



NEACE 103rd Annual Conference

The Pivot, the New Normal

Sunday, May 22, 2022 – Tuesday, May 24, 2022

The Red Lion Inn, Stockbridge, MA

Updated March 3, 2022

Saturday, May 21, 2022

NOON – 4:00 PM **Board of Directors Pre-Conference Meeting - Treadwell Room**

Sunday, May 22, 2022

4:00 – 5:00 PM **Vendor Set-Up - Hitchcock Room**

John Harrison, NEACE Director,
Kevin McGue, NEACE Director

4:00 – 5:00 PM **Conference Registration - Back Dining Room**

Ed Winters, NEACE Treasurer, VP & Asst Treasurer-Republican-American, CT
John Brennan, NEACE Secretary

6:00 – 9:00 PM **Past Presidents' Reception - Business Casual Dress- Back Dining Room**

Everybody is invited to mix, mingle, and pay tribute to our Past Presidents!

Cocktail Hour 6:00 PM – 7:00 PM - Dinner and Program 7:00PM to 9:00PM -

Host – Warren C, Dews Jr., NEACE President,

Present Candidates for NEACE Officers and Board of Directors 2022 -2023

Introduce proposed NEACE By-Law Change

Drawing for William Hoar Excellence Award

The above presented by John Brennan NEACE Secretary,

9:00 – 11:30 PM **NEACE Hospitality Suite - Firehouse 1st floor**

Mix, mingle and play Left-Right-Center with our NEACE family

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

- 7:00 - 9:00 AM **Continental Breakfast – Back Dining Room**
- 8:00 – 10:00 AM **Conference Registration – Treadwell Room**
Ed Winters, NEACE Treasurer, VP & Asst Treasurer-Republican-American, CT
John Brennan, NEACE Secretary
- 8:30 – 8:45 AM **Conference Kick-off – Treadwell Room**
- Invocation** – Warren Dews Jr., NEACE President, Publisher, and VP at Capital Region Independent Media
- Introduction of NEACE Board Members**
Kurt Charbonnier, NEACE Director
- Conference Outline** – Carol Dubuque, NEACE Director
- 8:45 – 9:00 AM **Welcome to the Berkshires, MA, Fred Rutberg, President & Publisher**
- 9:00 - 9:45 AM **Digital Transformation & Frequency reduction**
Gary Lavariere, Chief Revenue Officer, New England Newspapers, Inc.
- 9:45 - 10:00 AM Break – Network with other NEACE Colleagues
Meet someone new.
- 10:00 - 10:45 AM **Monetizing Content White Paper Review - Nicco Mele**
- 10:45 – 11:15 AM **Thank You to Our Valued Business Partners & Sponsors**
Vendor Introductions & Presentations
Jim Falzone NEACE Director,
Kevin Lamagdelaine, NEACE Director
- 11:15 – 12:00 PM **Stop Overthinking & Just Do It** – Mike Blinder, Publisher. E&P Magazine
- 12:00 – 1:15 PM **Vendor Appreciation Luncheon – Back Dining Room**
- 1:15 – 2:00 PM **Generating Revenue Through Relationship - Lon Haenel, VP- Chief Client Officer**
Newspaper Subscription Services (NSS)
- 2:00 – 2:45 PM **Influencers =Revenue + Engagement - Lauren Greutman, American Consumer**
Saving Expert, Author, Blogger and Lifestyle Television Personality.

Monday, May 23, 2022 (continued)

- 2:45 – 3:00 PM **Break – Visit with our Valued Vendors**
- 3:00 – 3:45 PM **Mailing, Mailing, Mailing / Mail vs. Carrier Delivery** - Brad Hill CEO Interlink
- 3:45 – 4:30 PM **How to increase Readership & Revenue with Digital** - Katherine Haines
- 4:30 - 4:45 PM **NEACE Business Session**
Treasurer’s Report, Ed Winters, NEACE Treasurer, VP & Assistant Treasurer -
Republican-American, CT
- Distribution of various Committee Reports**
Election of NEACE Officers & Directors, Vote on NEACE By-law changes
John Brennan, NEACE Secretary
- President’s Closing Comments**
Warren C. Dews Jr, NEACE President.
- 4:45 PM **Adjourn Business Meeting**
- 6:00 – 7:00 PM **Cocktail Reception – Back Dining Room**
- 7:00 – 10:00 PM **NEACE Banquet – Business Formal – Back Dining Room**
Warren C. Dews Jr., NEACE President.
Comedian/Ventriloquist - Al Getler
- After Glow – Hosted by Warren and Roberta Dews Jr. –**
NEACE Hospitality Suite – Firehouse 1st floor
Mix, mingle and play Left-Right-Center with our NEACE family

Tuesday, May 24, 2022

- 7:00 – 9:00 AM **Continental Breakfast – Back Dining Room**
- 8:30 – 9:30 AM **Board of Directors Post Conference Meeting – Treadwell Room**