



2024 SPRING CONFERENCE MEETING AGENDA

Hotel Northampton, Northampton, MA

Sunday, May 5, 2024, and Monday, May 6, 2024

Sunday, May 5

2:00 p.m. - Preconference Board Meeting (Located in the Executive Boardroom)

- NEACE Board Members Only

5:00 p.m. - Conference Registration - (Located at the entrance of the Grand Ballroom)

- Ed Winters, NEACE Treasurer and John Brennan, NEACE Secretary

5:00 p.m. - Past Presidents Reception –Grand Ballroom

- Cocktail Hour (Located in Atrium adjacent to the Grand Ballroom)
- Past Presidents Introductions
- Presentation of slate of officers and directors
- Thank you to the vendors
- Welcome Dinner (for all registered attendees)

8:30pm to 11:00 PM – NEACE Hospitality Suite (Located in the Gothic Suite)

- Open to all registered attendees, network with your NEACE colleagues.

Monday, May 6

Conference Sessions – Grand Ballroom

8:00 a.m. to 9:00 a.m. – Continental Breakfast (Located in Atrium adjacent to the Grand Ballroom)

8:00 a.m. – Conference Registration - (Located at the entrance of the Grand Ballroom)

- Ed Winters, NEACE Treasurer and John Brennan, NEACE Secretary

9:00 a.m. - Opening remarks / Convocation

Jim Falzone, North of Boston Group Publisher, CNHI; NEACE, President

9:15 a.m. – Keynote Address: 2024 Industry Insight

John Kelly, Publisher, Daily Clips media newsletter (celebrating 26 years)

10:00 a.m. – Topic: Engagement through Newsletters

Teresa M. Hanafin, Audience Engagement Editor, Boston Globe

10:45 a.m. - Coffee Break (Located in Atrium adjacent to the Grand Ballroom)

11:00 a.m. – Topic: Bill H.2958 - An Act to establish a local community newspaper subscription tax credit **Jeffrey Rosario Turco**, MA State Representative 19th, Suffolk



11:45 a.m. - Lunch provided by NEACE in the Wiggins Tavern dining room.

12:30 p.m. - Vendor Introductions

1:00 p.m. – Topic: Subscription growth through audience data, and how to manage it
Will Barker, the Principal Customer Success Manager for Media, BlueConic

1:45 p.m. – Topic: What we learned from print day reductions and postal conversion
Tom Salvo, Regional Director, Lee Newspapers

2:30 p.m. - Afternoon Break (Located in Atrium adjacent to the Grand Ballroom)

2:45 p.m. – Topic: Print to Digital Transition: Preparing Subscribers for Digital Only
Susan Probert, Director of Consumer Relations at Advance Local Media

3:30 p.m. – Raffle Prizes

3:45 p.m. – Cocktails and appetizer table

4:00 p.m. - Business program starts with introduction of newly elected officers and directors

4:15 p.m. - Outgoing president's farewell speech and presentation of their plaque

4:45 p.m. – Presentation of block and gavel to new incoming president and then offers their vision for NEACE in the year ahead.

8:30pm to 11:00 PM – NEACE Hospitality Suite (located in the Gothic Suite)

- Open to all registered attendees, network with your NEACE colleagues.

Tuesday, May 7

NEACE Board Meeting – (Located in the Executive Boardroom)

9:00 a.m. – Conference Postmortem and schedule next meeting

- NEACE Board Members Only



SPEAKER BIOS

John Kelly

Publisher, Daily Clips

John Kelly has over 30 years of media experience, working for McClatchy, Gannett, Cox and BH Media. His responsibilities included all revenue including print and digital. For the past 10 years he has served as a sales and digital content consultant to several major media companies including Cox, MediaNews, Charlestown Post Gazette

Concurrently, for 25 years, he has published a daily e-mailed newsletter, Daily Clips. Daily Clips is sent out to over 18,000 time-pressed recipients interested in print and digital advertising. Subscribers include: Publishers, VP's of Advertising, Ad Directors, most of the top retailers in the country, Agencies, Vendors and Venture Capital Firms.

Kelly received his bachelor's degree from Penn State and his MBA from Azusa Pacific University. He has worked in several major metropolitan markets including Los Angeles, Seattle, Chicago and Sacramento and currently resides in Palm Beach, Florida.

Teresa M. Hanafin

Audience Engagement Editor, Boston Globe

As the editor of the Globe newsroom's e-mail newsletters, Teresa Hanafin looks for opportunities to launch new newsletters and ways to improve our current offerings. During her more than three decades at the Globe, she has reported on Cape Cod, the environment, real estate development, and state politics. After serving as City Editor, Metro Editor, and Assistant Managing Editor for Computer-Assisted Reporting, she moved into the digital world in 1999, becoming the first Editor of Boston.com. Later positions have included overseeing our community engagement efforts and editing Crux, a website about the Catholic Church.

Jeffrey Rosario Turco

MA State Representative, 19th Suffolk

Representative Jeffrey Rosario Turco was first elected in a special election in March 2021. He was sworn into office by Governor Charles D. Baker on April 7, 2021. Representative Turco serves the people of the 19th Suffolk District, comprising all of the Town of Winthrop and approximately 45% of the City of Revere. By profession, Representative Turco is an attorney with his own private law practice in the City of Chelsea.

Prior to his election to the House of Representatives, he served as the Town of Winthrop's Town Council President from 2010-11 and more recently as Chairman of the Town of Winthrop Charter Review Commission. Additionally, Representative Turco spent five years as the Special Sheriff and Superintendent of the Worcester County Sheriff's Office after serving six years as Chief of Staff for former State Senator Guy Glodis. Turco served multiple terms as an elected member of the Democratic State Committee.



Will Barker

Manager, Strategic Customer Success, Blueconic

Will Barker is the Manager of Strategic Customer Success of the Media & Publishing vertical at BlueConic. He has over 15 years' experience working with customers to drive outcomes using marketing technology. Prior to joining BlueConic, Will was a Sr. Account Manager at Epsilon, where he helped enterprise customers drive growth and customer engagement with their email marketing programs. Will loves teaching others how they can use marketing technology to improve business outcomes. When he's not talking CDPs, Will enjoys spending time with his family and hiking in the northeast.

Tom Salvo

Regional Director, Lee newspapers

Tom has over 25 years in the newspaper industry, starting his career as a Relief District Manager with the Philadelphia Inquirer. Most recently he was Director of Operations for the Wilmington News Journal in Delaware, and Circulation Director for the Times Leader in Wilkes Barre, PA. Currently he is Regional Audience Director for Lee Enterprises, responsible for eight markets on the East Coast. He serves on the board of the Greater Philadelphia Postal Customer Council as their Treasurer. Tom is a Past President of I-SCMA (Inter-State Circulation Managers' Association); 2022-23.

Susan Probert

Director of Consumer Relations, Advance Local Media

Susan has worked in the newspaper industry for more than 39 years. Starting her career as an independent contractor for The Star-Ledger, she worked in several managerial roles including home delivery distribution, single copy and customer service. Currently Director of Consumer Relations, her responsibilities include print and e-newspaper subscriber retention, digital engagement, and customer service for 25 Advance Local Media publications. Susan is a past Regional Director for I-SCMA (Inter-State Circulation Managers' Association) for 2020-21, Past President for 2021-22 and is the current Board Chairperson.