

# About our speakers...

**Michael Sheehan** - Michael Sheehan is the Vice President Circulation of The Sun in Lowell, MA. Michael came to The Sun in November of 2005 after spending 3 years as Circulation Director at The Telegraph in Nashua, NH. Prior to this, he was with The Bergen Record in New Jersey as the circulation director of 10 weekly newspapers with a total circulation of 60,000.

Prior to that, he was circulation manager for the Herald News in Passaic County New Jersey, circulation director of the Portsmouth Herald in New Hampshire and circulation director of the New Britain Herald in Connecticut.

Michael served as chairperson for the NJPA committee for 2002 and 2003, is a member of the NEACE Board of Directors and is currently studying for his MBA with a focus in marketing.

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**Kelvin Parker** - A 24-year veteran of the newspaper industry, Kelvin began as a summer driver for *The Valley News* in Lebanon, NH. Upon graduation in 1979, he was offered a full time position in the circulation department. During the next 10 years, Kelvin held various positions for that department.

In 1989, he was appointed promotion manager for *The Daily Evening Item* in Lynn, MA for three years before being promoted to circulation director. Kelvin moved to *The Lowell Sun* in Lowell, MA in 1995 as the single copy sales manager for two years. He was promoted to assistant circulation manager for one year before accepting the position of Circulation Director in 1999. Kelvin was named circulation director for *Seacoast Newspapers* in Portsmouth, NH in May of 2001.

Kelvin holds a Bachelor's degree in zoology from the University of Vermont and currently serves on the board of directors for NEACE. He lives in Concord, NH with his wife and three children.

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**Phil Ouellette** - Phil began his newspaper career in the mid-1980's as a classified sales representative with the Daily Item in Lynn, MA. From there, Phil's experience took him to the circulation department of The Eagle-Tribune Publishing Co. in North Andover in 1988. He began a 7-year period as the crew chief and worked in various positions in circulation promotions, single copy, home delivery, and circulation sales until being appointed assistant circulation director.

In 1995, Phil was named circulation manager for The Salem News, Salem, MA. He was responsible for managing the operations for three newspapers in Essex County (The Salem News, The Newburyport Daily News and The Gloucester Times).

Phil became circulation director for Community Newspaper Co. in Framingham, MA in 1998, managing operations for CNC's four daily publications including its flagship, The MetroWest Daily News. He currently holds the position of Circulation Sales Director for CNC.

Phil is a graduate of Merrimack College with a BA in Marketing, and is also a veteran of several American Press Institute programs. He currently serves as Chair for the New England Association of Circulation Executives web site: [www.neace.com](http://www.neace.com) and served as President of NEACE in 2003/2004. He resides in Groveland, MA with his wife and two daughters.

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**David Sangiorgio** - David, co-chairman for this workshop, has been a part of *The Eagle-Tribune* since 1993 working in a variety of sales positions before being promoted to circulation marketing manager in 1999.

In his current position as circulation operations manager, David is responsible for all operational and organizational issues for home delivery and single copy for four daily newspapers and 3 weeklies.

He obtained his Bachelor's degree from Merrimack College and is currently pursuing his Master's Degree at New Hampshire College.

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**William Kennedy** - As publisher of the *Standard-Times* in New Bedford, Mass., Bill serves as the circulation committee chairman for NENA. In this role, he is the liaison between NENA and NEACE and actively participates in all circulation training programs and NEACE functions.

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On behalf of NEACE and NENA, we thank all of our speakers for taking the time to participate in this program. For additional information on today's topics, we have listed the speakers' contact information below:

Kelvin Parker	603-436-1800	<a href="mailto:kparker@seacoastonline.com">kparker@seacoastonline.com</a>
Phil Ouellette	508-626-3866	<a href="mailto:pouellet@cnc.com">pouellet@cnc.com</a>
Michael Sheehan	603-594-6442	<a href="mailto:sheehanm@lowellsun.com">sheehanm@lowellsun.com</a>
David Sangiorgio	978-946-2310	<a href="mailto:dsangiorgio@eagletribune.com">dsangiorgio@eagletribune.com</a>