

N.E.A.C.E. 92nd Annual Sales Conference
Sunday, May 17, 2009 – Wednesday, May 20, 2009
The Inns and Spa at Mill Falls, Meredith, NH

Circulation 2009: Change. Adapt. Collaborate. Innovate. Focus.
Staying Ahead as Our Business Evolves

NEACE Business Program

Saturday, May 16, 2009

1:00 – 4:00 PM **Board of Directors Pre-Conference Meeting - Carriage House**

Sunday, May 17, 2009

Time tbd **NEACE Golf Tournament**
Sponsored by; Gary Reach, President, TeleReach, Inc.
Advanced registration required (*printable registration form available at www.neace.com*)

Noon – 4:00 **Conference Registration – Oval Room**
Bill Hoar, NEACE Secretary
Ed Winters, NEACE Treasurer

2:00 – 4:00 **Welcome to Meredith, NH – Oval Room**
Guest and Spouse Reception
Join us for a light snack and refreshments while renewing old friendships and making new ones.

Vendor Set-Up – The Laker Room/Atrium
Rob Sypek, NEACE Vendor Liaison, Cape Cod Times, Hyannis, MA
Gary Reach, NEACE Vendor Representative, TeleReach, Inc.

6:00 – 9:00 **Past Presidents' Reception – tbd**
Business casual dress
Reception Host – NEACE President Steve Milone
Everybody is invited to mix, mingle, and pay tribute to our Past Presidents!

NEACE Business Program (Meetings are business casual dress)

Monday, May 18, 2009

7:00 – 8:00 AM **Continental Breakfast**

8:00 – 10:00 **Registration – Conference Reception**
Bill Hoar, NEACE Secretary
Ed Winters, NEACE Treasurer

8:00 – 8:20 General Session
Early Bird Drawings
Steve Baskin, North of Boston Media Group, N. Andover, MA
Greg Lewis, The Hartford Courant, Hartford, CT
Be sure to pick up a ticket at the door for your chance to win a fabulous prize!

- 8:20 – 8:25 **Conference Kick-off**
Introduction of NEACE Board Members
Steve Milone, NEACE President, North of Boston Media Group, N. Andover, MA
- 8:25 – 8:30 **Invocation**
Dennis Skoglund, Past President, The Daily Hampshire Gazette, Northampton, MA
- 8:30 – 8:40 **Conference Overview**
Felicia Magwood, Executive Vice President, USA TODAY, Woburn, MA
- 8:40 – 9:00 **Welcome to Meredith, and Circulation from a Publisher’s Perspective**
Geordie Wilson, Publisher, Concord Monitor
- 9:00 – 9:20 **NAA Update**
Andy Eick, General Manager, USA TODAY
- 9:20 – 10:30 **The Latest Update On ABC Bylaws**
Diane Rusnak, Sr. Manager Publisher Relations, Audit Bureau of Circulations
- 10:30 – 11:30 **“Vendorama” – Rockwell Room**
Rob Sypek, NEACE Vendor Liaison, Cape Cod Times, Hyannis, MA
- 11:30 – 12:30 **Publishers Panel**
Terry Williams, Publisher, Nashua Telegraph
Tim Ryan, Publisher, Westerly Sun/Record Journal
Mark Guerringue, Publisher, The Conway Daily Sun
- 12:30 – 1:30 PM **Lunch – Lakeside Grill**
Valor Awards, Dave Pare, Circulation Director, The Record Journal, Meriden, CT
Golf Tournament Awards – Gary Reach, Telereach
- 1:30 – 2:30 **Preprint Optimization and the Role of Circulation**
Kathleen O’Hara, V.P. of Marketing, Tribune Companies, Chicago
- 2:30 – 2:45 **New Member Introductions & IContact**
Mike Theriault, NEACE Membership Chairperson, The Sun Journal, Lewiston, ME
- 2:45 – 3:30 **Break – Visit with our Valued Vendors**
- 3:30 – 4:30 **Don Waterman, Sr. Vice President, Print and Distribution, Ottaway Newspapers**
- 4:30 – 4:45 **The NEACE Business Session**
Ed Winters, NEACE Treasurer – Treasurer’s Report
Steve Milone, NEACE President – President’s Report, Distribution/Presentation of
Committee Reports and 2009 Board of Director nominations
- 4:45 **Adjourn Business Meeting**
- 6:00 **NEACE Vendor Appreciation Reception**
Join us to show our appreciation to our valued Vendors for their continued support of
NEACE! A great opportunity to meet with vendors and mingle with friends!

NEACE Business Program

Tuesday, May 19, 2009

- 7:00 – 8:00 AM **Continental Breakfast**
- 8:00 – 10:00 **Registration – Oval Room**
Bill Hoar, NEACE Secretary
Ed Winters, NEACE Treasurer, Daily Hampshire Gazette, Northampton, MA
- 8:00 – 8:20 General Session
Early Bird Drawings
Steve Baskin, North of Boston Media Group, N. Andover, MA
Greg Lewis, The Hartford Courant, Hartford, CT
Be sure to pick up a ticket at the door for your chance to win a fabulous prize!
- 8:20 – 8:30 **Election of NEACE Officers**
Steve Milone, NEACE President, North of Boston Media Group, N. Andover, MA
- 8:30 – 8:50 **Vendor Introductions**
Rob Sypek, NEACE Vendor Liaison, Cape Cod Times, Hyannis, MA
- 8:50 – 9:00 **NEACE.COM website update**
David Schwede, NEACE.com Chairperson, The Wall Street Journal, Chicopee, MA
- 9:00 – 10:00 **NAA Update, Future of Circulation: Audience Development and New Revenues**
John Murray, Director, NAA
- 10:00 – 10:45 **Scan Based Trading – Part II.** Updates on scan based developments and key metrics.
Facilitated by Jamie Nee, Boston Globe
- 10:45 – 11:15 **Break – Visit with our valued Vendors**
- 11:15 – 12:15 PM **Dan Schaub**, Senior Vice President, Audience Development and Membership Services
The Sacramento Bee
- 12:15 – 12:30 PM **Business Program Closing Remarks/adjourn**
Steve Milone, President, North of Boston Media Group, N. Andover, MA
Felicia Magwood, NEACE Executive VP, USA TODAY, Woburn, MA
- 6:00 – 7:00 PM **Advertisers Appreciation Cocktail Reception**
- 7:00 –
Conclusion **NEACE Banquet – Winnepesaukee Ballroom**

William Hoar Executive Excellence Award, API Circulation Executive Seminar
College Scholarships, Lisa Walker, NEACE Director, The Nashua Telegraph
Promotion Awards, Mike Smith, NEACE Director, The Westerly Sun
Business Formal Attire
- Post Banquet **President's Afterglow Reception**
Hosted by President Steve and Deidre Milone

Wednesday, May 20, 2009

8:30 – 10:00 AM **Continental Breakfast**

8:30 – 9:00 AM **NEACE Board of Directors Breakfast**

9:00 – 10:00 AM **NEACE Board of Directors Post -Conference Meeting**