

NEACE 2019 FALL SPEAKERS

John Newby



John is the Founder of the 360 Media Alliance, a news-media industry think tank as well as the Founder of Uniquely USA – a local tourism marketing and branding initiative aimed at assisting news-media companies to capitalize on this untapped community support network.

John has served on industry boards over the years such as NAA, CSCMA, IPA and was the board chair for INMA in 2014-15.

Lisa DeSisto



Lisa is the CEO of Maine Today Media which publishes The Portland Press Herald/Maine Sunday Telegram, Kennebec Journal, Morning Sentinel, and The Coastal Journal.

Before joining MTM in November 2012, she worked in a variety of positions at The Boston Globe.

Most recently, she served as Chief Advertising Officer for The Boston Globe and General Manager for Boston.com. Lisa spent most of her career at The Boston Globe as the VP/General Manager of

Boston.com directing the site's development into the most visited local media website in New England. She joined Boston.com as marketing manager just two days after the site's launch in 1995.

David Sangiorgio



David is VP at the Concord Monitor and oversees the printing business for the firm. Last year, NNE moved to a 42,000 square feet space in Penacook. The new print site contains an offset press and offices for its circulation and commercial printing business. the Monitor, the Ledger-Transcript, and the Valley News as well as other commercial customers are printed there. David is also a Past President of Neace, and he is here to tell us what was behind the decision to build the new print site and to give us a progress report.

Dennis Jeter



Events Management Panel Discussions

Many newspapers have turned to events management to generate revenue, grow audience, and tap into the support of the community. Today our panelists will answer questions and talk about ways how best to management these events.

Panelists are: **Dennis Jeter**, President & CEO, A Sound Strategy, Inc. Since 1995, Dennis has been developing database-driven web applications and websites. **Greg Lewis, Sales Manager at the**

Hartford Courant and Neace Director, Warren Dews, Neace President, and our moderator: John Harrison, Neace's Vendor Liaison.

Mark Vinciguerra



President of The National Press Institute for Audience Growth— a firm founded to assist media and any business that relies on growing audience and revenue derived from it.

Mark is also the owner of Capital Region Independent Media in the Albany NY area. CRIM owns several community focused and interest-based newspapers, web and social media sites. Mark's media career began in the 1980s, in broadcast journalism.

Moving over to the business side of the operation in the early 1990's, Mark has held distribution, marketing and VP of audience/circulation positions in Pittsburgh, Trenton NJ and in Albany and was a Publisher of a chain of newspapers in the Hudson Valley. He has recently served as president of the NY Press Association and on boards of several chambers and charitable organizations.

Ernesto Burden



Ernesto Burden is Vice President Digital for Newspapers of New England (NNE) and General Manager of the Concord Monitor. He's been a group publisher at Penn Well, VP of digital media for The Telegraph and NH.com and related sites, as well as digital media director for the Rutland Herald and Times Argus newspapers in Vermont, online editor for The Telegraph and NH.com, and a print editor and reporter with daily and weekly newspapers.