

National Newspaper Association Foundation

139th Convention and Trade Show

Minneapolis, MN

DRAFT AGENDA – subject to change

Day	Date	Start	End	Event Type	Event	Room
WED	10/8					
		10:00 AM	4:30 PM	Workshop	Add On: Interlink User Group Workshop	Duluth
THURS	10/9					
		8:00 AM	11:00 AM	Exhibits	Setup	Marquette Ballroom
		8:00 AM	6:00 PM	Registration	Registration Desk Open	Marquette Foyer (2 nd Floor)
		9:00 AM	10:00 AM	Meeting	NNA BOD Meeting	Duluth
		10:15 AM	11:00 AM	Meeting	NNAF BOD Meeting	Duluth
		11:30 AM	12:30 PM	Sessions	Breakout Session: Can podcasting work for your newsroom?	Marquette Ballroom
		12:40 PM	1:10 PM	Sessions	Flash Sessions 1-5	Marquette Ballroom
		1:30 PM	3:30 PM	Exhibits	Ice Cream Social in Trade Show	Marquette Ballroom
		3:30 PM	4:30 PM	Session	Solutions Start Here	Marquette Ballroom
		4:30 PM	6:00 PM	Exhibits	Trade Show Reception	Marquette Ballroom
		6:30 PM		BUS?	To Mall of America	Hotel Lobby TBD
		7:00	9:00 PM	Dinner	Extravaganza at Fair on 4th	TBD
FRI	10/10					
		6:00 AM	11:59 PM	OFFICE	Office/Storage	Director's Row 4 (3 rd floor)
		7:30 AM	3:00 AM	Registration	Registration Desk Open	Marquette Foyer
		8:00 AM	3:05 PM	Exhibits	Trade Show Open	Marquette Ballroom
		8:00 AM	9:45 AM	Session	Opening Breakfast with Keynote: Frugal Innovation - A Path to Financial Stability for Small Market Newspapers	Marquette Ballroom
		9:45 AM	10:45 AM	Session	Libel Workshop with Walterry	Marquette Ballroom
		11:00 AM	11:35 AM	Exhibits	Break in the Trade Show	Marquette Ballroom
		11:40 AM	12:10 PM	Session	Flash Session #6-10	Marquette Ballroom
		12:15 PM	1:45 PM	Break	Lunch with Exhibitors	Marquette Ballroom
		1:50 PM	2:55 PM	Session	Breakout Session: How to Sell Digital Advertising in 2025	Marquette Ballroom
		3:00 PM	3:30 PM	Exhibits	Refreshments in the Trade Show/ Exhibitor Draw Prizes (75)	Marquette Ballroom
		3:30 PM	4:30 PM	Break	Breakout Session: Productivity and Ethical Use of AI	Duluth
		4:30 PM	5:00 PM	Session	Breakout Session: Digital Printing Solution for Small Press Runs	Duluth
		5:00 PM	5:30 PM	Session	Great Idea Exchange	Duluth
		6:30 PM	7:00 PM	BAR	Bar opens early	Marquette Ballroom
		7:00 PM	9:00 PM	Dinner	Closing Dinner/Annual Meeting/Contest	Marquette Ballroom



Details of the 139th Annual Convention & Trade Show

Check back for regular updates

Wednesday, Oct. 8

SPECIAL PRE-CONVENTION WORKSHOP

10:00 a.m.-4:30 p.m. **Interlink User Workshop** *Brad Hill, CEO, Interlink, Berrien Springs, Michigan*

An exclusive workshop for Interlink Circulation Users! Join us a day before NNAF's 139th Annual Convention. Featured topics: Mail Entry and Network Changes, Smart Sampling™, Electronic Address Correction Notices, Annual Statement of Ownership, eDoc & USPS PostalOne!, one-on-one sessions and best practices, plus introduction of a new online service for subscribers.

Thursday, Oct. 9

11:30 a.m.-12:30 p.m. **Breakout Session: Can Podcasting Work for Your Newsroom?** *Kris Kerzman, Forum Communications Company, Fargo, North Dakota*

Podcasts are all the rage for sports talk and national political commentary, but can they help your newsroom deliver local and regional news? In this seminar, we'll go over some of the pros and cons of podcasting for a small newsroom and look at some low-risk strategies to get a podcast off the ground.

(continued)

Flash sessions are quick bites on a topic. Join the conversation, ask questions, and pick up some new ideas. Your industry peers will lead discussions on timely topics in: *Admin, Advertising, Circulation, Digital, and Editorial.*

Admin: You're Not Their Bank: Reduce A/R and Get Paid Faster Lisa Pfeifer, Fake Brains Software, Littleton, Colorado [ARZero, a term introduced by Fake Brains, represents a shift in how publishers approach billing. Imagine a world where unpaid invoices are a thing of the past — no more chasing checks, managing aging A/R, or waiting 30+ days to get paid. With ARZero, you can receive payments in advance or at runtime, securely store payment methods, automate collections, and take full control of your cash flow. Credit limits and automated holds help safeguard operations while keeping ad production on track — and even encourage your sales team to treat collections as a seamless part of the sales and service process. Let's talk about how publishers can reduce financial friction and move toward predictable, streamlined revenue.]

Advertising: Make a Media Kit that Sells Kenny Katzgrau, Broadstreet, Red Bank, New Jersey [Join Kenny Katzgrau, publisher of RedBankGreen.com and creator of Broadstreet, for a hands-on workshop on creating effective media kits. Learn the seven must-haves for any media kit, see real examples from successful publishers, and get a ready-to-use template in Google Slides. This session will help you design a media kit that is simple, engaging, and effective in converting leads into clients. Perfect for publishers, editors, and sales managers looking to optimize their advertising strategy.]

Circulation: Postal Tips NNA Postal Chair Matt Paxton, publisher of The News-Gazette, Lexington, Virginia [Let's talk Periodicals permits, interpretations of postal rules, how to enter mail properly, steps to possibly improve slow service, etc.]

Digital: Smarter Workflows for Small Teams — Discover the AI Advantage Stephanie Carey, BLOX Digital, East Moline, Illinois [Ready to turn your small newsroom into a lean, creative powerhouse? Join us for a behind-the-scenes look at how AI can unburden your staff, accelerate content creation, and give your team back the bandwidth to chase big stories. This energetic flash session is packed with actionable ideas, real-world examples, and the kind of insights that help local newsrooms punch above their weight. Come see how even the smallest team can make a giant leap with AI!]

Editorial: Six Best Ways to Help You Upgrade Your Editorial Game Bill Ostendorf, president and founder, Creative Circle, East Providence, Rhode Island [Bill Ostendorf, president and founder of Creative Circle Media Solutions, who has helped thousands of newspapers on three continents improve their content, design, advertising, strategy, technology and websites will offer up the six steps you can take that will have the most impact on the quality and relevance of your content. He'll also take time during this session to answer some of your challenges and questions about how to manage your content and newsrooms.]

3:30-4:30 p.m. **Solutions Start Here**

An exchange that provides three (3)-minute time slots for newspaper partners & exhibitors to share case-studies of newspapers utilizing their products and/or services to increase circulation and/or revenue.

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4:30-6 p.m. **Trade Show Reception**

Welcome! We're a casual bunch; mingle, grab some appetizers and drinks, chat with newspaper partners around the Trade Show, and say *hello* to as many people as you can – the Foundation rewards friendliness with the Mr./Ms. X incentive of \$139!

6:30 p.m. **Transportation to Extravaganza**

7–9 p.m. **EXTRAVAGANZA at the Mall of America**

Since opening in 1992, the Mall of America has become a global leader in retail, entertainment, and attractions. More about the mall here: <https://mallofamerica.com/>



Friday, Oct. 10

8:30-9:30 a.m. **Opening Breakfast with Keynote: Frugal Innovation - A Path to Financial Stability for Small Market Newspapers** *Jeremy Gulban, CherryRoad Technologies, Parsippany, New Jersey*

Jeremy Gulban will describe CherryRoad's progress towards building an operating model for small market newspapers that preserves the traditional print newspaper while also investing in the digital future.

9:45-10:45 a.m. **Libel Workshop with Walterry Lieta Walker, Ballard Spahr of Minneapolis**

Dive into current legal pitfalls for publishers.

11:40 a.m.- 12:10 p.m. **FLASH SESSIONS** Block #2

Flash sessions are quick bites on a topic. Join the conversation, ask questions, and pick up some new ideas. Your industry peers will lead discussions on timely topics in: *Admin, Advertising, Circulation, Digital, and Editorial*.

Admin: It's All About Audience, *Rick L. Bussler, Steele County Times, Blooming Prairie, Minnesota* [In 2025, the NNA Foundation launched a new Better Newspaper Contest class to share newspaper circulation growth and tactics. The award is funded by a scholarship from NNA legal counsel Tonda Rush. Join Bussler for this roundtable session where he will describe the overall campaign and its successes.]

Advertising: Stay Agile, Competitive, and Future-Ready, *Bill Ryker, Anygraf, Allentown, Pennsylvania* [With Anygraaf's AProfit, a CRM-based advertising platform for managing display and classified campaigns, and CProfit, a comprehensive circulation and subscription management system, publishers are empowered to improve collaboration, boost efficiency, and deliver high-quality content consistently across all platforms.]

Circulation: Get 'Em Hooked with Free Samples! *Brad Hill, CEO, Interlink, Berrien Springs, Michigan* [Increase print subscriptions by mailing sample papers to non-subscribers. This session covers how to do it and stay right with USPS rules. Everyone likes something for free!]

Digital: Selling Total Audience *Thad Swiderski, eType Services, Austin, Texas* [The future of the newspaper business in rural America is dependent on newspapers ability to transition to digital formats. Despite this, newspaper sales professionals have struggled to understand and sell digital ads. This hands-on seminar helps publishers and sales representatives understand how to sell your total audience. This session includes the basics of digital advertising and how to position a digital audience to advertisers. Participants will leave the session with “the pitch” that they can take home and discuss with advertisers.]

Editorial: Leveraging the Full Value of Ready-to-Publish Content, *Darrell Davis, Metro Creative Graphics, Roslyn Heights, New York* [Discover all the ways Metro’s ready-to-run editorial solutions are helping publications save time and grow sales in this revenue-focused session. Explore fully templated special sections and ready-to-sell editorial page layouts that bring in thousands of print and online advertising dollars. Delve into native advertising with copyright-free, unbranded features for virtually any business type. See how to instantly fill unsold ad spots with eye-catching tidbits using drop-in editorial image files. Get inspired by the ideas and content presented in this workshop, and ensure you’re not missing out on any of the versatile opportunities to attract and upsell advertisers using Metro editorial features!]

1:50-2:55 p.m. **Breakout Session: How to Sell Digital Advertising in 2025** *Kenny Katzgrau, Broadstreet, Red Bank, New Jersey*

This is the 2025 guide to direct digital sales. Street-level strategy to handle a digital sale and get a friction free close and a happy client, whatever their size. No ghosting while maximizing profit margin. Hosted by Kenny Katzgrau, Publisher of RedBankGreen.com and creator of Broadstreet.

3:30-4:30 p.m. **Breakout Session: Productivity and Ethical Use of AI** *NNA AI Committee: NNA Chair Martha Diaz Aszkenazy, publisher, The San Fernando Valley (California) Sun; NNA Treasurer Jeremy Gulban, CherryRoad Technologies, Parsippany, New Jersey; Immediate Past NNA Chair Brett Wesner, president, Wesner Publications, Cordell, Oklahoma; NNA Director Patrick Wood, publisher, Multi Media Channels LLC, Green Bay, Wisconsin; and Adam Meyer, vice president, Teton Media Works, Jackson, Wyoming*

We will explore the growing role of generative AI in print journalism — from content creation and workflow automation to ethical dilemmas and editorial risks. You will gain insight into how AI is reshaping newsroom practices, the challenges it presents to accuracy and accountability and strategies for responsible integration. This will be ideal for editors, reporters and any media professionals navigating the future of news.

4:30-5:00 p.m. **Digital Printing Solution for Small Press Runs** *Jeremy Gulban & David Clark, CherryRoad Technologies, Parsippany, New Jersey*

CherryRoad has developed a printing solution ideal for short runs under 1,500 copies and for remote locations. Using high performance Xerox printers to print tabloid newspapers, staff have rolled this out to approximately 30 of its 95 markets. Results have shown positive subscriber and advertiser feedback, solid reliability, and material cost savings. CherryRoad Technologies has structured an arrangement to make this solution available to other publishers.

5:00-5:30 p.m. **Great Idea Exchange** *Robert M. Williams Jr., director of creative resources, NNA, Blackshear, Georgia*

Results that pay off your event registration, members have said in past years. Led by longtime publisher and NNA Past President Robert M. Williams Jr. of Blackshear, Georgia, members will share their top advertising, circulation and good-will ideas that have succeeded for them — some projects are new and many are evergreen.

Session Leaders, A-Z

Stephanie Carey

Stephanie Carey is a sales director for BLOX Digital. Her prior experience as co-owner of an alternative news publication and sales manager for a leading SaaS provider gives her a unique perspective. She knows firsthand the importance of boosting operational efficiency so you can focus on serving your audience.

Darrell Davis

Darrell Davis is the Vice President of Creative Services for Metro Creative Graphics, Inc. With more than 30 years of experience in media and advertising, Darrell leads a team of art directors, designers and copywriters in producing creative content to help newspapers and their local advertisers thrive. Darrell attended Syracuse University and earned a BFA in Graphic Design at Binghamton University. He also studied at the School of Visual Arts in New York City, where he remains a resident and ardent observer of evolving design and advertising trends.

Jeremy Gulban

Jeremy Gulban has led CherryRoad Technologies since 2008. CherryRoad is a second-generation, family-owned business based in Parsippany, New Jersey. Jeremy has worked at the company his entire career, having started out as the accounts payable manager while still in college. Upon graduating from Drew University in Madison, New Jersey, in 1997 with a B.A in Economics with a Minor in Political Science he moved into the systems integration side of the business. In this role he helped large-scale commercial and public sector enterprises improve business processes and implement complex financial and procurement systems.

Brad Hill

Brad Hill is CEO at Interlink and one of NNA's representatives on USPS' Mailer's Technical Advisory Committee. Email: brad@ilsw.com

Kenny Katzgrau

Kenny Katzgrau is the Publisher of RedBankGreen and creator of Broadstreet, a company and ad manager that recently won the Local Media Association's Best R&D Partner. Once an engineer at Mozilla and Yahoo, he fell into publishing, learned to sell, and took up the torch of helping RedBankGreen, an 18-year-old hyperlocal news outlet, stand for 100 years. He's here to make sure other publishers stand for 100 years too — and the first step is taking marketing budgets back from Facebook and Google.

Kris Kerzman

Kris Kerzman is the digital editor/podcast network manager for The Forum of Fargo-Moorhead, North Dakota. As digital editor for InForum, Kris is focused on providing trustworthy information and compelling stories about the Fargo-Moorhead region through the InForum website and other online platforms. Kris has worked in social and digital media since the inception of the social internet, filling roles in marketing, public relations and non-profit journalism before coming to The Forum. He is drawn to quirky stories that speak to human creativity and perseverance. When he's not at work, Kris is a husband to a talented wife, a dad to two curious kids, a vinyl record collector, a middling music producer and a student of BBQ.

Bill Ostendorf

Bill Ostendorf, president of Creative Circle Media Solutions, has helped redesign more than 850 print publications and more than 1,500 web sites and consulted with hundreds of media companies on three continents. He has led workshops on photography, editing, design and other topics at more than 1,200 industry events in 23 countries. Bill started a software firm dedicated to improving newspaper web sites in 2004. Creative Circle now hosts dozens of successful newspaper, niche, classified and business sites and built the industry's first user-contributed, pay wall, hyper-local and native content platforms. An experienced editor, Bill spent 13 years at The Providence Journal, where he served as managing editor for visuals and new product development. Previously, he worked as for The (Cleveland) Plain Dealer and smaller papers in Ogden, Utah, Twin Falls, Idaho, and suburban Chicago.

Matt Paxton

Matt Paxton is NNA postal chair and a member of the Mailers Technical Advisory Committee for NNA, along with Brad Hill of Interlink and NNA's Lynne Lance. He is also the publisher of The News-Gazette in Lexington, Virginia.

Lisa Pfeifer

Lisa Pfeifer is the co-founder of Fake Brains Software, based in Denver, Colorado, which has been streamlining industry processes for 35 years, supporting thousands of titles. With in-house development, training, and support, Lisa believes software is only as good as the service that stands behind it. She's passionate about the industry and helping publishers work efficiently with tools designed just for them.

Bill Ryker

William "Bill" Ryker is the sales director at Anygraaf USA in Allentown, Pennsylvania, specializing in business development professional specializing in traditional and new media strategies. Bill, a Moravian College alumnus, joined Anygraaf in 2007.

Thad Swiderski

President and founder of eType Services, Thad is a career newspaper professional with 38 years in the newspaper industry. First at a metro daily and later at a start-up chain of daily papers, he helped innovate the consolidated production environment that papers are using today. Thad founded eType Services in 2010 to bring digital services to community newspapers. eType Services is a leading provider of e-edition/Web/Mobile and digital products for the community newspaper industry. eType Services has over 700 clients in 42 states and is a member of NNA and many state and regional press associations.

Lieta Walker

Leita Walker is a litigator and trial lawyer in Ballard Spahr's Media and Entertainment Law Group. She has nearly 20 years of experience defending speech in libel litigation, helping news organizations obtain access to governmental and judicial records, and helping journalists and whistleblowers navigate high-profile and politically polarizing situations, including demonstrations and other events that sometimes turn violent. Leita's First Amendment practice includes defending libel, privacy, and right of publicity claims in trial and appellate courts across the country; prepublication vetting of book manuscripts, news articles, TV scripts, podcasts, documentaries, and entertainment content; and advising clients on subpoenas and privilege issues, copyright law, and state and federal freedom of information laws. In addition to media organizations, Leita represents consumer brands that engage in speech through social media and sponsored influencers, as well as

whistleblowers, counseling them on not only the defamation, privacy, and security risks that arise in coming forward but also on how to navigate the inevitable media inquiries that follow-on high-profile accusations against public figures.

Robert M. Williams Jr.

Leading the Great Idea Exchange is Robert M. Williams Jr., longtime community newspaper publisher from Blackshear, Georgia. He was NNA president in 2013-14 and is now acting as NNA director of creative resources, moderating the Great Idea Exchange – revenue ideas shared among NNA members. He is available for consultation on how to create more revenue, help you deal with inevitable newspaper issues or be a sympathetic ear for NNA members looking for an experienced publisher to listen. Email him at robert@nna.org or call at (912) 281-5438 from 10 a.m -3 p.m. ET, Monday-Friday.