

# 91st Annual NYSCMA Sales & Marketing Conference

Gideon Putnam Hotel and Conference Center - Saratoga Springs

## Monday May 7, 2007

8:20 am to 9:00 am:

Welcome to Saratoga - Hollis Palmer, Historian



Hollis began telling stories shortly after he learned to talk (just ask his mother). As a child, he enjoyed trying to repeat verbatim the stories told by his grandfathers. From one, he heard the oral history of the region. From the other, he learned the joy of stories that were simply incidents in a person's life. From both, he learned to enjoy the soothing effects of oral accounts. Hollis is also the author of 5 published books.

9:00 am to 9:30 am:

NYNPA Update - Diane Kennedy, President, NYNPA



Diane Kennedy, President, New York Newspapers Publisher's Association has been President of the New York Publishers Association since July 1993. Prior to that, she was the Association's Director of Governmental Affairs and Communications. She became Chief Executive Officer of the New York Newspaper Advertising Services. Ms. Kennedy was a reporter for The Record of Troy for two years until January of 1988, when she left to work for Rensselaer County Executive John Bruno. She has a bachelors degree in psychology from Siena College in Loudonville, New York.

9:30 am to 9:45 am:

Introduction of New Members & Advertisers/Associate Members  
Phillip Hudson - 2nd VP

9:45 am to 10:15 am:

Coffee Break with our Advertisers

10:15 am to 11:15 am:

Rob Rubrecht - Director, Circulation Marketing



11:15 am to 11:30 am:

NAA Circulation Sectional Update - Paul Felicissimo

11:30 am to 11:45 am:

Nomination of Officers and Directors - Bonnie Christian, COB