



Updated 5/6/10

Saturday, May 15

- 5:30pm NYSCMA, Inc. Board Meeting (*Garden Room*)
- 7:00pm Conference Planning Committee Meeting with Dinner (*Putnam's Restaurant*)

Sunday, May 16

- 10:00am Exhibitor setup begins (*Coesa / Hathorne*)
- 10:00am – 4:00pm Conference Registration (*Lobby*)
- 11:00am to 5:00pm Networking Activities
- 11 AM: Golf Outing (*Saratoga Spa Golf Course*)
 - 11 AM-5 PM: Day at the Spa – (*Roosevelt Bath & Spa*)
 - 1 PM: Guided Walking Tour of Saratoga – (*Saratoga Walking Tours*)
- 3:00pm – 6:00pm Hotel Check-In (*Lobby*)
- 6:00pm – 8:00pm Presidents' Reception (*Arches*)
- Featuring rides by Saratoga Horse & Carriage

Monday, May 17

- 7:00am – 8:00am Continental Breakfast with Exhibitors (*Coesa / Hathorne*)
- 8:00am – 8:10am Early Bird Awards (*Orenda / Geysler*)
- 8:10am – 8:15am Welcome & Introductions (*Orenda / Geysler*)
- 8:15am – 9:30am Publishers Panel - Moderated by **Diane Kennedy**, Pres., NYNPA (*Orenda / Geysler*)
- **Paul Barrett**, Publisher, *The Finger Lakes Times*, Geneva
 - **Dan Beck**, General Manager, *The Gazette*, Schenectady
 - **John B. Johnson, Jr.**, Co-Publisher, *Watertown Daily Times*
 - **Cathy Moore**, Publisher, *Adirondack Daily Enterprise*, Saranac Lake
 - **Mike O'Sullivan**, Publisher, *The Saratogian*, Saratoga Springs
- 9:30am – 10:25am Business/Financial Panel - Moderated by **Dan Beck**, Schenectady (*Orenda / Geysler*)
- **Bryan Donohue**, Vice President & Chief Financial Officer, *The Buffalo News*
 - **Alice Miranda**, Controller, *The Post-Standard*, Syracuse
- 10:25am – 10:30am NYSCMA, Inc. Officer Nominations (*Orenda / Geysler*)
- 10:30am – 10:45am Refresher Break (*Coesa / Hathorne*)
- 10:45am – 11:15am Advertiser Resource Session (*Coesa / Hathorne*)

Monday, May 17 (Continued)

- 11:15am – 12:15pm Joint Session – Discussion on Legal Issues Faced by Newspapers (*Orenda / Geyser*)
- **Michael Zinser**, attorney at law, The Zinser Law Firm
- 12:15pm – 1:30pm Golf Awards and Lunch with guest speaker **Jeff Idelson**, President, Baseball Hall of Fame (*Arches*)
- 1:30pm – 2:30pm NYSCMA, Inc. Breakouts (*Orenda / Geyser*)
- 1:30-1:45 - NAA Sectional Update with **Mark Vinciguerra**, *Times Union*, Albany
 - 1:45-2:30 - ABC Rule Changes with **Joe Salomone**, *Wall Street Journal*
- NYNAME Breakouts (*Red Room*)
- 1:30-2:30 – The People Model: Team Building with **Tim Smith**, President, Tim Smith Consulting
- 2:30pm – 3:00pm Break with Exhibitors (*Coesa / Hathorne*)
- 3:00pm – 5:30pm NYSCMA, Inc. Breakouts (Cont'd) (*Orenda / Geyser*)
- 3:00-4:00 - Hot Ideas & Paid Content Discussion
 - 4:00-4:55 - "GET PAID" - On - Scan Panel – **Gary Valik** with **Jeff Black**, **Jim Nowak**, and **Jamie Nee**
 - 4:55-5:00 - Officer Elections
 - 5:00-5:30 - Past Presidents Meeting
- NYNAME Breakouts (Cont'd) (*Red Room*)
- 3:00-4:00 – Guest Retailer – **Joella Wind**, VP Marketing, Regional Marketing & Business Development, Time Warner Cable Business Class
 - 4:00-5:30 - Great Ideas Discussion (Bring your great ideas to share!)
- 6:30pm – 7:30pm Cocktail Reception (*Arches Foyer*)
- 7:30pm – 9:30pm Banquet and Awards Presentation (*Arches*)
- 9:30pm Presidents' Hospitality Suite (*Individual President Suites*)

Tuesday, May 18

- 8:15am – 8:30am Welcome & Introductions (*Orenda / Geyser*)
- 8:30am – 9:15am Breakfast /NYNPA Update (*Orenda / Geyser*)
- Legislative Update with **Diane Kennedy**, President, NYNPA
 - NIE Update with **Mary Miller**, Education Services Director, NYNPA
- 9:15am – 10:30am Legal Discussion on FCC Changes Facing Newspapers (*Orenda / Geyser*)
- **Michael Grygiel**, attorney at law, Hiscock and Barclay
- 10:30am – 10:45am Refresher Break (*Orenda / Geyser*)
- 10:45am – 12:00pm Newspapers Are Not Dead (*Orenda / Geyser*)
- **Gordon Borrell**, CEO, Borrell Associates, Inc.
- 12:00pm – 1:00pm NYSCMA, Inc. Board Meeting (*Sun Room*)
- 12:00pm – 1:00pm NYNAME Board Meeting (*Red Room*)
- 1:00pm – 3:00pm Conference Planning Committee Meeting with Lunch (*Sun Room*)