



Since 1917

N.E.A.C.E.

NEW ENGLAND ASSOCIATION OF CIRCULATION EXECUTIVES

Serving the New England circulation profession for over 100 years

CELEBRATING
100
YEARS!



N.E.A.C.E. 100th Annual Sales Conference

Sunday May 21, 2017-Tuesday May 23, 2017

Meredith, NH

The Future of Newspapers:

Bringing Audience & Revenue Growth into the Next Century

NEACE Business Program

Saturday, May 20, 2017

Noon- 4:00 PM

Board of Directors Pre-Conference Meeting- *Executive Board Room*

Sunday, May 21, 2017

12:30-3:00

Brunch Cruise on the Lake Winnepesaukee (shuttles @ 11:15 & 11:45)

Sponsored by: TeleReach, PDI Plastics, Tecnavia, Turn Key Solutions

4:00 PM

Vendor Set-Up- *Winnepesaukee Room*

Bob DiMatties, NEACE Director, Circulation Director

John Harrison, NEACE Director, Marketing and Sales-Tecnavia

5:30-9:00 PM

Past Presidents' Reception- *Winnepesaukee Room*

Sponsored by: The Boston Globe Newspaper

Cocktail Hour 5:30-6:30 PM – (Sponsored by: The Boston Globe)

6:30-7:00 PM

2016-2017 Board of Director Nominations

Michael Sheehan, NEACE President, VP of Circulation, Lowell Sun Group

Recognition of our Vendors who sponsored events

NEACE BY-Law Change Presentation- Jamie Nee, NEACE Director, Boston Globe

William Hoar Excellence Award

7:00-9:00 PM Dinner and Program

Special Guest- Norm Bossio (*Sponsored by: TeleReach, PDI Plastics, Tecnavia, Turn Key Solutions*)

Business Casual Dress

Host- Michael Sheehan, NEACE President, VP of Circulation,

Lowell Sun Group, Lowell, MA

Everybody is invited to mix, mingle, and pay tribute to our Past Presidents!

Monday, May 22, 2017 (*NEACE Business Program (Meetings are business casual dress)*)

All Day Monday

NEACE Spouses Program (Monday)

Trip to Castle in the Clouds and Lunch

Sign up at NEACE Registration Desk

7:00-8:15 AM

Continental Breakfast- *Chiscraft Room*

8:00-10:00 AM

Conference Registration- *Chiscraft Room*

Ed Winters, NEACE Treasurer, VP & Asst. Treasurer-Republican-American, CT

David Sangiorgio, NEACE Secretary, Publisher-The Concord Monitor, NH

8:00-8:15 AM

Early Bird Drawings- *Winnepesaukee Room*

Bob Dimatties, NEACE Director, Circulation Director

8:15-8:30 AM

Program Begins- *Winnepesaukee Room*

Invocation- Warren Dews, NEACE Director, VP of Audience Development, Sales & Marketing, Berkshire Eagle, Pittsfield, MA

Introduction of NEACE Board Members- Michael Sheehan, NEACE President, VP of Circulation, Lowell Sun Group

Conference Outline- Kevin LaMagdelaine, NEACE Executive Vice President, Audience Development Director, The Recorder & Daily Hampshire Gazette

8:30-8:45 AM

Norm Bosio, Conference Kick Off

(Sponsored by Turn Key Solutions, Tecnavia, PDI Plastics, TeleReach)

8:45-9:30 AM

Jim Normandin, COO, New Hampshire Union Leader

9:30-9:45 AM

Update on NEACE.com and Social Media- Robert Mahoney NEACE Director, Boston Globe and Lori Gardiner, NEACE Director, Dow Jones.

9:45-10:00 AM

Break-Network with other NEACE Colleagues

10:00-10:45 AM

Group-Leveraging Audience Data to Drive Engagement & Monetization- Kerry Turner, Director of Audience Development, Hearst Connecticut Media

10:45-12:00 PM

Thank You to Our Valued Business Partners & Sponsors

Vendor Introductions & Presentations- *Winnepesaukee Room*

Steve Izzo, NEACE Vice-President, USA Today

Bob DiMatties, NEACE Director, Circulation Director

John Harrison, NEACE Director, Marketing & Sales, Tecnavia

12:00- 1:15 PM

Vendor Appreciation Luncheon- *Carriage House*

NEACE Promotional Award Presentation- Warren Dews, NEACE Director, VP of Audience Development, Sales & Marketing, Berkshire Eagle, Pittsfield, MA

Valor Awards- John Brennan, Publisher's Circulation Fulfillment

- 1:15-2:15 PM** **Retail Speak, Base it on Marketing Principles and Industry Insight-** Ginny Lyon owner, Source Marketing
- 2:15-3:15 PM** **Circulation Growth and New Revenue Venues-** Steve & Christine Learn, owner, Learning More Circulation Idea Service
- 3:15-3:30 PM** **Break-Visit with our Valued Vendors-** *Christcraft Room*
- 3:30-4:15 PM** **Enhancing Performance with Business Intelligence & Technology-** Tony Simmons, Director of Distribution Operations & Technology, Gannett Publishing Services
- 4:15-4:45 PM** **NEACE Business Session**
- Treasurer's Report-** Ed Winters, NEACE Treasurer, VP & Assistant Treasurer, Republican-American, CT
- NEACE By-Law Vote-** Jamie Nee, NEACE Director, Boston Globe
- 4:45 PM** **Adjourn Business Meeting**
- 6:00-7:00 PM** **Cocktail Reception-** *Christcraft Room*
- 7:00 PM until** **NEACE Banquet-Business Formal-** *Winnepesaukee Ballroom*
- Michael Sheehan, NEACE President, VP of Circulation, Lowell Sun Group
- Recognition of our Vendors that sponsored events**
- Scholarship Awards**
- Sponsorship Drawing**
- Great Barrington Newsboy Statue Presentation-** *Gary Leveille, Archivist for the Great Barrington Historical Society and Principal of Berkshire Creative Communications*
- Passing of the Presidential Gavel-** Michael Sheehan, NEACE President, VP of Circulation, Lowell Sun Group
- Featured Entertainment Bob Marley-** (Sponsored by Tecnavia, Turn Key Solutions, PDI Plastic's, TeleReach)

After Glow- Hosted by Michael Sheehan, NEACE President, VP of Circulation, Lowell Sun Group

Tuesday, May 23, 2017- NEACE Business Program (meetings are business casual dress)

- 8:00-9:00 AM** **Continental Breakfast-** *Lobby outside of Carriage House*
- 8:00-10:00 AM** **Conference Registration-** *Christcraft Room*
Ed Winters, NEACE Treasurer, VP & Asst. Treasurer-Republican-American, CT
David Sangiorgio, NEACE Secretary, Publisher-The Concord Monitor, NH
- 8:30-9:00 AM** **Book Signing: “The Mystery and History of the Great Barrington Newsboy Statue”-** *Gary Leveille, Archivist for the Great Barrington Historical Society and Principal of Berkshire Creative Communications*
- 8:45-9:00 AM** **Early Bird Drawings-** *Carriage House*
Bob Dimatties, NEACE Director, Circulation Director
Invocation- Warren Dews, NEACE Director, VP of Audience Development, Sales & Marketing, Berkshire Eagle, Pittsfield, MA
Thank You to our Valued Business Partners & Sponsors- Steve Izzo, NEACE Vice-President, USA Today
- 9:00-9:45 AM** **Multichannel digital marketing for circulation growth-** Ernesto Burden, Vice President Digital, NNE Digital
- 9:45-10:30 AM** **New Media '17: Building the Sustainable Business Model-** John Murray, Vice President of Audience Development, News Media Alliance
- 10:30-10:45 AM** **Break**
- 10:45-11:45 AM** **Stop Being a Boss and Lead-** Bill Huffhine, Leader, Coach, Idea Guy, Problem Solver

11:45 AM

Business Program Closing Remarks/adjourn

12:00-1:00 PM

Board of Directors Post-Conference Meeting- *Outside Winnepesaukee Room*