

# Carmage Walls Leadership Forum

The Carolina Inn, Chapel Hill, N.C.

March 26-28, 2017

*The Carmage Walls Leadership Forum provides publishers of SNPA's small newspapers a venue to explore the issues most important to them and to mine the industry's best minds for practical solutions. The agenda is set primarily by those who attend with a questionnaire that participants will complete in advance of the meeting.*

*Les High, editor and owner of The News Reporter in Whiteville, N.C., is the program moderator. The goal is to steer discussion toward practical solutions to industry challenges. The program below is a preliminary outline. Topics will be tweaked as input from participants is incorporated into the agenda.*

## Sunday, March 26

6 pm Welcome Reception and Dinner at The Carolina Inn (Chancellor West)

## Monday, March 27

7:30-9 am Breakfast on your own in hotel restaurant

9-11:45 am **OUR PRINT BUSINESSES** (Chancellor East)  
*A moderated discussion about what is working, what is changing, and how the print business is evolving.*

Noon Lunch at The Carolina Inn (Chancellor West)

1:30-5 pm **THE CHALLENGES AND OPPORTUNITIES OF DIGITAL** (Chancellor East)  
*A free-wheeling conversation about digital disruption, its impact on your newspaper, and your strategy for success in the future.*

7 pm Group Dinner

## Tuesday, March 28

7:30-9 am Breakfast on your own in hotel restaurant

9-11:30 am **LEADING YOUR BUSINESS TO SUSTAINED PROFITABILITY** (Chancellor East)  
*Ideas to help you set a strategic direction, develop a marketing plan, build new processes and engage new kinds of talent.*

11:30 am **UNANSWERED QUESTIONS**  
*The time to tackle any questions left unanswered or ideas not explored.*

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