

2014 NEACE Circulation Staff Training Program

Thursday, April 3, 2014

Concord Monitor, Concord, NH

- 8:30 – 9:00 AM **Coffee, Juice, Tea, Donuts, Muffins** – Monitor Meeting Room A
- 8:30 – 9:00 AM **Conference Registration** – *Monitor Meeting Room Entrance*
David Sangiorgio, NEACE Chairman, Concord Monitor, Concord, NH
Mike Theriault, NEACE Training Director, Sun Journal-Lewiston, ME
- 9:00 – 9:10 AM * **Conference Kick-off /Program Outline**– *Monitor Meeting Room*
* **Introductions of NEACE Board of Directors/Training Presenters**
Mike Theriault, NEACE Training Director, Sun Journal-Lewiston, ME
- 9:10 – 9:30 AM * **Welcome to The Concord Monitor**
* **Building a Network of Business Colleagues-Meet and Greet Session**
David Sangiorgio, NEACE Chairman, Concord Monitor, Concord, NH
- 9:30 – 10:15 AM **Independent Contractor Relations- Legal Do's and Don'ts**
Mike Theriault, NEACE Training Director, Sun Journal-Lewiston, ME
Assisted and Material provided by Zinser Law Group, Nashville, TN
- 10:15 – 10:30 AM **Break** – Network with other NEACE Circulation Professionals
Meet someone new
- 10:30 – 11:15 AM **What's Your Hot Topic of the Day** - *An open session of dialog with our presenters.*
- 11:15 – 12:00 PM **Carrier Recruitment & Retention-** *Common practices that work*
Mike Theriault, NEACE Training Director, Sun Journal-Lewiston, ME
Terry Ashley, NEACE Director, South Coast Media Group, New Bedford, MA
- 12:00 – 1:00 PM **Lunch- Favorites from local Eateries**
Valor Awards Promotional Speech – John Brennan, Publisher's Circulation
Fulfillment
NEACE Scholarships- Terry Ashley, South Coast Media Group, New Bedford, MA
- 1:00 – 1:45 PM **Customer Service in a Digital World – Email etiquette in 2014**
Terry Ashley, NEACE Director, South Coast Media Group, New Bedford, MA
- 1:45 – 2:45 PM **Business Relations/Merchandising-** *Building business partnerships*
Warren Dews, NEACE Director, Vice President of Audience Development, Sales & Marketing, New England Newspapers, Inc
- 2:45 – 3:00 PM **Break** – Network with other NEACE Colleagues
Last Chance to Connect With Someone New
- 3:00 – 3:50 PM **Subscriber Retention/Digital & Print**
Mike Sheehan, Vice President of Circulation, Lowell Sun, Lowell, MA
- 3:50 - 4:00 PM **Program Closing Comments**
Mike Theriault, NEACE Training Director, Sun Journal-Lewiston, ME