

Agenda

Spring Sales Conference

May 15-16, 2008

Newport, RI

Thurs May 15th NENAEA / NENMA Co-Sponsored Sessions

8:15 Registration and Breakfast

8:45 Announcements/Introductions/Early Bird Prizes

AM SESSION

9:00 AM

Preparing the Ad Staff of Tomorrow... Today

Panel discussion moderated by NENAEA

Panelists: **Mark Aldam**, Publisher of the Times Union of Albany

Pat Purcell, Publisher of the Boston Herald.

Peter Meyer, Publisher of the Cape Cod Times.

Bruce Gaultney, Publisher of the Worcester Telegram and Gazette.

Discussion on how to prepare your advertising department for the changes ahead...staff development...organizing outside sales teams....online initiatives...focusing on out-bound call centers...classified strategies by category....supporting today's sales staffs

10:30 AM

Online Verticals

You will leave this session with actionable items! Focus of discussion will be on current ground level structures, tactics, marketing techniques, customer retention and business development strategies.

Panel discussion led by **Joe Michaud**

Panelists: **Jane Bogue** (Real Estate) Portland Press Herald

Randy Lewis (Automotive) Albany Times Union

Jason Kissel (Recruitment) Boston Globe

Mary Lou Stoneburner ("Other" Categories) Hartford Courant

Followed by breakout sessions and roundtables with each panelist to have your detailed questions answered. You do not want to miss this session!

NOON - *Luncheon*

Join us in a networking luncheon honoring our special guests:

George Stachokas - NH Union Leader

Bob Cardosa - The Westerly Sun

Wayne Lawton - Bangor Daily News

Help us congratulate these recent retirees for their years of dedicated service to the newspaper advertising industry.

AFTERNOON SESSIONS

2:00

THE MONEY'S OUT THERE. GO GET IT. *Borrell Associates*

Is your online revenue growing aggressively enough? It can, and should. **Kimberly Greenwell**, Internet Sales Development Associate of Borrell Associates, will join us to review the company's 2008 online advertising outlook, and you'll come away with 6 things you should be doing right now to make the second half of this year a launching pad to online revenue greatness. Whether it's banners, classifieds, local search, e-mail or video, the money is out there and there is market share to be had. Your customers just need guidance on the best way to reach their customers. That also means you need the right sales people selling the right products, and you'll also come away from this session showing what the return on investment can be for hiring online-only, dedicated Internet sales professionals.

3:00

Aubuchon Hardware – Mike Mattson

Founded by William E. Aubuchon in 1908, Aubuchon Hardware is the oldest family owned and managed chain of hardware stores in America. This year marks Aubuchon's 100th anniversary. Aubuchon Hardware operates over 130 neighborhood hardware stores throughout New England and upstate New York in addition to HardwareStore.com.

4:00

GM PLANWORKS – Kathy Heatley

Kathy Heatley, Media Director Print Solutions Group, General Motors Planworks, a communication planning and buying organization servicing all divisions of General Motors. GM Planworks is an operating unit of the Starcom MediaVest Group. SMG is a division of Publicis Worldwide. Kathy will be on hand to discuss changes happening within GM and how we can assist the local and regional groups with a strong focus, as you'll hear, through on-line initiatives. As Media Director for newspaper investment, print and online, at GM Planworks she continues to develop and implement more effective and measurable use of newspaper products and services for General Motors and other clients within the Starcom MediaVest Group of companies.

6:00 Reception / Dinner on your own.

Friday May 16th

8:15 Registration and Breakfast

8:45 Announcements/Introductions/Early Bird Prizes

AM SESSION

9:00

Target – Pam Armour

Target's first store opened in Roseville, Minnesota, in 1962. Its on-trend merchandise at affordable prices launched a new era in discount retailing. This "T-1" store was easy to shop, attractive and always clean. It served as the prototype for every Target store opened since then, and it changed how consumers think about discount shopping. Today, Target operates approximately 1,500 stores in 47 states, including more than 175 SuperTarget® stores that add an upscale grocery shopping experience. In addition to the photo processing, pharmacy and Food Avenue® restaurants found in almost every Target, SuperTarget includes an in-store bakery, deli, meat and produce sections.

10:00

Best Buy – Marsha Lawrence

Best Buy Co., Inc. operates a global portfolio of brands with a commitment to growth and innovation. Best Buy sells consumer electronics, home-office products, entertainment software, appliances and related services through more than 1,200 retail stores across the United States, throughout Canada and in China. Operations include: Best Buy (BestBuy.com, BestBuy.ca and BestBuy.com.cn), Future Shop (FutureShop.ca), Geek Squad (GeekSquad.com and GeekSquad.ca), Pacific Sales Kitchen and Bath Centers (PacificSales.com), Magnolia Audio Video (Magnoliaav.com), Jiangsu Five Star Appliance Co. (Five-Star.cn) and Speakeasy (speakeasy.net). Best Buy supports the communities in which its employees work and live through volunteerism and grants that benefit children and education.

11:00

New Revenue/Best Idea session

Best Revenue idea voted by your peers - \$100 cash goes to the winner. Bring examples or be ready to discuss your best idea.

12:00 Adjourn for the day