA 100th Anniversary  
Sponsored by Continental Products
- 4:00 PM **Merger Vote: Planning the Future  
of our Sectionals**  
Troy Niday, Jim Wall
- 4:45 PM **Recap of Day / Next Day**  
Troy Niday CWCMA
- 5:00 PM **Premier Reception**  
Sponsored by ACI, Exhibit Hall

## Friday 6/21/2019 Distribution Operations

- 7:00 AM **Breakfast**  
Sponsored by NTVB
- 8:00 AM **Welcome**  
Rick Hively, Wilson Gregory
- 8:15 AM **Alternative Revenue Sources**  
Randall Brant, ACI; Kevin Collins, ACI;  
Jesus Perez, ACI; Tony Simmons,  
Gannett
- 9:00 AM **Carrier Recruitment**
- 9:30 AM **Legal Update**  
Michael Zinser, The Zinser Law Firm
- 10:15 AM **Break**
- 10:45 AM **Single Copy Recap**  
Maria Ravera, The McClatchy Company
- 11:15 AM **Round Table Discussions**
- 12:00 PM **Adjourn**