

## Monday, October 3 (continued)

### 2:00-2:55 p.m. – Using Data to Drive Decisions.

*Nikhil Hunshikatti, Vice President of Marketing, Columbus Dispatch and Dispatch Media Group*

Nikhil will share strategies that are delivering significant, measurable success in lowering churn in both digital and print platforms. These are strategies that are dependent on data available at most newspapers, transferable to other markets and provide an ROI that can justify a greater investment in analytics.



**Nikhil  
Hunshikatti**

### 3:00-3:15 p.m. – Break

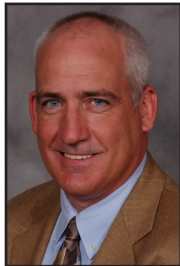
### 3:15-4:00 p.m. – Hot Sales Ideas.

*Tom Zeller, Assistant Circulation Director, Audience & Revenue, The Blade; Jim Smith National Sales Manager Steel City Corp.; Shaun Schweitzer, Vice-President of Circulation, Akron Beacon Journal*

You won't want to miss this session that is jam packed with ideas that more than pay for the cost of your conference. Join our panel of experts in a conversation about the hottest ideas that are working in markets of all sizes. Everyone who shares an idea through our "Ideas Sharing" contest will receive a booklet containing all of the ideas submitted and presented. Plus, one lucky drawing winner will walk away with a \$250 gift card for the idea they contribute.



**Tom  
Zeller**



**Jim  
Smith**



**Shaun  
Schweitzer**

4:00 p.m. – Conference concludes



### Reserve your room now!

This year's convention is being held at the Nationwide Hotel and Conference Center, located in a picturesque 15-acre park-like setting designed exclusively for meetings, conferences, weddings and private events. In addition, the center is only minutes from world-class shopping and dining facilities at Polaris Fashion Place. For hotel reservations go to [www.nwhotelandconferencecenter.com](http://www.nwhotelandconferencecenter.com).

**Room rate only \$115.**

Reservations can be made online or by calling 614-880-4300. Be sure to use the Group ID # 98375 - ONA Circulation conference.



### ONA Golf Outing

Saturday, October 1, 2016

Glenross Golf Club

Tee time: 12:30 pm; Cost: \$65

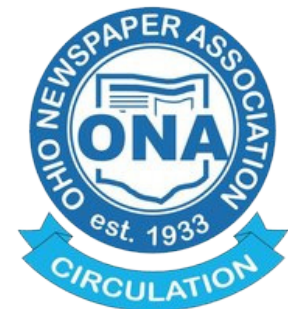
To register for the golf outing go to [www.ohionews.org/circulation](http://www.ohionews.org/circulation) and download the PDF form or contact Mark Shorts at [mshorts@civitasmedia.com](mailto:mshorts@civitasmedia.com).

**Make It  
HAPPEN.  
Make It  
MATTER.**

## 2016 Ohio Circulation Conference October 2 & 3, 2016

**Nationwide Hotel & Conference Ctr.  
100 Green Meadows Drive South  
Lewis Center, OH 43035**

Complete program and registration  
information available at  
[www.ohionews.org/circulation](http://www.ohionews.org/circulation)



# 2016 ONA Circulation Conference Line-up

**Sunday, October 2, 2016**

**1:00-2:00 p.m. – Registration**

**2:00 p.m. – Welcome**

**2:10-2:55 p.m. – Draw and Scan Management Solutions.**

*Lori Cutler, Director Distribution Services Group, Gannett.*

Lori is responsible for commercial delivery and draw management system partnerships within the Gannett footprint. She will be sharing a demonstration of Gannett's new Draw and Scan Management Solutions system. Built over the past 12 years, this system is the most sophisticated and flexible single copy system in the world. Parcel Delivery will also be discussed.



**Lori Cutler**

**3:00-3:55 p.m. – Print First: A Contrarian Point of View.** *Aaron Kotarek, Vice President, Circulation, Oahu Publications, Inc. Honolulu, Hawaii.*

Print has left the station? Not so fast folks. Aaron Kotarek will discuss how Oahu Publications has bucked the national trend over the past 5 years to grow overall print volumes through a diversified product portfolio approach using print centric strategies and tactics



**Aaron Kotarek**

**4:00-4:55 p.m. – The Power of Newspaper Advertising**

*Marianne Grogan, COO Coda Ventures, LLC*

AMG/Parade commissioned Coda Ventures, an independent research firm, to field The Local Knowledge Study – a national and local market survey identifying the media that consumers turn to for news that



**Marianne Grogan**

impacts their communities, and advertising that influences their shopping decisions. The survey quantifies the role that television, newspapers, magazines, radio, websites, social media, direct mail and circulars play in consumers' quest for local knowledge. The findings confirm the important and powerful role that newspaper advertising plays in consumers' purchase of products and services.

**5:00 - 5:30 p.m. – Meet the business partners**

**5:30 - 6:30 p.m. – Cocktail Hour.** Sponsored by Mike Zinser, The Zinser Law Firm

**6:30 p.m. – Carrier of the Year Awards and Banquet**

**9:00 p.m. – Hospitality or team building activity**

**Monday, October 3, 2016**

**7:30 a.m. – Registration Opens**

**8:15 a.m. – Welcome Address**

**8:20-8:55 a.m. – Making The Most of Your Audited Data.** *Kevin Rehberg, Director of Client Development, Newspapers, AAM.*

How members use and access audited data has changed since AAM adopted its open access model. Kevin Rehberg will discuss what trends we are seeing with AAM's data usage and share some ideas on how you can leverage audited data to increase sales. Kevin has over 15 years of media auditing experience, with much of that time spent working to ensure that AAM members receive and report accurate, actionable readership/demographic research.



**Kevin Rehberg**

**9:00-9:45 a.m. – Legal Update.** *Michael Zinser, The Zinser Law Firm.*

Respected industry-wide, Michael will update us on current issues impacting Newspaper Circulation Departments – and, in particular, help prepare us for the U. S. Department of Labor's Final Rule that more than doubles the salary threshold to qualify for overtime-exempt status. Michael will also discuss qualifying Circulation Department District Managers as overtime-exempt.



**Mike Zinser**

**9:45-10:00 a.m. – Break**

**10:00-10:55 a.m. – “Retail Speak” Talk the Talk with the Retailer.**

*Ginny Lyon, Adjunct Marketing Professor and Consultant/Trainer.*

Ginny brings 20 years experience developing and executing strategies for retail, publishing, sports, non-profit and education. She has worked at The Press of Atlantic City, The Wall Street Journal, New York Post and Barron's magazine in the areas of newsstand marketing, subscriber acquisition and retention and customer services. She has sat on “both sides of the table” and offers insight into effective and profitable communication and marketing strategies for your audiences.



**Ginny Lyon**

**11:00-11:45 a.m. – The Future of News – Making it Happen!** *David Chavern, President and CEO of NAA.*

As President & CEO, David is responsible for setting the strategic direction of the organization and telling the powerful -- and optimistic -- story of the future of the news industry. Through Communication, Research and Advocacy, NAA is helping members navigate the ever-changing marketplace and find new and innovative ways to drive revenue and growth.



**David Chavern**

**12:00-12:55 p.m. – Lunch**

**1:00-1:55 p.m. – Doing Same Old Things Will Get the Same Results.**

*Gayle Pryor, Vice President Audience Growth and Distribution for BH Media Group.*

The definition of insanity has long been doing the same things over and over again and expecting different results! How are your circulation numbers? Is service as good as it was 5 years ago? Having trouble finding carriers? We need to talk!



**Gayle Pryor**