

More speakers



Sara Droke is agency director at Amplified 408 and director of emerging media at WPSD Local 6, both part of Paxton Media Group. She joined WPSD as a digital account executive in 2009.



Bob Kellagher is a senior associate at The Blinder Group and president and CEO of Burgundy Digital, a full service digital agency headquartered in Philadelphia. He is a former director of digital media Steinman Enterprises and COO-interactive media at Calkins Media.



Joe Leong is vice president and chief revenue officer of the *Albuquerque Journal*. He has held senior circulation and marketing positions at Gannett papers in Texas, Pennsylvania, Louisiana and Hawaii.



Mike Martoccia is director of digital revenue for BH Media Group, which he joined in 2016. He was previously Civitas Media's corporate director of digital advertising revenue and sales development.



Patti Minglin is founder and CEO of Go Girl Communications, a content marketing agency. She is a former associate publisher of *Chicago Parent* magazine, a senior associate for The Blinder Group and vice president of sales for Content That Works.



Bill Nagel is vice president/Shared Audience, Print at Cox Media Group Newspapers, where he leads a shared services business for four markets. He previously served senior positions at Tribune Publishing, including general manager/business services and executive vice president, marketing.



Ann Poe is vice President/Shared Audience, Digital at Cox Media Group Newspapers. She joined CMG's *Austin American Statesman* in 2003 after working at Adweek and *The Dallas Morning News*.



Blake Pollard is head of revenue and business development for Calkins Digital. He was part of the team that launched newsstand.com, delivering digital editions of newspapers and magazines worldwide.



Scott Pompe is vice president/ advertising for the *Austin American-Statesman*. Previously he was advertising director for Gannett's Desert Sun Media group.



Christian Priskos is director of digital for Copperfield Digital Services (CDS), a unit of Salt Lake City-based Copperfield Publishing. He worked for two years as a SEO and digital marketing specialist before joining Copperfield Publishing in 2015.



Laura Burke Shaw is director of niche publishing for Shaw Media, overseeing an extensive portfolio of niche publications. She was previously advertising manager for Sun-Times Media-West Division.



Dennis Sheely is director of sales and marketing for Digital First Media NorCal Community group, which includes 15 dailies and weeklies in northern California. He has held senior advertising positions at APG Media, *The News Journal* in Wilmington, Del., and *The Toledo Blade*.



Greg Swanson is business development manager and partner at ITZontarget, a digital services agency. He was previously general manager/strategy and development of Phoenix-based 10/13 Communications and is a partner and co-founder of ITZ Publishing, an online consultancy.

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APRIL 26 & 27, 2017 | AUSTIN

THE Revenue Conference



INLAND
PRESS FOUNDATION

The Blinder Group
Multimedia Sales Specialists

Wednesday, April 26, 2017

8:00 A.M. **Registration, Coffee and Light Breakfast**

8:15 A.M. **Welcome and Introductions**

8:30 A.M. **50/50 by 2020: Driving Growth and Revenue Where We Can Make it Happen!**

Presented by Zach Ahrens, President and Publisher, The Topeka Capital-Journal

9:30 A.M. - 9:45 A.M. **Break**

9:45 A.M. **Engage your audience. Grow your revenue**

Presented by Matt Coen, Co-Founder and President, Second Street

10:30 A.M. - 10:45 A.M. **Break**

10:45 A.M. **Making Money With Social Media**

Presented by Becky Bjork, Advertising Director at Sierra Vista Herald & Bisbee Review - Wick Communications; Patti Minglin, Founder/CEO, Go Girl Communications and Christian Priskos, Director of Digital for Copperfield Digital Services (CDS), Copperfield Publishing

11:45: **Luncheon**

12:45 P.M. **Rehabbing Your Real Estate Revenue—Really!**

Presented by Dennis Sheely, Director of Sales & Marketing, Digital First Media NorCal Community group and Bob Kellagher, Senior Associate, Blinder Group Multimedia Media Sales Specialists.

1:30-1:45 P.M. - **Break**

1:45 P.M. **The Art and Science of Setting a Sales Revenue Goal**

Presented by Vince Coultis, Training and Development Consultant, Propel Coaching and Consulting LLC

2:45 P.M. - 3:00 P.M. **Break**

3:00 P.M. **Digital Services: Who's Making Money With Them—And Why: Success Stories From Markets Of All Sizes**

Presented by Mike Martoccia, Director of Digital Revenue, BH Media Group; Sara Droke, Agency Director at Amplified 408 / Director of Emerging Media at WPSD Local 6, Paxton Media Group and Greg Swanson, partner and business development manager, ITZontarget

5:00 P.M. **Adjourn**

6:00 P.M. **Happy Hour Reception**

Join our Austin hosts and conference participants for drinks and appetizers at the offices of OwnLocal!

Thursday, April 27, 2017

8:00 A.M. **Coffee and Light Breakfast**

8:15 A.M. **Seven Powerful Native Ad Tips That Will Make You Money**

With Paul Camp, Co-Founder, Content That Works

9:00 A.M. **Vertical Leap: Niche Print and Digital Products That Punch Above Their Weight**

Presented by Joe Leong, Vice President and Chief Revenue Officer, Albuquerque Journal and Laura Burke Shaw, Director of Niche Publishing, Shaw Media

10:00 A.M. - 10:15 A.M. **Break**

10:15 A.M. **Ready-To-Go Revenue Solutions**

Presented by Scott Pompe, Vice President / Advertising, Austin American-Statesman and Zach Ahrens, President and Publisher, The Topeka Capital-Journal

11:30 A.M. **Luncheon**

12:30 P.M. **It's Time For Us to Get our Swagger Back!**

Presented by: H. Iris Chyi, Ph.D., Associate Professor School of Journalism, Moody College of Communication, The University of Texas at Austin. And, Mike Blinder, President and Founder, The Blinder Group

1:30 - 1:45 P.M. **Break**

1:45 P.M. **Print & digital subscription revenue: Building a program for success**

Presented by Bill Nagel: VP, Shared Audience, Print, Cox Media Group Newspapers, and Ann Poe, Vice President / Shared Audience, Digital, Cox Media Group Newspapers

2:45 P.M. - 3:00 P.M. **Break**

3:00 P.M. **Let's Go To The Video: Optimizing Revenue Streams From Streaming and OTT**

Presented by Blake Pollard, Head of Revenue and Business Development, Calkins Digital.

4:00 P.M. **Adjourn**

Meet the speakers



Zach Ahrens is president and publisher of *The Topeka (Kan.) Capital-Journal*. He was named publisher in October 2015 after serving as president and publisher of another Morris Publishing Group newspaper, the *Log Cabin Democrat* in Conway, Ark. He joined Morris from GateHouse Media, where he was vice president of sales for its Ohio unit.



Becky Bjork is advertising director of Wick Communication's flagship *Sierra Vista Herald* and *Bisbee Review* in Arizona, a position she has held since 2010. She came to Wick after serving as advertising director of Gannett's *Des Moines Register*.



Mike Blinder is president of the Blinder Group, which has attracted more than 250 media clients internationally, including The New York Times, MediaNews Group and Hearst. He began his career in media as a disc jockey and then program director for radio stations across the United States. He began managing online sales initiatives in the early 1990s.



Paul Camp is co-founder of Content That Works, which creates content and packages articles, graphics and Web tools for local media and is now a property of Evening Post Industries. From 1984 to 1990 he was features editor at the *Chicago Tribune*, where he helped launch several new sections.



H. Iris Chyi is an associate professor and new media researcher in the School of Journalism at the University of Texas at Austin. Her research interests include the economics of new media, online journalism, and news framing.



Matt Coen is co-founder and president of Second Street, a provider of private-label online promotions platforms for media companies based in St. Louis. He is a former director of new products and business development for Pulitzer Technologies in St. Louis.



Vince Coultis is training and development consultant for Propel Coaching and Consulting LLC. He was previously sales training & development manager responsible for training and coaching salespeople and managers at all properties of The McClatchy Company.