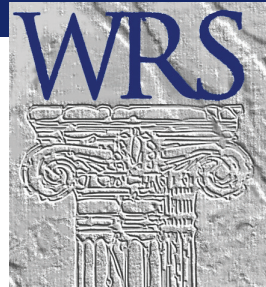


OCTOBER 19-21, 2014

# INLAND PRESS ASSOCIATION 129TH ANNUAL MEETING

Renaissance Chicago Hotel



Pocket Program Sponsor

## SUNDAY, OCTOBER 19

8:30 a.m. Board and Committee Leaders Meeting

11:30 a.m. Board, Committee Chair Luncheon

1-4:30 p.m. INLAND'S DIGITAL SOLUTIONS SHOWCASE **NextTech**

1 p.m. – **Welcome and Introductions** Program Facilitators: **Greg Osberg**, CEO and Founder and **Ryan Ellis**, Account Manager, Revlyst, and **Pat Hagerty**, Director of Media Partnerships, Revlyst

1:15 p.m. **Utilizing Start-ups: Best Practices and Strategies for Successful Partnerships** -OwnLocal and Pioneer News group

1:45 p.m. **Case study: The Startup Experience**

2:15 p.m. **Break**

2:30 p.m. **The Startup Showcase:** *Queryly, Emissary, Yieldbot, TapCliq, dSide, SocialNewsDesk, Saamba, Virgla, YieldMo, Infamous, Cxence, VuSay*

4:30 p.m. **Adjourn**

5 p.m. **Exhibit Hall opens**

6 p.m. **Fellowship Reception** *Sponsored by Platinum: Southern Lithoplate, Gold: Townnews.com, Silver: Cribb, Greene and Associate; Kruger; Resolute; Bronze: Newscycle; Dirks, Van Essen & Murray; Associated Press*

MONDAY, OCT. 20 *Sessions Sponsored by CIPS Marketing Group, Inc.*

7:30 a.m. **CONTINENTAL BREAKFAST** *Sponsored by Hilco*

7:45 a.m. **WELCOME**

8 a.m. **Creating a News Brand for Modern Times: Lessons from Around the Globe** -With International News Media Association (INMA) Executive Director and CEO **Earl J. Wilkinson**

9 a.m. **The Market for Newspapers Now: Current Valuations and Financing Options** -Moderator, **Doug Hiemstra**, SVP & COO of BH Media Group. With **Phil Murray**, Executive Vice President, Dirks, Van Essen & Murray; **John Cribb**, Managing Director, Cribb, Greene & Associates; **Chuck Dreifus**, Managing Member, Charles J Dreifus & Associates LLC; and **Steve Shelton**, President, Way, Ray, Shelton & Co.

10:15 a.m. **BREAK** *Sponsored by Prolmage*

10:45 a.m. **CONCURRENT SESSIONS:**  
**Big Data: Not Just for the Big Boys** -With Second Street President and Co-Founder **Matt Coen** — **DISCOVER ROOM**

**Reaching Millennials and Retaining Boomers: The Keys to Audience Growth** -With **Bill Day**, Executive Director, Advertising Effectiveness Practice, Frank N. Magid Associates. — **GRAND BALLROOM**

11:45 a.m. **Distinguished Service Luncheon** *Sponsored by USA Weekend*  
Honoring **Ed Henry**, Vice President, Administration (retired) of *South Bend Tribune*. Guest speaker:

**Michael Wolff**, USA Today Columnist, author  
1:15 p.m. **Newspaper Journalism in the Digital Era of Distraction** -With American Press Institute Executive Director **Tom Rosenstiel**

2:30 p.m. **Developing a Revenue-Generating Digital Sales Strategy** -With **Stacey Sedbrook**, Vice President of Strategic Sales Consulting at BIA/Kelsey

3:30 p.m. **BREAK** *Sponsored by Group Underwriters*  
Book signing — **Penelope Muse Abernathy**

1:30 - 4 p.m.  
**SPOUSE/  
GUEST EVENT**  
**The Chopping Block**

4 p.m. **The Digital Challenges—and Opportunities—Facing Community Newspapers** -With **Penelope Muse Abernathy**, author of “Saving Community Journalism: The Path to Profitability” and Knight Chair of Digital Media Economics at the School of Journalism and Mass Communication at the University of North Carolina

5 p.m. **Inland's 129th Annual Business Meeting**

TUESDAY, OCT. 21

*Sessions Sponsored by Legacy.com*

7:30 a.m. **Casey/Minnesota Award Breakfast and Contest Awards Presentation** *Sponsored by Seyfarth Shaw*  
-Honoring **Gregg Jones**, President and CEO, Jones Media Inc., the 2014 Casey/Minnesota Award Recipient

9 a.m. **The Newspaper Industry's Business Model Challenge—And a Solution** -With Dallas Morning News Publisher and CEO **Jim Moroney**

10:15 a.m. **BREAK**

10:30 a.m. **Charting a Course for Dominating the Local Ad Market**  
-With Advertising guru **Jim Hart** of DM for Newspapers

11:45 a.m. **Creating Your Local Digital Out-of-Home Ad Network: The RedPost Innovation** -With RedPost co-inventors **Kerry G. Oslund** and **Eric Kanagy**

12:30 p.m. **ADJOURN**

## 6 p.m. MONDAY EVENING SPECIAL EVENT

-Sponsored by  
**Athlon Media Group**  
Chicago-style tailgate party at **Morgan Street Manufacturing**  
Trolleys depart at 6 p.m. from the front entrance of Renaissance

## 12:30-3:00 p.m. BONUS SESSION

-Sponsored by Buzz360  
— **DISCOVER ROOM**

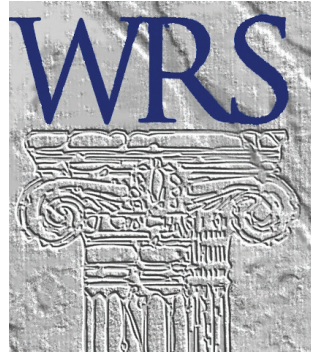
**Doubling Down on Digital: The Mobile, Social and Video Evolution**

- **Ray Marcano**, President and CEO, Canis Digital
- **Christy Oglesby**, Product Manager/External Audience, Cox Media Group
- **Steven Weaver**, CEO, GrowthWeaver
- **Patrick West**, Partnership Manager, News Distribution Network, Inc. (NDN)

## Thank you to our sponsors:

MONDAY EVENING EVENT: **Athlon Media Group**  
PLATINUM: **Mather Economics**  
GOLD: **Southern Lithoplate**  
SILVER: **DM for Newspapers**  
BRONZE: **AAM/CAC**  
BRONZE: **Page Cooperative**  
MONDAY LUNCH: **USA Weekend**  
TUESDAY BREAKFAST: **Seyfarth Shaw**  
MONDAY CONTINENTAL BREAKFAST: **Hilco**  
WIFI: **TownNews.com**  
MONDAY SESSIONS: **CIPS Marketing Group, Inc.**  
HOTEL KEY CARDS: **HDS Premier Consulting**  
REGISTRATION ENVELOPE: **Metro Creative Graphics, Inc.**  
TUESDAY SESSIONS: **Legacy.com**  
NOTEPADS: **Second Street**  
TOTE BAGS: **Creative Circle Media Solutions**  
CONFERENCE BADGES: **Adpay Media Solutions**  
MONDAY A.M. BREAK: **Prolmage**  
MONDAY P.M. BREAK: **Group Underwriters**  
POCKET PROGRAM: **Way, Ray, Shelton & Co., P.C.**  
COMMUNICATION: **Presslaff Interactive Revenue**  
TUESDAY BONUS SESSION: **Buzz360**  
MEDIA SPONSORS: **E&P, NetNewsCheck, News&Tech**

Conference Wifi SSID (Network ID):  
**TOWNNEWS** Password: **BLOXCMS**  
Conference Twitter Hashtag: **#inland129**



Pocket Program Sponsor  
**Way, Ray, Shelton & Co., P.C.**

Stay engaged.  
Find solutions.  
Move forward.

**INLAND**  
PRESS ASSOCIATION & FOUNDATION

701 Lee St., Suite 925, Des Plaines, IL 60016  
(847) 795-0380 | FAX: (847) 795-0385  
inland@inlandpress.org | www.inlandpress.org

OCTOBER 19-21, 2014

## 129TH ANNUAL MEETING



**INLAND**  
PRESS ASSOCIATION

FOLD

FOLD