



N. E. A. C. E.
THE NEW ENGLAND ASSOCIATION OF CIRCULATION EXECUTIVES



N.E.A.C.E. 102nd Annual Sales Conference
Sunday, May 19, 2019 – Tuesday, May 21, 2019, Ocean Edge Resort, Brewster, MA
“Figuring Out the Next Steps”

NEACE Business Program

Saturday, May 18, 2019

NOON – 4:00 PM **Board of Directors Pre-Conference Meeting** – Mansion - Captain Lawrence/Hull

Sunday, May 19, 2019

- 4:00 – 5:45 PM **Vendor Set-Up** – Bay Pines Pavilion
Greg Lewis, NEACE Director, Sales Manager, The Hartford Courant
John Harrison, NEACE Director, Marketing and Sales- Tecnavia
- 5:00 – 6:00 PM **Conference Registration** – Linx Pavilion
Ed Winters, NEACE Treasurer, VP & Asst Treasurer-Republican-American, CT
John Brennan, NEACE Secretary
- 5:30 – 8:30 PM **Past Presidents’ Reception** – Linx Pavilion
Host – Steve Izzo, NEACE President,
Everybody is invited to mix, mingle, and pay tribute to our Past Presidents!
- 5:30 – 6:30 PM **Cocktail Hour** – Linx Pavilion
6:30 – 8:00 PM **Dinner and Program** – Linx Pavilion
Business Casual Dress
- Introduction of NEACE Past Presidents
 - Kevin LaMagdelaine, Chairman of the Board and Nominating Committee Chairperson presents 2019 -2020 slate of candidates for officers and directors,
 - Jim Falzone – NEACE Director – presents NEACE By-Laws Change
 - Steve Izzo, NEACE President, drawing for the 17th annual William Hoar Excellence Award and closing remarks
- 8:30 – 10:00 PM **Beach Bon Fire** – Gather at the beach for a bon fire and smores!!

NEACE Business Program (*Meetings are business casual dress*)

**LOOK FOR THE DEDICATED SHUTTLE FOR NEACE MEMBERS FROM
ARBOR VILLAGE TO THE MANSION ON MONDAY**

Monday, May 20, 2019

- 7:00 - 9:00 AM **Full Buffet Breakfast** – Carriage House in the Addie Nickerson room
- 8:00 – 10:00 AM **Conference Registration** – Bay Pines Pavilion
Ed Winters, NEACE Treasurer, VP & Asst Treasurer-Republican-American, CT
John Brennan, NEACE Secretary
- 8:30 – 8:45 AM **Conference Kick-off** – Bay Pines Pavilion
- Invocation** – Warren Dews, NEACE Executive VP, Chief Consumer Sales/Event Officer, New England Newspapers Inc.
- Introduction of NEACE Board Members**
Steve Izzo, NEACE President,
- Conference Outline** – Warren Dews Jr., NEACE Executive VP and Program Chairperson, Chief Consumer and Sales Event Officer, New England Newspapers Inc.
- 8:45 – 9:00 **Welcome to Cape Cod** – speaker TBA
- 9:00 – 10:00AM **“Talent Management” The Importance of Managing your Talent & Hiring the Right People for the Future**
Virgil Smith, Principal, Smith Edwards Group
- 10:00 – 11:00AM **Thank-You to Our Valued Business Partners & Sponsors**
- Vendor Introductions & Presentations**
Greg Lewis, NEACE Director, Circulation Sales Manager – Hartford Courant
John Harrison, NEACE Director, Marketing & Sales – Tecnavia
- Break – Visit with our valued business partners and sponsors & network with other NEACE Colleagues - Meet someone new.**
- 11:00 -12 PM **Data!! Data!! Data!! How Data can = Revenue**
Wendy Reeves, Director of Customer Success, LEAP
- 12:00 – 1:15 PM **Vendor Appreciation Luncheon** – Carriage House in the **Addie Nickerson room**
Valor Award Presentations – John Brennan, NEACE Secretary
Golf Tournament Awards – Gary Reach, TeleReach Inc.
- 1:15– 2:15 PM **Building Loyalty Together** – **John Newby**, Founder - 360 Media Alliance

Monday, May 20, 2019 (continued)

- 2:15 – 2:30 PM **Break** – Network with our NEACE Colleagues – Meet someone new
- 2:15 – 3:00 PM **Idea Exchange,**
Warren Dews Jr. will facilitate an idea exchange that will be filled with new revenue Ideas to grow your business.
- 3:00 – 3:45 PM **Repositioning the Last Mile Strategy,**
Tony Simmons, Director of Ops and Technology
- 3:45 - 4:30 PM **Listener - “Reader revenue: where is the industry heading”.**
Arvid Tchivzhel, Senior Director, Product Development,
Mather’s Economics LLC
- 4:30 - 4:45 PM **NEACE Business Session**
- **Treasurer’s Report,** Ed Winters, NEACE Treasurer, VP & Assistant Treasurer
Republican-American, CT
 - **Distribution of Committee Reports**
 - Steve Izzo, NEACE President.
Election of NEACE Officers
President’s Closing Comments
- 4:45 PM **Adjourn Business Meeting**
- 6:00 – 7:00 PM **Cocktail Reception** – Carriage House in the Addie Nickerson room & terrace
- 7:00 PM until... **NEACE Banquet – Business Formal Attire** – Addie Nickerson room & terrace
Steve Izzo, NEACE President.
- Promotional Awards – Carol Dubuque, Concord Monitor
 - Scholarship Awards – Ed Gaiser, Springfield Republican, MA,
presented by Carol Dubuque.
 - Sponsorship Drawing
 - Comedian - TBA (8:30 – 9:30?)
- Presidents Farewell Reception** – NEACE Hospitality Suite
Hosted by out-going NEACE President &
incoming Chairman of the Board, Steve Izzo
Mix, mingle and play Left-Right-Center with our NEACE family

Tuesday, May 21, 2019

- 7:00 – 9:30 AM **Continental Breakfast** – Addie Nickerson room
Grab some breakfast before heading home
- 9:00 – 10:00 AM **Board of Directors Post Conference Meeting** – Mansion -Captain Bowen room