



**2009 Conference Agenda**  
Second Annual Sales & Marketing Joint Conference  
Sunday, May 31, 2009 – Wednesday, June 3, 2009  
Inn on the Lake, Canandaigua, NY  
[www.theinnonthelake.com](http://www.theinnonthelake.com)



Updated 2/18/09

**Sunday, May 31**

9:00am – 12:00pm	NYSCMA, Inc. Board Meeting
12:00pm	Exhibitor setup begins
12:00pm – 3:00pm	NYNAME Board Meeting
12:00pm – 3:00pm	Registration
3:00pm – 6:00pm	Hotel Check-In
6:00pm – 8:00pm	President's Reception Cruise with hors d'oeuvres on the Canandaigua Lady

**Monday, June 1**

7:00am – 8:00am	Continental Breakfast with Exhibitors
8:00am – 8:15am	Early Bird Awards
8:15am – 8:30am	Welcome & Introductions <ul style="list-style-type: none"><li>• <b>Phil Hudson, President, NYSCMA, Inc.</b></li><li>• <b>Doug Hill, President, NYNAME</b></li></ul>
8:30am – 9:00am	<b>Edward Varno, Executive Director, Ontario County Historical Society</b>
9:00am – 10:15am	Publisher's Panel <ul style="list-style-type: none"><li>• <b>Tanya Shalor, Publisher, Oneonta Daily Star</b></li><li>• <b>Roger Coleman, Publisher, Hudson-Catskill Newspapers</b></li><li>• <b>Martin Till, Publisher, Easton Express-Times</b></li></ul>
10:15am – 10:45am	Break with Exhibitors
10:45am – 11:00am	Albany Update <ul style="list-style-type: none"><li>• <b>Diane Kennedy, President, NYNPA</b></li></ul>
11:00am – 11:50am	Publisher Topics TBD <ul style="list-style-type: none"><li>• <b>Stanford Lipsey, Publisher, The Buffalo News</b></li></ul>
11:50am – 12:00pm	Nomination of New Officers & Directors (NYSCMA, Inc.)
12:00pm – 6:30pm	Networking Activities <ul style="list-style-type: none"><li>• Golf Tournament (Bristol Harbour Golf Club)</li><li>• Wine Tasting Tour (Grapevine Country Tours)</li><li>• Fishing Outing (Sutter's Marina)</li></ul>
6:30pm – 7:30pm	Vendorama Cocktail Reception
7:30pm	Dinner on your own

## Tuesday, June 2

- 7:00am – 8:00am Continental Breakfast with Exhibitors
- 8:00am – 8:15am Early Bird Awards
- 8:15am – 8:30am Welcome & Introductions
- **Dennis Donoghue, 1<sup>st</sup> VP, NYSCMA, Inc.**
  - **Doug Hill, President, NYNAME**
- 8:30am – 10:15am The Emergence of Audience Development Departments
- **Jerry Hill, Director of Audience & New Business Development, St. Petersburg Times**
- 10:15am – 10:45am Break with Exhibitors
- 10:45am – 12pm Newspapers 2017: Going for Growth
- **John Murray, VP Circulation/Marketing, NAA**
- 12:00pm – 1:30pm Awards Luncheon
- 1:30pm – 3:00pm
- |  |   |
|--|---|
| <u>NYSCMA, Inc. Breakout Sessions</u><br>1:30pm – 2:00pm: Alternatives to ABC<br>2:00pm – 3:00pm: NIE Update | <u>NYNAME Breakout Sessions</u><br>1:30pm – 3:00pm: Legal Discussion                            |
| <ul style="list-style-type: none"><li>• <b>Mary Miller, NIE, NYNPA</b></li></ul>                             | <ul style="list-style-type: none"><li>• <b>Michael Grygiel, Hiscock &amp; Barclay</b></li></ul> |
- 3:00pm – 3:30pm Break with Exhibitors
- 3:30pm – 5:30pm
- |  |   |
|--|---|
| <u>NYSCMA, Inc. Breakout Sessions</u><br>3:30pm – 4:30pm: Maximizing Distribution Revenue                                | <u>NYNAME Breakout Sessions</u><br>3:30pm – 4:30pm: Topic TBD<br>4:30pm – 5:30pm: Topic TBD |
| <ul style="list-style-type: none"><li>• <b>Dwight Rauch, Circ. Dir., The Herald-Mail, Hagerstown, MD</b></li></ul>       |   |
| 4:30pm – 5:30pm: New Structures for a New Business   |   |
| <ul style="list-style-type: none"><li>• <b>Don Waterman, VP/Operations &amp; Audience Development, Ottaway</b></li></ul> |   |
| 5:30pm – 5:45pm: Past Presidents Mtg   |   |
- 6:30pm – 7:30pm Cocktail Reception
- 7:30pm – 9:30pm Banquet & Special Awards Program
- 9:30pm President's Hospitality Suite

## Wednesday, June 3

- 8:15am – 8:30am Welcome & Introductions
- **Dennis Donoghue, 1<sup>st</sup> VP, NYSCMA, Inc.**
  - **Doug Hill, President, NYNAME**
- 8:30am – 10:00am Breakfast Buffet and Hot Ideas By Topic
- 10:00am – 10:15am Break
- 10:15am – 11:30am **Motivational Speaker – Tony Marsella, Pres., Ranger Data Technologies**
- 11:30am – 12:30pm NYSCMA, Inc. Board Meeting and NYNAME Board Meeting
- 12:30pm – 2:00pm Conference Planning Committee Meeting

**Subject to change. Check [NYNAME.org](http://NYNAME.org) and [NYSCMA.com](http://NYSCMA.com) for speaker and agenda updates!**