



N.E.A.C.E.

NorthEast Association of Communication Executives
Advertising • Circulation • Marketing • Operations • Production



N.E.A.C.E. 106th Annual Conference **Sunday, May 21, 2023 – Tuesday, May 23 2023** **Mill Falls Inn, Meredith, NH**

“Becoming Resourceful, the Path Forward”

NEACE Business Program

Saturday, May 20, 2023

NOON – 4:00 PM Board of Directors Pre-Conference Meeting – Ballet Room

Sunday, May 21, 2023

4:00 – 5:00 PM Vendor Set-Up – Carriage House
John Harrison, Wallit Inc., NEACE Director

5:00 – 7:00 PM Conference Registration – Waterfront Reception Area
Ed Winters, NEACE Treasurer, John Brennan, NEACE Secretary

6:00 – 9:00 PM Past Presidents’ Reception - Casual Dress
Everybody is invited to mix, mingle, and pay tribute to our Past Presidents!

6:00 – 7:00 PM Cocktail Hour Waterfront Reception, outside (Chris Craft room if inclement weather)

7:00 – 9:00 PM Dinner and Program - Carriage House - Host – Lori Rahill, NEACE President, Introduction of Current Board of Directors Introduction of Past Presidents

Present Candidates for NEACE Officers and Board of Directors 2023-2024
John Brennan, NEACE Secretary

9:00 – 11:30 PM NEACE Hospitality Suite – Location to be announced
Mix, mingle and play Left-Right-Center with our NEACE family

NEACE Business Program (Meetings are usually business casual dress)

Monday, May 22, 2023

- 7:00 - 9:00 AM **Buffett Breakfast – Laker Room**
- 8:00 – 10:00 AM **Conference Registration – Carriage House**
Ed Winters, NEACE Treasurer, John Brennan, NEACE Secretary
- 8:00 – 8:15 AM **Conference Kick-off – Carriage House**
- Invocation** – Warren Dews Jr., NEACE Chairman of the Board, Publisher, and VP at
Capital Region Independent Media
- Introduction of NEACE Board Members**
Kurt Charbonnier, NEACE Director
- Conference Outline** – Lori Rahill, NEACE President
- 8:15 – 9:00 AM **THE PLACINO METHOD – VIRTUAL PRESENTATION BY JULIAN PLACINO,
RENOWNED CREATOR OF THE RECRUITMENT MASTERCLASS**
- 9:00 - 9:45 AM **WHAT WORKS IN COMMUNITY NEWS - DAN KENNEDY, SCHOOL
OF JOURNALISM, NORTHEASTERN UNIVERSITY**
- 9:45 - 10:15 AM **Break** – Network with other NEACE Colleagues
Including our valued vendors - Meet someone new.
- 10:15 - 11:00 AM **THE DONATION MODEL - FRED RUTBERG, PRESIDENT, PUBLISHER, THE
BERKSHIRE EAGLE**
- 11:00 – 11:15 PM **Thank You to Our Valued Business Partners & Sponsors**
Vendor Introductions & Presentations
Jim Falzone NEACE Executive Vice President,
Kevin Lamagdelaine, NEACE Director
- 11:15 – 12:00 PM **FLIPP – AN ALTERNATIVE TO TMC – LOGAN SALSBERG**
- 12:00 – 1:15 PM **Vendor Appreciation Luncheon – Laker Room**
- 1:15 – 2:00 PM **MARKETING TODAY’S NEWSPAPER – JON WILEY, MADISON
MARKETING**

Monday, May 22, 2023 (continued)

- 2:00 – 2:45 PM **ROUND TABLE DISCUSSION – THE RE-EMERGENCE OF THE COMMUNITY NEWSPAPER** –*FRED PERRY, BROOKLINE.NEWS, ALICE KAUFMAN, CONCORD BRIDGE, GREG BESTICK, HARPSWELL ANCHOR*
- 2:45 – 3:15 PM **Break – Visit with our Valued Vendors**
- 3:15 – 4:00 PM **GROWING DIGITAL REVENUE – NICK TRUITT, ISABELLE ALZONA, MATHER ECONOMICS**
- 4:00 - 4:45 PM **THE ROLE OF GLOBAL NEWSLETTERS IN GROWING AUDIENCE – MARIYA TREISMAN, DAILYCHATTER**
- 4:45 – 5:00 PM **NEACE Business Session**
Treasurer’s Report, Ed Winters, NEACE Treasurer
- Election of NEACE Officers & Directors**
John Brennan, NEACE Secretary
- President’s Closing Comments**
Lori Rahil, NEACE President
- 5:00 PM **Adjourn Business Meeting**
- 6:30 – 7:30 PM **Cocktail Reception – TBD**
- 7:30 – 10:00 PM **NEACE Banquet – Business casual dress suggested – The Carriage House**
Lori Rahill, NEACE President.
- Drawing for William Hoar Excellence Award & Election of NEACE Officers & Directors 2023-2024** – John Brennan
Current NEACE President Farewell speech & passing the gavel – Lori Rahill
Incoming NEACE President present past president plaque & acceptance speech – Jim Falzone.
- NEACE Hospitality Suite – After Glow – Hosted by Lori and Bob Rahill. – Name of location**
Mix, mingle and play Left-Right-Center with our NEACE family

Tuesday, May 23 2023

- 7:00 – 9:00 AM **Continental Breakfast – Library**
- 8:30 – 9:30 AM **Board of Directors Post Conference Meeting – Oval Room**