



**Preliminary Schedule for the Mega Summit East  
Sept 23-25, 2017  
Pittsburgh, PA**

For a continually updated conference schedule, go to  
<http://o4vfb3.m.attendify.com/app/schedule/9Ijm6sNB8yb4bdDG3V>.

**Saturday, September 23**

- Business Partner Table Set-up  
12:00 PM - 5:00 PM - GreenTree Grand Ballroom
- Summit Registration Opens  
2:00 PM - 5:30 PM - Outside GreenTree Grand Ballroom
- Welcome Reception  
5:30 PM - 7:00 PM - GreenTree Grand Ballroom  
Join us in the Grand Ballroom for the Welcome Reception with our Sponsors
- Dinner On Your Own  
7:00 PM - 10:00 PM - Various Local Restaurants

**Sunday, September 24**

- Buffet Breakfast  
6:30 AM - 8:00 AM - Salon A
- Welcome, Business Partner Intro, Summit Overview by John Newby  
8:00 AM - 8:20 AM - Oakmont Ballroom
- Welcome to Pittsburgh and Mega Conference  
8:20 AM - 8:30 AM - Oakmont Ballroom  
Lisa Hurm, VP & General Manager, Pittsburgh Post-Gazette
- 3-Person Panel Discussion with Executives - What should newspapers focus upon in the future  
8:30 AM - 9:15 AM - Oakmont Ballroom  
Todd Peterson, VP Circulation, Albany Times Union; Shaun Schweitzer, VP Circulation & Production, The Beacon Journal, Akron; Lisa Hurm, VP & General Manager, Pittsburgh Post-Gazette; John Newby, Founder, 360 Media Alliance
- Sales & Subscriptions (Print & Digital) Success Stories  
9:15 AM - 10:15 AM  
Rich Forsgren, Director of Audience Development Strategy & Technology, Erie Times News
- Business Partner Blender & Networking Session  
10:00 AM - 10:30 AM - Exhibition Hall
- Expense/Cost Control Magic  
10:30 AM - 11:15 AM - Oakmont Ballroom  
Paul Felicissimo, Gatehouse Media
- AAM - What is new? What is on the horizon?  
11:15 AM - 12:00 PM - Oakmont Ballroom  
Joe Salomone, Dow Jones

## Sunday, September 24 (cont.)

- Lunch Sponsored By TCN Broadcasting  
12:00 PM - 1:00 PM
- Navigating the Industry Legal landscape  
1:00 PM - 2:00 PM - Ohio Room  
Mike Zinser, The Zinser Law Firm
- Mass2One - E-marketing Strategies  
1:00 PM - 2:00 PM - Allegheny Room  
Scott Stines, Mass2One
- Retention Roundtable - ISCMA To Conduct  
1:00 PM - 2:00 PM - Monongahela Room
- Customer First  
1:00 PM - 2:00 PM - Salk Room  
Carol Stein, Stein & Associates
- Independent Contractor Insurance Issues  
2:00 PM - 3:00 PM - Ohio Room  
Rick Hively, President, Wilson Gregory Agency
- Single Copy Sales & Events Provided by ONMA  
2:00 PM - 3:00 PM - Salk Room  
Shaun Schweitzer, VP Circulation & Production, The Beacon Journal, Akron
- Improve Delivery Performance & Relieve Delivery Pain  
2:00 PM - 3:00 PM - Allegheny Room  
Matthew Griffin, Dart, Powered by PFC.
- Automated Subscriber Retention Initiatives That Work!  
2:00 PM - 3:00 PM - Monongahela Room  
Tony Ort, TCN Broadcasting, Inc.
- Business Partner Blender & Networking Session  
3:00 PM - 3:30 PM - Exhibition Hall
- Single Copy Magic  
3:30 PM - 4:30 PM - Allegheny Room  
Jim Smith, Steel City; Tom Hamilton, Hamilton Circulation Supplies; Newel Jensen, Mobile Merchandisers
- Operational Efficiencies  
3:30 PM - 4:30 PM - Salk Room
- Creating A Winning Social Media Strategy  
3:30 PM - 4:30 PM - Ohio Room  
Zack Wenthe, Z Media
- Presslaff Interactive - Email Marketing  
3:30 PM - 4:30 PM - Monongahela Room  
Michelle Novak, Presslaff Interactive Media
- Digital Subscriptions  
4:30 PM - 5:30 PM - Monongahela Room

## **Sunday, September 24 (cont.)**

- RouteSmart - User Group  
4:30 PM - 5:30 PM - Ohio Room  
Lindsay Ringgold, Christy Post, RouteSmart
- Alternative Revenue Sources - NYSCMA to Facilitate  
4:30 PM - 5:30 PM - Allegheny Room
- Bloush - Loyalty Program  
4:30 PM - 5:30 PM - Salk Room
- Zinser Reception  
6:00 PM - 7:30 PM
- Group Dinners On Your Own  
7:30 PM - 10:00 PM

## **Monday, September 25**

- Buffet Breakfast  
6:30 AM - 8:00 AM - Salon A
- Day 1 Recap - Day 2 Overview  
8:00 AM - 8:15 AM - Oakmont Ballroom  
John Newby, 360 Media Alliance
- Legal Lessons by Michael Zinser  
8:15 AM - 9:15 AM - Oakmont Ballroom
- Industry Trends, Statistics & Analysis by John Murray, VP of Audience, News Media Alliance  
9:15 AM - 10:00 AM - Oakmont Ballroom
- Vendor Blender with our Partners in Business  
10:00 AM - 10:30 AM - GreenTree Grand Ballroom
- Newsday and Mather Economics - A Success Story  
10:30 AM - 11:30 AM - Oakmont Ballroom
- Taking the Big/Small Data Leap  
11:30 AM - 12:00 PM - Oakmont Ballroom  
Jeffrey Simmons, Trib Total Media
- Lunch  
12:00 PM - 1:15 PM - Salon A
- Commercial Printing and its Relationship with Circulation  
1:15 PM - 2:00 PM - Oakmont Ballroom  
Kurt Hower, Director of Operations, Patriot News
- 30 Winning Ideas in 60 Minutes  
2:00 PM - 3:00 PM - Oakmont Ballroom
- Mega Summit East Wrap Up  
3:00 PM - 3:15 PM - Oakmont Ballroom