



Tuesday morning – Investing in Newspapers in 2018

PENELOPE MUSE ABERNATHY, a journalism professional with more than 30 years of experience as a reporter, editor and media executive, became the Knight Chair in Journalism and Digital Media Economics at the University of North Carolina at Chapel Hill in 2008. She specializes in preserving quality journalism by helping the news business succeed economically in the digital media environment. She is the author of “Saving

Community Journalism: The Path to Profitability.”



Tuesday morning – Investing in Newspapers in 2018

MARK ADAMS launched Adams Publishing Group, LLC, in late 2013, with backing from his family, with the sole purpose of building a community newspaper company. APG currently employs 2,300 print and digital professionals in 11 states. Adams previously managed the B2B, medical and financial publishing portfolios for M/C Partners. He also has consulted for various publishing businesses in the areas of sales and marketing management, circulation strategies, finance and restructuring, and content and digital

development activities.



Tuesday morning – Investing in Newspapers in 2018

MARK ALDAM is executive vice president and chief operating officer of Hearst. From 2011 until his recent promotion, he presided over Hearst's newspapers and local media businesses, growing the number of newspapers to 24 dailies and 65 weeklies along with more than 50 digital businesses. Hearst Newspapers have increased earnings in each of the past six years, growing total revenue intermittently over this period. He serves on the

executive committee of the News Media Alliance and the American Press Institute.



Tuesday afternoon – Programmatic Best Practices

NICK AMES is director of programmatic advertising at McClatchy. Noticing that sports journalists had the best seats at sports events, he shelved his plans to work on Wall Street and joined the student television and radio station at the University of Miami. In addition to McClatchy, he has worked with The News & Observer, The Advertiser-Tribune, WTVG 13 ABC and the Voinovich Center for Leadership and Public Affairs. He is the author of

research papers on such topics as media access to capital punishment proceedings, foreign television content standards and the influence of media on equity markets.



Tuesday afternoon – Solutions Stage

Empowering Media Companies to Take Back their Brands

ROBERTO ANGULO is CEO and co-founder of Recruitology, where he leads the company's vision of helping employers find the right candidate audiences. Angulo founded Recruitology's predecessor, AfterCollege, while at Stanford University, where he obtained a degree in economics. He collaborated with President Obama's Administration on various

initiatives, including the launch of Summer Jobs+. He also co-founded US2020.org, an initiative to engage STEM professionals as mentors to students in kindergarten through graduate school.



Tuesday morning – Leading with Location-Based Multi-Media Solutions

JAMES AVIS is a creative, out of the box thinker who is skilled at starting up new business ventures for Oahu Publications Inc. Digital Billboard Network is his third OPI start-up project in three years, led by entrepreneurial-spirited OPI President & Publisher Dennis Francis and CRO Dave Kennedy. A full-service advertising agency billing \$2.3 million a year and Hawaii.com were their first two successful ventures.



Wednesday morning – Tech & Truth: Engineering the Future of News

JJ BANNASCH is president and co-founder of Katana, where he specializes in convergence of media and technology, best-in-class digital marketing, and campaign architecture in a world of data driven marketing. With over a decade of agency experience, his approach, theories, frameworks and strategies have been proven, validated and refined with multi-million-dollar digital media campaigns resulting in significant increased ROI for his clients.



Monday afternoon – Solutions Stage – Subcontracting Page, Ad and Web Production

HOWARD BARBANEL is vice president and director of marketing for Design2Pro, one of the pioneers, leaders and innovators in off-site publication and ad production, layout and design. Prior to joining the firm in 2012, Barbanel was publisher and editor-in-chief of The South Shore Standard, a weekly broadsheet on Long Island, N.Y. He also has held top jobs at other newspapers and magazines since the 1980s and has a master's degree in publishing. He is a columnist for The Huffington Post.



Tuesday afternoon – Programmatic Best Practices

TOBIAS BENNETT is the programmatic and exchange champion of the Local Media Consortium. He is responsible for overseeing LMC's combined programmatic offerings, shepherding member committees, developing and nurturing LMC relationships with ad tech and solutions providers, and providing revenue focused consultation to LMC members. He began his digital media career at McClatchy, where he oversaw the company's first forays into programmatic advertising and was responsible for emerging digital revenue opportunities.



Monday afternoon – Journalism of the Future

SAMANTHA BERGUM is a senior at USC Annenberg studying broadcast and digital journalism. As an executive producer for ATVN, the school's live nightly newscast, she leads multi-platform local and breaking news coverage for a new generation of news consumers. After graduation, she plans to work as a local news producer.



Tuesday afternoon – NexGen Business Models: Finding Success

JIM BRADY is the CEO of Spirited Media, which operates Billy Penn in Philadelphia, The Incline in Pittsburgh and Denverite in Denver. Before entering the pure startup world, he served as executive editor of washingtonpost.com, editor-in-chief of Digital First Media, general manager of TBD and as head of News and Sports for America Online. Brady also served as public editor of ESPN for two years. During his tenure at washingtonpost.com, the site won numerous awards, including an Emmy award for its Hurricane Katrina coverage.



Tuesday morning – Solutions Stage – Leveraging Cross-Device Opportunities

BRENDON BRIGHAM is vice president, customer experience and product integration with Data-Dynamix. Helping partners and end clients bring multi-channel tactics together into complete marketing strategies has driven his professional energy over the last 15+ years. Embracing his geekitude, Brigham strives to push the limits of how customers can leverage both their offline and digital data together.



Tuesday afternoon – Agency Best Practices

ROB BUNCH is managing director at The High Road Agency and has a passion for finding unique communication and marketing solutions to the many challenges businesses can face. Prior to coming to The High Road Agency, Bunch was director of digital operations and vice president of digital sales for Media General, where he oversaw digital sales and operations at 18 television stations and multiple regional and community newspapers, most of them in the Southeast.



Tuesday afternoon

Big Data: What Drives Performance for Advertisers Across Platforms

JEFF BURKETT is vice president, advertising innovation at USA TODAY NETWORK. In this role, he leads a very large team of designers and developers responsible for delivering the next generation of digital advertising across the NETWORK of 109 local properties and USA TODAY. Under his leadership and vision, USA TODAY NETWORK launched Paramount, a suite of ad formats that have pushed the NETWORK forward into the future of advertising. Burkett previously worked at The Washington Post.



Monday morning – Grow Your Customer Engagement to Annual Commitments

MIKE CENTORANI is the co-founder of Sales Transformation Now, which offers sales training and sales management consulting for traditional media and search companies throughout the U.S. and in 22 countries. He is the former vice president of sales training and development at Matchcraft. Centorani is known for his “real world” approach to the sales call process and his ability to teach sales reps “how to speak the small business owner’s language” and “make the right sale” based on specific needs.



Monday afternoon – Real Tools for Combatting Fake News

DAVID CHAVERN is president and CEO of News Media Alliance, which he joined as president and CEO in October 2015. In addition to developing an entirely new brand and identity for NMA, Chavern has been intensely focused on telling the powerful – and optimistic – story of the news industry and offering members new products that help them run their businesses better every day. He has been called an activist for the news industry by a national media columnist: a title he embraces proudly.



Tuesday morning – Solutions Stage – Digital Transformation

LAURA COLE serves as vice president, marketing for Vival and is responsible for go-to market product strategy, brand management and corporate sponsorship. She joined the company in 2001 as a sales representative and has held numerous role in sales, operations and marketing. She is a social media and content marketing guest blogger and frequent contributor for Forbes.com. Cole holds a bachelor’s degree in business administration from the University of Nebraska-Lincoln.



Tuesday afternoon – Solutions Stage – Auto Promotions and Events (a case study)

KEVIN COLLINS joined WeHaa in 2014 after 20 years in the internet space and co-founder of PCSecurityShield.com. As director of sales and marketing, his goal is to make WeHaa a common name for newspaper and magazine publishers looking to increase ad revenue. He loves working with people and enjoys the challenges and rewards of working in technology. Being part of WeHaa's growth and getting them on the demand side fuels his

drive.



Monday afternoon – Branded Content

PAT CONNOLLY is managing director, digital transformation with Accenture. He works with clients to better understand consumer and industry patterns that are leading to disruption, and to re-orient their business for growth. Before joining Accenture, Connolly was the founder and senior vice president, head of strategy for 23 Stories, the branded content studio at Condé Nast. He was named one of Ad Age's "40 under 40" in 2013.



Monday afternoon – Solutions Stage

Growing Revenue for Newspapers through Consumer Sports Magazines

KEVIN CRAIG is senior vice president in the Newspaper Relations Group at AMG/Parade. Prior to that, he was vice president of the Newspaper Relations Group at Parade magazine for five years. He also previously was director of sales and marketing for Signature Offset in Boulder, Colo., and vice president/national accounts for the paper manufacturer

AbitibiBowater, Inc. He graduated from Auburn University with a B.S. in marketing and received an MBA from San Diego State University.



Wednesday morning – Get to Aha! Reposition Your Brand for Success

ANDY CUNNINGHAM is the founder and president of Cunningham Collective, a marketing, brand and communication strategy firm dedicated to bringing innovation to market. She is the author of "Get to Aha!: Discover Your Positioning DNA and Dominate Your Competition," and the host of the popular podcast Marketing Over Ice. She is an expert in creating and executing marketing, branding and communication strategies that accelerate growth, increase shareholder value and advance corporate reputation.



Monday afternoon – Personalization and UX Strategies

BILL DENSMORE is executive director of the nonprofit Information Trust Exchange Governing Exchange, formed to govern rules and protocols for identity, privacy and information-value sharing on the web. He also is a cofounder of Taxonometrics Inc., which is experimenting with news-personalization technology. A Reynolds Journalism Institute fellow, his career has included daily and wire-service reporting and editing, weekly

publishing, academic research and tech entrepreneurship. He is a director of the nonprofit Journalism That Matters.



Monday afternoon - Destination 2020: How Do We Get There Stronger and Smarter?

KEN DOCTOR is an analyst with a ringside seat at the greatest story ever told about the global news media industry. As a media analyst and consultant for his own Newsonomics company, he fully employs more than 40 years of experience across a wide range of media. His quest: find and share new sustainable business models that will employ the next generation of journalists – especially in the cities across North America and Europe.



Monday afternoon – Top Events that Make Dollars and Sense

CHRIS EDWARDS serves in a dual role as president of Gazette Communications, publishing daily newspapers in a variety of communities in Eastern Iowa, as well as president of Fusionfarm, a full-service digital advertising agency. These groups are owned by a holding company, Folience, which is 100% ESOP. He joined the company in 2009 and has held a variety of roles in sales, marketing and executive management capacities while a part of the senior leadership team.



Monday afternoon – Real Tools for Combatting Fake News

JANE ELIZABETH is director of the accountability journalism program at the American Press Institute. A former Washington Post editor, she has worked as an editor and reporter at four other U.S. newspapers and has taught journalism at three universities. She was a 2017 Knight-Nieman fellow at Harvard University. She also is the editor of “News from a Friend,” a general-audience newsletter that highlights reliable, transparent

journalism.



Monday afternoon – Personalization and UX Strategies

BRANDON ERLACHER is vice president of strategic data for Sandusky Newspaper Group and publisher of the Standard-Examiner, a 30K daily newspaper in Ogden, Utah. Erlacher previously was publisher of The Elkhart Truth, but left that role to pursue a second master’s degree in business analytics from the University of Notre Dame, to give him new skills and knowledge based on statistical insights, data science and predictive analytics. He graduated with honors in December 2015, and joined Sandusky Newspaper Group.



Tuesday afternoon – Programmatic Best Practices

RAYMOND FAUST is vice president of emerging media at Star Tribune Media Company. His mission is to help solve brand and business owner marketing challenges through innovative, strategic and accountable digital solutions. He is responsible for all aspects of Star Tribune’s digital advertising portfolio, including local and national direct sales, programmatic sales, digital ad operations and yield management; additionally, he is the architect behind the company’s digital marketing service and Paid Media (PPC &

Programmatic) businesses.



Tuesday morning – Solutions Stage – What’s the Opportunity for Audience?

DEBORAH FELLOWS is the founder of Traverse, Northern Michigan’s Magazine, an award-winning regional magazine now in its 38th year, and president of MyNorth Media, which produces a dozen more publications, an e-commerce site ShopMyNorth, and MyNorthTickets. MyNorthTickets was Fellows’ inspiration for GeoTix, an independent company now operating as a SaaS that supports ticketing sales for local media companies

looking to grow revenue, collect emails and extend their brands.



Monday afternoon – Journalism of the Future

GABRIELA FERNANDEZ is a senior at USC, where she is majoring in broadcast journalism and narrative studies. During her time at USC she has dabbled in many forms of storytelling, including writing, radio, and video. She has served as the USC chapter president of the National Association of Hispanic Journalists and has interned at the Los Angeles Business Journal, NBC Nightly News, CBS's Investigate Unit and MONEY Magazine. She plans to continue reporting and writing while pursuing creative ways to use social media and audience engagement to tell compelling stories.



Tuesday afternoon – NexGen Business Models: Finding Success

SARA FISCHER is a media reporter for Axios, covering media trends. Previously, she was a digital producer for The Washington Post, where she produced and edited segments for live and digital audiences. Her media background includes writing, reporting, subscription and advertising sales, as well as corporate research. She came to The Post from The New York Times where she was part of The Times' political advertising team. She also previously worked for CNN and at POLITICO.



Monday morning – Grow Your Customer Engagement to Annual Commitments

JULIE FOLEY is director of affiliate success at Second Street. Previously she worked for Morris Multimedia. Foley works one-on-one with many of Second Street's clients to help them find success through creating engaging campaigns that drive results. When she's not at Second Street, you can find her spending time with her family and cheering on her beloved Georgia Southern University Eagles.



Tuesday morning – Accelerating Investments and New Ventures

COREY FORD is the co-founder and managing director of Matter, a start-up accelerator for entrepreneurs building scalable media ventures that create a more informed, empathetic and inclusive society. Prior to Matter, Ford built Runway, a pre-team, pre-idea incubator for entrepreneurs at Innovation Endeavors. He also taught design thinking innovation at the Institute of Design at Stanford University. He began his career in public broadcasting.



Tuesday afternoon – Agency Best Practices

Tuesday afternoon – Finalist for Mega-Innovation Award

CONAN GALLATY is president of digital for WEHCO Media, Inc., where he oversees all internet operations, editorial and sales for WEHCO Media's 14 daily newspapers, 11 digital agencies and cable systems across six states. Prior to his current role, Gallaty was online director for the Arkansas Democrat-Gazette, a division of WEHCO Media based in Little Rock. Before joining the company, he worked with Herald-Tribune Media Group and The Augusta Chronicle.



Tuesday afternoon – Third-Party Platforms Through the Looking Glass

DAVID GEHRING is an executive and entrepreneur. Through his time at YouTube, Google and The Guardian in London, as well as advising publisher coalitions in the U.S. and Europe, Gehring has focused his career on the economics of news media. His goal is to establish a sustainable and scalable economic framework for quality original journalism. In 2016, Gehring started Relay Media which was acquired by Google in 2017.



Monday afternoon – Branded Content

BOB GILBREATH is co-founder and CEO of Ahalogy, a leading influencer marketing company with clients such as P&G, Coca-Cola and Kroger. Previously, Gilbreath was a partner at digital agency, Bridge Worldwide, which was acquired by WPP. He is the author of “The Next Evolution of Marketing: Connect with your Customers by Marketing with Meaning.” His career started at Procter & Gamble, where he launched Mr. Clean Magic Eraser, and was named an Advertising Age Top 50 Marketer.



Tuesday afternoon – Finding Your Niche

AMY GLENNON is publisher of Cox Media Group’s Verticals Businesses, having been named to that position in March 2016. Prior to that, she served as publisher of The Atlanta Journal-Constitution for four years and was the first woman to hold that position. CMG’s Vertical Businesses include the sports-related Diehards Network (Diehards.com; SECCountry.com; Landof10.com; DawgNation.com); the national Hispanic news site, MundoHispanico.com; as well as Southern food and lifestyle e-commerce site, SouthernKitchen.com.



Tuesday afternoon – Solutions Stage Empowering Media Companies to Take Back their Brands

SANDY GLOVER is the director of vertical digital revenue strategies at McClatchy, which includes recruitment marketing solutions for the company’s clients. She is responsible for all aspects of the traditional classified call center lines of business, as well as helping with parts of McClatchy’s small business marketing services strategy.



Monday afternoon – Branded Content

ROBIN GRUEN is vice president, branded content, Studio 1847 (tronc). She runs the creative and strategy arm for Studio 1847, tronc’s in-house branded content and events agency. Before joining tronc (formerly Tribune Publishing), Gruen worked on creative content for high-profile beauty and fashion accounts, including Suave and Kohl’s, at the PR firm Weber Shandwick. A fashion week veteran, Gruen was beauty director of Shape, held editor positions at Seventeen and Parents and has written for Real Simple, American Way and others.



Tuesday morning – Investing in Newspapers in 2018

JEREMY HALBREICH is founder, chairman and CEO of AIM Media Management LLC of Dallas, Texas, the management company overseeing AIM Media Texas LLC, AIM Media Indiana LLC and AIM Media Midwest LLC. He has served as chairman and CEO of Sun-Times Media (Chicago); founder, chairman, president and CEO of American Consolidated Media (Dallas); and president and general manager of The Dallas Morning News. He serves on the board of M. Roberts Media (Longview, Marshall and Victoria, Texas), is president of the Inland Foundation, and has served several years as a mentor with the SNPA NEX GEN program.



Wednesday morning

How Nextdoor is Connecting Newspapers with Specific Neighborhoods

MATTHEW T. HALL is the editorial and opinion director at The San Diego Union-Tribune, where he has worked since 2001. He manages the Ideas and Opinion section, writing and editing editorials, and overseeing commentary, letters to the editor and a blog called “The Conversation,” which uses social media and the internet to report the news of the day in immersive, dynamic and often funny ways. Before that, he was the newsroom’s social media manager, a metro columnist and a reporter.



Tuesday afternoon – Facebook Meets the Press

ALEX HARDIMAN is head of news products for Facebook. In this role, she oversees news experiences for Facebook’s two billion monthly users. She also works collaboratively with news organizations to strengthen the value exchange between Facebook and publishers as part of The Facebook Journalism Project. Prior to Facebook, she spent 10 years at The New York Times in a variety of product management, product marketing and sales development roles.



Tuesday morning – Audience Engagement, Ad Quality and Subscription Offers

CHRISTIAN HENDRICKS was named president of the Local Media Consortium in January. In this role, he works with the LMC team to drive value for members through the development of valuable partnerships with market-leading service providers. He worked with McClatchy for 25 years and also has served on boards of many for-profit and non-profit companies and organizations. He currently serves on the board of directors for Moonlighting, Wellness Within and the Local Media Foundation. He is an adviser to Impact Venture Capital and managing director for Extol Digital.



Tuesday morning – Solutions Stage

How Much Revenue are You Losing Due to Ad Fraud?

CASEY HESTER received her formal education from Lipscomb University. She has served in various positions for Journal Communications over an 18-year span, building a career in publishing/media and a strong focus in advertising, digital and operations. She is the vice president of customer success at Dev/Con Detect.



Tuesday morning – Leading with Location-Based Multi-Media Solutions

DAN HIGHT spearheads GroundTruth’s platform partnership strategy where he helps traditional media companies amplify their reach in mobile location. His team provides scalable solutions that deliver the most precise location and audience-based mobile campaigns through a variety of service offerings. He spent nine years at SuperMedia, where he guided an interactive marketing sales force in targeting certified marketing representatives and agencies. He also previously worked with Nortel Networks.



Tuesday afternoon – Agency Best Practices

ARLEA HOFFMAN is the digital strategy director for Reimagine Main Street, focused on helping business owners capture the amazing power of online -- quite literally reimagining SMB advertising and marketing. Hoffman is a country girl, lover of laughing, and mother to her daughter, Ella Bear. She and her family (which is about to be +1) love the outdoors, hiking, playing sports and animals.



Monday afternoon – Welcome to the Mega-Conference

JAY HORTON, is a veteran of digital sales, as well as product and platform development for newspapers, and is the executive producer for this year’s Mega-Conference. He leads sales of DEV/CON Detect, and has been advising media and technology companies for the past three years as principal of Digital Who, LLC. Prior to that, Horton served in digital leadership roles for Scripps Newspapers, as well as Gannett and Knight-Ridder.



Tuesday morning – Defining Your Subscription Strategy

BRIAN HOWELL is director of consumer revenue optimization for tronc, encompassing 10 unique markets across the country, including the Los Angeles Times, Chicago Tribune and The San Diego Union-Tribune. His role entails implementing market-specific programs to support revenue growth and customer retention goals. While in this role, tronc has expanded its level of consumer insight and integrated new business intelligence tools to provide better understanding of revenue drivers.



Tuesday morning – Defining Your Subscription Strategy

CURTIS HUBER is director of circulation sales and marketing for The Seattle Times, where he leads audience development and revenue, subscriber acquisition, customer support, circulation marketing and subscriber retention. He plays a key role in growing digital engagement among all subscribers and driving digital subscriptions. He joined The Seattle Times in 1999 after spending 20 years with EW Scripps and John P. Scripps Newspapers at the Kitsap Sun newspaper.



Tuesday afternoon – Announcing Winner of Mega-Innovation Award!

CAROL HUDLER spent years navigating change as a senior executive for Gannett and other Fortune 500 media companies. She left her position as publisher of The Tennessean and president of the Gannett Company's South Group in 2013, and founded Hudler Success Strategies. In this role, she consults with media companies and other organizations undergoing transformation, places talent in interim leadership positions, and assists clients exploring or undertaking new opportunities. She helped develop programs for several past Mega-Conferences and is one of the judges for this year's Mega-Innovation Award.



Tuesday morning – How to Recruit, Sculpt and Retain Your Sales A-Team

CHARITY HUFF is an active member of the advertising industry, with over 20 years of experience. She contributes through her consulting, start-up advisory, public speaking, and her own entrepreneurial ventures. In her roles as managing partner at both Maroon and January Spring, Huff has designed and delivered integrated sales programs, working alongside 5,000+ sales professionals from the media and tech industries. Her experience goes beyond sales execution. She has proven experience in new market creation, strategic acquisitions, ad and marketing tech startups, and C-level leadership.



Monday morning – Grow Your Customer Engagement to Annual Commitments

LIZ CRIDER HUFF is the director of affiliate success at Second Street and has extensive background in media. She is a huge advocate of the power of engagement campaigns for every department within an organization, including sales, marketing, audience development and editorial.



Tuesday afternoon – Finalist for Mega-Innovation Award

LISA HURM is vice president and general manager of the Pittsburgh Post-Gazette. She spent nine years with Gannett before joining the Post-Gazette, where she worked her way up through the operations side. As director of operations, Hurm led a two-year project to build a new production facility and relocate the editorial department to a new building, better suited for a modern newsroom. Shortly after this, she was named to her current role. Hurm is vice chairman of the Pennsylvania NewsMedia Association and chairman of its government affairs committee.



Tuesday afternoon

Big Data: What Drives Performance for Advertisers Across Platforms

RICHARD JONES has been described as someone who would have been a great futurist. He is constantly learning about what creates "better." Jones has held positions with The New York Times, the Los Angeles Times, The Dallas Morning News, Boeing and D&B. He has started three businesses and recently purchased Proven Performance Media, which provides media companies a proven new business model, leveraging the growing performance-based pricing models.



Monday afternoon – Journalism of the Future

GABRIEL KAHN has worked as a newspaper correspondent and editor for two decades, including 10 years at The Wall Street Journal. In 1998, Kahn launched Italy Daily, a joint venture of the International Herald Tribune and Corriere della Sera, based in Milan, Italy. He joined USC Annenberg in the fall of 2010, where he jointly runs the Media, Economics and Entrepreneurship program. The goal of M{2e} is to bolster students' understanding of economics and encourage innovation and experimentation with new ideas in communication and journalism. Kahn studies the economic models of the news industry and consults with startups and established news companies on strategy. He is a judge for this year's Mega-Innovation Award.



Tuesday morning – Leading with Location-Based Multi-Media Solutions

Tuesday afternoon – Finalist for Mega-Innovation Award

DAVID KENNEDY is the chief revenue officer for Oahu Publications Inc., Hawaii's major print media company. OPI owns and publishes a diverse group of publications including the flagship Honolulu Star-Advertiser, which ranks 11th in the nation for daily average circulation, as well as The Garden Island in Kauai, West Hawaii Today and the Hawaii Tribune Herald on the Big Island. OPI launched a Magazine Division in 2007 and also offers client solutions through its subsidiaries: Oahu Media Group (a full-service advertising agency), Hawaii.com and the revolutionary Digital Billboard Network.



Tuesday morning – Defining Your Subscription Strategy

AARON KOTAREK joined Oahu Publications, Inc. in May of 2015 as vice president, circulation. He is responsible for overall audience growth, revenue enhancement, digital platform engagement and distribution/transportation logistics for the company's entire print and digital product portfolio. Oahu Publications is the State of Hawaii's largest media company and publishes a diverse array of print and digital products, including the nation's 12th largest daily newspaper, the Honolulu Star-Advertiser. He currently is president of the Cal Western Circulation Managers' Association.



Tuesday morning – How to Recruit, Sculpt and Retain Your Sales A-Team

PETER LAMB has worked with some of the world's largest media companies and helped orchestrate some of their most impressive successes. As a strategy consultant with more than three decades of marketing experience, he transforms media companies to make them more efficient, more competitive and more profitable. For Lamb's clients, this entails an unprecedented focus on NEW/NEW revenue, an approach that targets customers who have never used the client's products or services.



Monday and Tuesday – Moderator for Solutions Stage

BOB LeBOEUF is president and founder of Exsolate. He is passionate about leading and motivating teams to innovate and succeed in revenue generation, operational efficiency and customer satisfaction. He is a management consultant and adviser in digital transformation. He previously served as general manager of Propel/DMG, overseeing strategy, sales and operations for the largest digital media and marketing services operation by revenue among the GateHouse Media Company's portfolio of local media companies.



Monday afternoon – Welcome to San Diego!

JEFF LIGHT is publisher and editor-in-chief of The San Diego Union-Tribune. He joined The San Diego Union-Tribune as editor and vice president in 2010 and helped to reinvent the company, redesigning its print and digital products and refocusing the newsroom around a digital-first strategy. He served as president and chief operating officer from January through May of 2015, when the company was sold to Tribune Publishing. In March 2016, he was named to his current position.



Tuesday afternoon – Solutions Stage

Customer Segmentation to Improve Digital Performance and Revenue

MATT LINDSAY is president of Mather Economics, an economics business consulting firm based in Atlanta. Lindsay has over 25 years of experience in helping businesses increase operating margins and grow revenue through economic modeling and analytics. He has helped more than 600 newspapers, magazines and digital publications develop pricing strategies and predictive models. He recently published a book “How to Succeed in the Relationship Economy” with two of his newspaper clients from Amsterdam.



Tuesday morning – Bringing Audio to Life

JEREMY MIMS is an entrepreneur, international speaker and local media advocate. He currently runs strategy at SpokenLayer, the leader in voice experiences for Amazon Alexa, Google Home and other emerging voice platforms. SpokenLayer is backed by The Guardian, Graham Holdings, Betaworks, North Base Media and other investors across a variety of disciplines. Previously, he co-founded OwnLocal, and he also invests in and advises other media and technology-related companies.



Monday afternoon – Solutions Stage – Alexa, OTT and Mobile Apps

NIKHIL MODI is the founder and CEO of Whiz Technologies Inc., which provides cloud-based mobile apps and mobile web solutions for newspaper publishers, broadcast television stations and content providers. Modi’s previous company, Spike Technologies, perfected development methodologies to create products for companies like Philips and Qualcomm. Modi also previously worked with a venture capital firm in Silicon Valley and was the CEO of Pressmart, a large digital edition provider.



Tuesday afternoon – Solutions Stage – Auto Promotions and Events (a case study)

CESAR MONTES, founder and president of WeHaa.com, has more than 15 years of experience in the digital publishing industry. Transforming newspapers across the globe, WeHaa has created multiple online solutions for newspapers to maximize profits and increase their digital footprints. Montes is a big advocate of newspapers and their important role in society. WeHaa believes in the power of the newspaper industry and wants to bring back lost print revenue through online innovation.



Tuesday morning – Investing in Newspapers in 2018

JIM MORONEY is the chairman, president and CEO of A. H. Belo Corporation. He has held this position since September 2013. He continues to serve as publisher and chief executive officer of The Dallas Morning News, a position he has held since June 2001. In April 2004, Editor & Publisher selected Moroney as Publisher of the Year for his accomplishments at The Dallas Morning News. He received the Frank W. Mayborn Leadership Award in 2016 from SNPA.



Tuesday morning – Solutions Stage

Yes You Can (and must) Make Money from Social Media Accounts

REINIG MORRIS, co-founder of Friends2Follow, has the know-how and background to eloquently tackle any digital topic and turn it into an actionable clinic on driving new revenue. He has worked with hundreds of media companies and motivated audiences to drive new revenue using topics from audience engagement and proper social media marketing to cause and event advertising. No matter the topic, he engages his audience and instills the urgency of driving digital dollars.



Tuesday morning – Bringing Audio to Life

GINGER NEAL is vice president of digital sales and operations at the San Francisco Chronicle. She is responsible for driving revenue through new strategies, business models and modern tactics. Previously, she served as CRO of the Post Bulletin, headed the turnaround as president of Lion Heart Digital agency, and launched and funded ModeStyle (an ecommerce solution for manufacturers). Her career began at The Orange County Register.



Tuesday morning – Defining Your Subscription Strategy

TROY NIDAY is chief operations officer for Sonoma Media Investments, publisher of The Press Democrat in Santa Rosa, Calif., along with several other Sonoma County publications and websites. He oversees all aspects of audience development, consumer revenue generation, production and distribution for the organization. His 30-year career in the industry started at the Omaha World-Herald before spending time at The Arizona Republic, The Oklahoman and The Birmingham News.



Tuesday afternoon – Solutions Stage – Why Website Design and Flexibility Matter

BILL OSTENDORF, president of Creative Circle Media Solutions, has helped redesign more than 650 publications and consulted with hundreds of media companies on three continents. He has led workshops on improving content, design and revenue at more than 1,000 industry events in 23 countries. Ostendorf started his software firm dedicated to improving newspaper websites in 2005. Today, Creative Circle hosts hundreds of newspaper, niche and classified sites and provides modern web software.



Monday afternoon – Top Events that Make Dollars and Sense

SCOTT POMPE, vice president of advertising for Statesman Media, leads all advertising revenue efforts and go to market sales strategies for the company, including: Austin American Statesman, Austin360 and numerous print and digital products, applications and events. Prior to joining Statesman Media, Pompe held senior level positions with the Desert Sun Media Group, The Los Angeles Times Media Group, Journal Communications/Milwaukee Journal Sentinel, ADVO and Sundance Broadcasting. He also has worked with various startup companies in the technology, software and mobile media space.



Tuesday afternoon – Solutions Stage

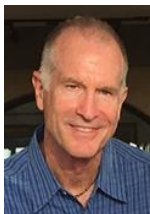
Taking Back Local Advertising with Targeted Local Niche Guides

PHIL PRACHT has been a product manager with TownNews.com for three years and is responsible for product strategy and partnerships for many of the advertising solutions the CMS currently offers, including: business directory, classifieds and both automotive / real estate verticals. Prior to joining TownNews.com, Pracht managed day-to-day operations for Daytrotter Media, LLC. He is a minority shareholder for the company.



Monday afternoon – Real Tools for Combatting Fake News

TRAVIS QUAST, a 21-year veteran of the newspaper industry, is publisher of the Twin Falls Times-News located in southern Idaho. He worked for major dailies and small community newspapers throughout the Northwest in the advertising and marketing side of the business before becoming publisher in 2013. He is passionate about the role media plays in shaping local communities through reporting and thoughtful storytelling.



Tuesday morning – Solutions Stage

Leverage Audiences to Drive Revenue Diversification

TOM RATKOVICH is the founder and managing partner of LEAP Media Solutions. He has 25 years of consumer-focused marketing, strategic planning and business management experience in the local media, having started and managed two companies that have collectively collaborated with 300+ print and digital publishers to enable strategic audience growth and monetization. Ratkovich is a past president of INMA's North America Division and is a widely recognized authority in database and digital marketing.



Wednesday morning – Tech & Truth: Engineering the Future of News

SETH ROGIN is often called the industry's "Dean of Digital Advertising." He is president & CEO of Nucleus Marketing Solutions, a new company funded by four of the world's largest news organizations to drive innovation and digital advertising investment. He serves as an associate fellow of Oxford University's Saïd Business School, where he is also a founding partner in the school's Future of Marketing Initiative. He was previously worked with Mashable and The New York Times.



Tuesday afternoon – Finding Your Niche

ADAM RYAN is the vice president of media for The Hustle. The Hustle is one of the fastest growing media companies in the world, with its flagship Daily Email engaging more than 550K subscribers at an outstanding 40 percent daily open rate. His responsibilities include overseeing The Hustle's advertising business, conferences and events, and the client success team.



Wednesday morning – Tech & Truth: Engineering the Future of News

NICOLE SCALGIONE has spent most of her career working at and with digital agencies, helping them to discover the media around them. Programmatic media expertise has been her focus the last seven years, specifically educating buyers about the intricate complexities of the supply side. At Telaria, Scalgione leads the agency and brand relations efforts in delivering high-quality programmatic video and CTV supply to sophisticated buyers across the Western U.S.



Monday afternoon – Personalization and UX Strategies

DAN SCHAUB is McClatchy's corporate director of audience development, where he is charged with providing the necessary leadership and focus as McClatchy works to expand its print and digital offerings across the 29 markets the company serves. He previously worked with The Sacramento Bee, Star Tribune (in Minnesota) and with the Los Angeles Times.



Tuesday afternoon – Finalist for Mega-Innovation Award

TOM SHAW is vice president of Shaw Media and general manager of the company's suburban operations. He has more than 20 years of local media experience in print, radio and television. He has a journalism degree from Colorado State University, and an MBA from University of Colorado at Denver.



Tuesday afternoon – NexGen Business Models: Finding Success

EVAN SMITH is the CEO and co-founder of The Texas Tribune, a pioneering nonprofit, nonpartisan digital news organization whose deep coverage of Texas politics and public policy can be found at texastribune.org, in newspapers and on TV and radio stations across the state, and in the print and online editions of The Washington Post. Since its launch in 2009, the Tribune has won international acclaim. Smith is the host of "Overheard with Evan Smith," a weekly half-hour interview program that airs on PBS stations around the country. Previously he spent nearly 18 years at Texas Monthly.



Tuesday morning – What Motivates New Subscribers

JEFF SONDERMAN is the deputy executive director of the American Press Institute, helping to lead its use of research, tools, events and strategic insights to advance and sustain journalism. He is the architect and developer of API's Metrics for News analytics software that reinvents how publishers use data to inform content strategy. He also edits API's Need to Know newsletter and designed API's Strategy Studies research format for in-depth strategic guidance. He consults with publishers on a range of issues related to content strategy, organizational transformation, audience development, newsroom structure and workflows, product management and more.



Monday afternoon – Branded Content

RYAN STEPHENS has more than 25 years' experience in international syndication and publisher solutions. Positions with the Los Angeles Times Syndicate, Tribune Media Services and now Deseret Digital Media have allowed him to help publishers all over the world grow both audience and revenue through strategic content and business solutions.

In his current role as general manager of BrandForge, he develops partnerships with media companies, bringing them the solutions they need to increase audience engagement and grow revenue through native advertising sales.



Wednesday morning – Be Relevant in Real Estate

AMY SUTTON has served as the major and national accounts advertising manager at The Post and Courier in Charleston, S.C., for five years. She has 25 years of media experience and has previously worked in various advertising positions for The Charlotte Observer, Bellsouth Yellow Pages and The Telegraph in her hometown of Nashua, N.H. Her outside activities have included Ronald McDonald House Volunteer, Junior League, Ad Club and Leadership Charleston.



Wednesday morning – Be Relevant in Real Estate

LUCY TALLEY is an industry veteran and the regional vice president for GateHouse Media Corporation's South Atlantic Region where she oversees the operation of 19 business units in the Carolinas, Georgia, Virginia and Tennessee. She is also the resident publisher of the Gaston (N.C.) Gazette and the Shelby (N.C.) Star. Talley has 39 years of experience in the industry in various leadership roles.



Wednesday morning - Customer Centric Training, Tools and Operational Structure Key to Driving Revenue Growth

MEAGAN TANNER is a senior strategic partner manager with Google, based in Toronto, Canada. She is responsible for working with large traditional media companies to transform their businesses as they help SMBs leverage the power of online advertising through Google products. Her background includes 10 years of digital marketing sales and

strategy experience within three of Google's biggest Channel Partners in three countries, including Canada's largest news publisher.



Tuesday afternoon – Solutions Stage Reinventing Content Creation to Reach New Audiences

MICHAEL TAYLOR has spent much of his career employed by media companies, including The Washington Post and The Dallas Morning News. Taylor considers himself a journalist first. Now working for CCI, he focuses on technology needs of media companies throughout the Americas. He loves digging into analytics, concepts around new digital story forms, as well as emerging content distribution possibilities.



Tuesday morning – Bringing Audio to Life

CHRISSY TOWLE is a Google veteran having just entered her 13th year at Google. She currently leads the News & Local Media team, working with the largest publishing partners in the U.S. Her team facilitates and strategizes with those partners to ensure optimal use of Google products to drive maximum revenue and profitability.



Monday afternoon – Journalism of the Future

JAMES TYNER is a junior studying journalism at USC Annenberg and the managing editor for digital storytelling at USC Annenberg Media, a multi-platform student news organization at the school. He develops journalism products for mobile and digital audiences and works to foster audience trust through user experiences. He has led an effort to restructure the Annenberg newsroom and launch products such as an iOS app, Snapchat news show and email newsletter. Tyner's writing on products and trust has been featured in the American Press Institute "Need to Know" newsletter.



Tuesday morning – What Motivates New Subscribers

GWEN VARGO is director of reader revenue for American Press Institute. She works directly with API's partner news organizations to understand the path audiences take to subscription; gathers and spreads best practices; leads research efforts; and helps API's partners develop innovative approaches to generating subscriptions through understanding audience data, marketing, communication and content. Vargo specializes in helping media companies develop new models for user revenue.



Monday afternoon – Top Events that Make Dollars and Sense

STEPHEN WADE, president of The Augusta (Ga.) Chronicle, has 27 years of media experience – 14 at the publisher level with GateHouse Media, Morris Communications and BH Media. He has a journalism degree from the University of Kansas and an MBA in accounting from Florida Tech. Wade got his start as a photographer and then migrated into production and IT before moving into administration. He has long been fascinated with the usage of lifestyle and consumer data to better connect with customers.



Wednesday morning - Customer Centric Training, Tools and Operational Structure Key to Driving Revenue Growth

RENEE WARNER is the senior training manager for the E.W. Scripps local media division. She started her career at a Gannett newspaper in Phoenix, Ariz., before joining Scripps in 2008. Warner has held roles in sales leadership and strategy, and the last four years have been focused on developing sales teams through sales training and tools. She is passionate about creating a culture that cultivates success.



Tuesday morning – Kroger's Millions in Local Ad Spend are on the Line

MICHAEL WILHITE leads 84.51's customer data strategy focused on developing the data portfolio and scaled data assets to drive capabilities across the Kroger ecosystem. He leads analyst and product management teams responsible for the creation of analytic methodology for derived data, supporting a wide range of needs from strategic planning to merchandising execution to personalization. He has a doctorate in social psychology with an emphasis on decision-making processes, attitudes and coping strategies.



Wednesday morning – Tech & Truth: Engineering the Future of News

CHRIS WILLIS is chief of design at Domo. He brings more than 20 years of design leadership in web, mobile and data visualization. He has a hyper focus on combining data, technology and emerging trends in innovative ways. Prior to Domo, Willis co-founded HOUR Detroit magazine and Footnote.com (now Fold3.com), which was acquired by Ancestry.com. He also is an award-winning illustrator and journalist.



Wednesday morning – Investing in Print Products

LEONARD WOOLSEY is the publisher of the Galveston County Daily News, the oldest newspaper in the state of Texas. Woolsey and the team at Southern Newspapers, Inc. developed Coast Monthly based on their faith that high-quality and locally relevant print products could successfully contribute to both the top and bottom lines of their newspaper. Woolsey lives on Galveston Island with his wife. They have two adult children

in media.



Wednesday morning

How Nextdoor is Connecting Newspapers with Specific Neighborhoods

STEVE WYMER is vice president of communications and policy at Nextdoor, the private social network for neighborhoods. Wymer has leadership experience in the public policy sector, media and technology industries, in addition to extensive experience in the developing world leading democracy and civic engagement initiatives for the U.S.

Department of State. Before moving to Silicon Valley in 2011, he spent nearly a decade serving as a senior adviser to three U.S. senators and a term as president of the U.S. Senate Press Secretaries Association.



Tuesday afternoon – Finding Your Niche

CAYWOOD YAMNIK is director of sales, video for Alabama Media Group under a new division of the company that was created in July. Red Clay Media was formed as a social media company within a company, focused on creating social brands, building loyal and engaged audiences, and seizing on the opportunity for a new revenue stream. Red Clay Media currently has four brands, all of which rely heavily on original video content: This is Alabama, SEC Shorts, People of Alabama, and It's a Southern Thing.