



## **N.E.A.C.E. 102<sup>nd</sup> Annual Sales Conference**

**Sunday, May 19, 2019 – Tuesday, May 21, 2019**

**Brewster, MA**

**“Figuring Out the Next Steps”**

### **NEACE Business Program**

#### **Saturday, May 18, 2019**

**NOON – 4:00 PM Board of Directors Pre-Conference Meeting – Mansion - Captain Lawrence/Hull**

#### **Sunday, May 19, 2019**

- 4:00 – 5:45 PM Vendor Set-Up – Bay Pines Pavilion**  
Greg Lewis, NEACE Director, Sales Manager, The Hartford Courant  
John Harrison, NEACE Director, Marketing and Sales- Tecnavia
- 5:00 – 6:00 PM Conference Registration – Linx Pavilion**  
Ed Winters, NEACE Treasurer, VP & Asst Treasurer-Republican-American, CT  
John Brennan, NEACE Secretary
- 5:30 – 8:30 PM Past Presidents’ Reception – Linx Pavilion**  
Host – Steve Izzo, NEACE President,  
Everybody is invited to mix, mingle, and pay tribute to our Past Presidents!
- 5:30 – 6:30 PM Cocktail Hour – Linx Pavilion**  
**6:30 – 8:30 PM Dinner and Program – Linx Pavilion**  
*Business Casual Dress*
- Introduction of NEACE Past Presidents
  - Kevin LaMagdelaine, Chairman of the Board and Nominating Committee Chairperson presents 2019 -2020 slate of candidates for officers and directors,
  - Jim Falzone – NEACE Director – presents NEACE By-Laws Change
  - Steve Izzo, NEACE President, drawing for the 17<sup>th</sup> annual William Hoar Excellence Award and closing remarks
- 8:30 – 10:00 PM Beach Bon Fire – Gather at the beach for a bon fire and smores!!**

**NEACE Business Program** (*Meetings are business casual dress*)

**LOOK FOR THE DEDICATED SHUTTLE FOR NEACE MEMBERS FROM  
ARBOR VILLAGE TO THE MANSION**

**Monday, May 20, 2019**

- 7:00 - 9:00 AM      **Full Buffet Breakfast** – Carriage House in the Addie Nickerson room
- 8:00 – 10:00 AM    **Conference Registration** – Bay Pines Pavilion  
Ed Winters, NEACE Treasurer, VP & Asst Treasurer-Republican-American, CT  
John Brennan, NEACE Secretary
- 8:30 – 8:45 AM     **Conference Kick-off** – Bay Pines Pavilion
- Invocation** – Warren Dews, NEACE Executive VP, Chief Operating Officer, National Press Institute for Audience Growth.
- Introduction of NEACE Board Members**  
Steve Izzo, NEACE President,
- Conference Outline** – Warren Dews Jr., NEACE Executive VP and Program Chairperson, Chief Operating Officer, National Press Institute for Audience Growth.
- 8:45 – 9:00        **Welcome to Cape Cod** – Patti Lloyd - Vice President of Sales at Cape Cod Chamber
- 9:00 – 9:30AM     **“Talent Management” The Importance of Managing your Talent & Hiring the Right People for the Future**  
**Virgil Smith**, Principal, Smith Edwards Group
- 9:30 – 10:30AM    **Thank-You to Our Valued Business Partners & Sponsors**
- Vendor Introductions & Presentations**  
Greg Lewis, NEACE Director, Circulation Sales Manager – Hartford Courant  
John Harrison, NEACE Director, Marketing & Sales – Tecnavia
- Break – Visit with our valued business partners and sponsors & network with other NEACE Colleagues - Meet someone new.**
- 10:30 – 11:15     **It’s All About Audience: You’ll Need a Third Audience AND Revenue Leg to Survive**  
**Aaron J. Kotarek**, Senior Vice President, Audience & Operations Honolulu Star-Advertiser

- 11:15 -12 PM      **Data!! Data!! Data!! How Data can = Revenue**  
**Wendy Reeves**, Director of Customer Success, LEAP
- 12:00 – 1:15 PM      **Vendor Appreciation Luncheon** – Carriage House in the **Addie Nickerson room**  
 Valor Award Presentations – John Brennan, NEACE Secretary  
 Golf Tournament Awards – Gary Reach, TeleReach Inc.

1:15– 2:00 PM      **Building Loyalty Together** – **John Newby**, Founder - 360 Media Alliance

**Monday, May 20, 2019 (continued)**

- 2:00 – 2:15 PM      **Break** – Network with our NEACE Colleagues – Meet someone new
- 2:15 – 3:00 PM      **Acquisition, Activation, Subscription**  
**Optimizing the customer journey, not a funnel,**  
**Chris Hendricks:** Managing Partner Extol Digital
- 3:00 – 3:45 PM      **Repositioning the Last Mile Strategy,**  
**Tony Simmons,** Director of Ops and Technology
- 3:45 - 4:30 PM      **Listener - “Reader revenue: where is the industry heading”.**  
**Arvid Tchivzhel,** Senior Director, Product Development  
 Mather’s Economics LLC
- 4:30 - 4:45 PM      **NEACE Business Session**
- **Treasurer’s Report,** Ed Winters, NEACE Treasurer, VP & Assistant Treasurer  
 Republican-American, CT
  - **Distribution of Committee Reports**
  - Steve Izzo, NEACE President.  
**Election of NEACE Officers**  
**President’s Closing Comments**
- 4:45 PM      **Adjourn Business Meeting**
- 6:00 – 7:00 PM      **Cocktail Reception** – Carriage House in the Addie Nickerson room & terrace
- 7:00 PM until...      **NEACE Banquet – Business Formal Attire** – Addie Nickerson room & terrace  
 Steve Izzo, NEACE President.
- Scholarship Awards – Ed Gaiser, Springfield Republican, MA,  
 presented by Carol Dubuque.
  - Sponsorship Drawing
  - Comedian – Jimmy Dunn
- Presidents Farewell Reception** – NEACE Hospitality Suite  
 Hosted by Steve Izzo  
 Mix, mingle and play Left-Right-Center with our NEACE family

## Tuesday, May 21, 2019

7:00 – 9:30 AM      **Continental Breakfast** – Addie Nickerson room  
Grab some breakfast before heading home

9:00 – 10:00 AM      **Board of Directors Post Conference Meeting** – Mansion -Captain Bowen room