

2017

# CWCMA/NICE

## Annual Conference

Planet Hollywood LAS VEGAS

June 21 - 23, 2017



### Registration Information



# Thank you for your support

Greetings CWCMA and NICE Members;

Thanks for your continued interest and support of our 2017 Annual Conference. Our Executive Boards and Board of Directors of CWCMA & NICE will be honored for you to meet up with us in Las Vegas to exchange ideas and to help you meet your most pressing challenges during this time of rapid change.

2017 will mark our 7th annual combined conference, making it one of the largest if not the largest conference of its type serving print and digital media companies throughout the United States and Canada. Can you believe that CWCMA and NICE have over 191 years of combined conference experience providing innovation, ideas, and practical solutions that will benefit your daily operations? We would be delighted if you would join us at Planet Hollywood in Las Vegas from June 21 through June 23, 2017.

Registration is a bargain at \$299.00. To register go to <https://cnpa.formstack.com/forms/2017annualconference> for more information.

Registration for rooms at Planet Hollywood is on the CWCMA.org website or <https://resweb.passkey.com/go/SMCWC7>.

Room Rates start at the low rate of \$99.00 per night, plus taxes and resort fees. Room Rates are guaranteed through June 2, 2017, or until they are sold out. Please don't wait, as we have a limited number of rooms set aside at this special rate for the conference, so please register now.

In return we promise you with ample opportunity to network with multiple Business Partners, speakers and other members to share ideas and gain industry knowledge. Please plan to bring your companies problems, questions, and ideas big and small.

Another exciting development that we're proud to announce is the annual Major Metro Single Copy Summit is being held in conjunction with our sales conference this year. The summit will take place at Planet Hollywood on June 20-21 just prior to the CWCMA/NICE conference kickoff. This Single Copy Summit brings together the nation's top single copy and amenity program sales and marketing gurus to network, benchmark and discuss industry wide challenges and opportunities. You don't want to miss the prospect of attending both the Major Metro Single Copy Summit AND the CWCMA/NICE Annual Conference.

Any CWCMA/NICE member who works for a major metropolitan property may attend the Summit. The best part is that the Single Copy Summit is also absolutely FREE to attend! And.....CWCMA/NICE members of any size property may attend the single copy roundtables on the 21st completely FREE!

No Circulation or Audience Development conference or symposium in our industry can compare to our four days straight of thought provoking topics, industry leading speakers, interactive roundtables, and networking opportunities!

See you there,

**CWCMA and NICE Board of Directors**

## Major Metro Single Copy Summit

Tuesday, June 20

By Invitation Only

Contact Craig Webber for more details

[cwebber@vvdailypress.com](mailto:cwebber@vvdailypress.com)

Wednesday, June 21

Single Copy Round Tables

Open to All 2017

Conference Attendees



# Must See Sessions

Speaker	Topic
Bill Rasmussen, Co-Founder of ESPN	Innovation
Michael Zinser, Zinser and Associates General Counsel CWCMA and NICE	Legal Updates
Shannon Haines, VP of Sales	TicketSauce/Event Marketing
Ryan Brown, CEO	Grocery Smarts/Coupon Workshop Sales
Tad Kilgore, Gannett Publishing	Digital, Sales and Retention
Aaron Kotarek, VP/Circulation, Oahu Publications, Inc.	Print First: A Contrarian Point of View
Kevin Rehberg, Director of Client Development, AAM	Monetizing Your Quality Media with AAM
Bob Terzotis, Executive Vice President Mather Economics	Using Digital Engagement to Create the Golden Customer Record
Dan Schaub, Corporate Director of Audience Development, McClatchy Newspapers	Driving Your Business Through Content Strategies
Chuck Champion, Signal Multi Media	Key Note and Inspiration
Round Tables	Single Copy, Home Delivery, Digital

\*\*Sessions Speakers and Topics are subject to change without notice

## Golf Tournament

Wednesday, June 21  
More details to come.



To Register Go To: [CWCMA.org](http://CWCMA.org) or  
<https://cnpa.formstack.com/forms/2017annualconference>

# Conference Registration Form

**Conference Registration Beginning at \$299.00!**

Register today and secure your attendance!

Rates subject to change without notice.

- Need ideas for growing revenue?
- Excited about the synergy between print and digital?
- Time to get away?
- What big ideas will you take home?
- Order production need a boost?
- Routine operations need a recharge?
- Know your playbook needs some new pages?

**WEDNESDAY, JUNE 21**

Single Copy Round Tables  
Golf Tournament  
President's Cocktail Reception

**THURSDAY, JUNE 22**

Hot Ideas Luncheon  
Conference Session - Full Day  
Friendship Reception

**FRIDAY, JUNE 23**

Honorary Lifetime Members Awards  
Conference Session - Half Day

## Plan to join us. Register Now! (3 options):

- Go online to [www.cwcma.org](http://www.cwcma.org) (credit card payment) or <https://cnpa.formstack.com/forms/2017annualconference>
- Complete the registration/pledge form and fax to (415) 898-8836
- Complete the registration/pledge form and mail with payment to:  
CWCMA, Attn. Blake Webber, 123 Sequoia Glen Lane, Novato, CA 94747-5181

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Spouse/Guest Name: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Verification #: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

All Fees for the CWCMA/NICE conference are non-refundable

**Newspaper  
Member**

**Non-Member  
No Members in  
Organization**

Full Conference \*

\$299

\$424

Day Pass (per day)

\$249

\$317

Guest Registration \*\*

\$125

\$125

\* Full Conference Non-Member registration includes one-year membership in CWCMA or NICE

\*\*Guest is spouse or significant other and includes only cocktail receptions.

**Planet Hollywood Room Reservation:**  
<https://resweb.passkey.com/go/SMCWC7>