

NEXGEN

SNPA'S LEADERSHIP MENTOR PROGRAM

The NEX GEN program is designed to give newer executives or those with executive leadership potential the opportunity to grow both personally and professionally. The program offers a variety of events and activities throughout the year designed to strengthen participants' industry knowledge, professional relationships, analytical skills and aptitude for innovation. The capstone of this program is the pairing of participants with a seasoned industry expert from outside his or her own company in an ongoing mentorship throughout the year.

January 29

Deadline for young executive applications

February 5

Selection of participants announced

February 23-26

Mega-Conference in Las Vegas: special reception, VIP dinner with board members, orientation program, syllabus review

Mentor assignments and meeting

Begin first book - reading assignment

March

Conference Call with Mentor: Leadership Tips

Conference Call or Google Group to discuss first book

April

Conference Call with Mentor: Human Resources

May

Visit with Mentor at his/her newspaper or office

June Group visit to non-participating paper to meet with Executive Team

Conference Call with Mentor: Newsroom

July Conference Call with Mentor: Three Biggest Challenges Faced in Career

Begin second book - reading assignment

August

Conference Call with Mentor: Advertising and Circulation Issues

Optional Visit to Participant's newspaper

Conference Call or Google Group to discuss second book

September

Participant-only meeting

Observation Assignment (non-participating paper)

Conference Call with Mentor: Future of Industry, Planning and Visioning

October 4-6

News Industry Summit: group dinner for mentors, participants and industry leaders;
presentation at General Session program for attending publishers, meet and greet with 2015
mentors and young executive participants

Questions? Contact Howard Hoffman, member services director, SNPA, at (404) 256-0444 or
Howard.Hoffman@snpa.org