

PAMA/PNA Advertising Conference

# PLAY BALL!

May 15-17, 2024 • Genetti Hotel and Suites, Williamsport





# THE LINEUP

## WEDNESDAY, MAY 15

- 11 a.m. – 4 p.m. Optional Round of Golf
- 4 – 5:30 p.m. Registration
- 5:30 – 6:30 p.m. **Pre-Game Warmups:** Happy Hour at 5:30 p.m.  
Catch up with old and new friends. Pay on your own.
- 7 p.m. **Dinner** at the Bullfrog Brewery  
Pay on your own.

## THURSDAY, MAY 16

- 7 – 10 a.m. Hotel Breakfast  
Overnight guests can enjoy a full, hot breakfast in the hotel restaurant.
- 8 – 9 a.m. Registration, Continental Breakfast and SWAG Giveaways
- 9 – 9:15 a.m. **Take Me Out: Welcome to Williamsport**  
**Bob Rolley**, publisher, Williamsport Sun-Gazette
- 9:15 – 9:30 a.m. **From the Front Office: MANSI Media/PNA Update**  
**Bill Cotter**, president & CEO
- 9:30 a.m. – 9:45 a.m. **Team Roster: PNA/LMA Branded Content Bootcamp**  
The Pennsylvania NewsMedia Association Foundation is proud to offer a complimentary eight-week course that will increase your bottom line.  
**Julia Campbell**, chief transformation officer, Local Media Association
- 9:45 – 10:15 a.m. **Top of the First: Keynote Presentation**  
**Gabe Sinicopi, Jr.**, vice president of marketing, Williamsport Crosscutters of the MLB Draft League
- 10:30 – 11 a.m. **Don Your Rally Caps: We Can Still Win**  
You're not just a professional, you're an All-Star! Let's talk about why we should all have confidence at the plate with the value we bring. We still have a great story to tell, and you're the hero of this game.  
**Brad Bailey**, general manager, Press Enterprise, Bloomsburg
- 11:15 a.m. – 12 p.m. **In the Dugout: Session for Ad Managers**  
Classified Resurgence  
**Rob Anders**, director of advertising, Pittsburgh Post-Gazette
- 11:15 a.m. – 12 p.m. **Spring Training: Session for Sales Reps**  
Let's discuss our greatest challenge.  
Moderator: **Matt Miller**, chief revenue officer, Trib Total Media

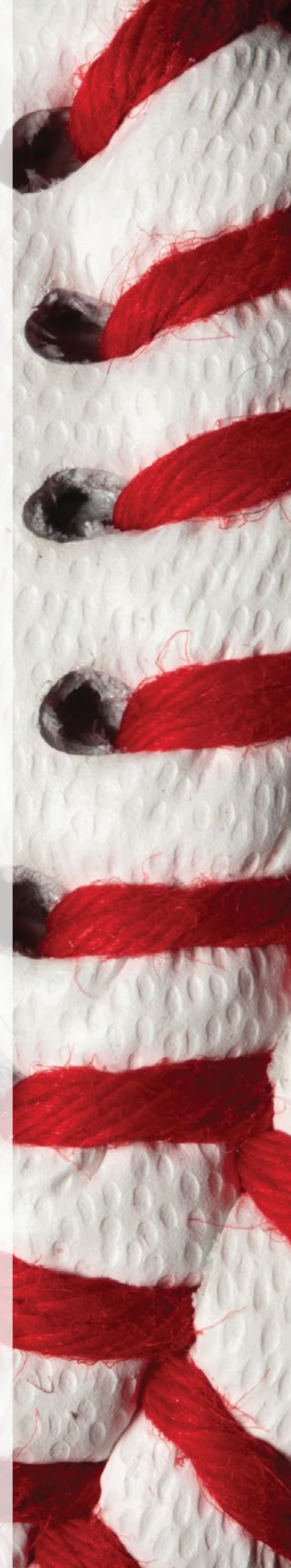


## THURSDAY, MAY 16 (CONT.)

- 12 – 1:30 p.m. **Seventh Inning Stretch: Lunch and Awards**  
Presentation of PNA Foundation Advertising Contest Awards
- 1:45 to 3 p.m. **A Winning Game Plan: Session for Sales Reps**  
Taking the five greatest challenges from the morning session, the group will work on solutions.  
Moderator: **Matt Miller**, chief revenue officer, Trib Total Media
- 1:45 – 3 p.m. **Who’s on First: Building Your Lineup**  
Recruiting Top Media Sales Talent  
**Karen Young**, Founder & President, HR Resolutions
- 3:15 – 4 p.m. **Walk Off Home Run: We’re on the Same Team**  
Sales reps and their trainer/moderator share their ideas for winning sales strategies devised during the previous session.
- 5:30 p.m. – 6:30 p.m. **Post-Game: Reception at The Crooked Goose Irish Pub**  
Sponsored by PAMA
- 7 p.m. **Dinner at The Stonehouse Wood Fired Pizza & Pasteria**  
Pay on your own.

## FRIDAY, MAY 17

- 7 – 10 a.m. **Hotel Breakfast**  
Overnight guests can enjoy a full, hot breakfast in the hotel restaurant.
- 8:30 – 9 a.m. **Registration and Continental Breakfast**  
Breakfast sponsored by MANSI Media.
- 9 – 10 a.m. **Bottom of the 9th: “Connecting with Your Community”**  
Learn about this new project from TTM, OwnLocal and MeSearch that launched 35 new microsites with aggregated content that utilizes AI to write articles.  
**Matt Miller**, chief revenue offer, Trib Total Media  
**Joe Lawrence**, General Manager, Me Search
- 10 – 11 a.m. **Umpire’s Call: Advertising Legal Issues**  
Would you run this ad? The top ten questions from the PNA Legal Hotline and how to get on base safely.  
**Melissa Melewsky**, media law counsel, PNA
- 11- 12:30 p.m. **Extra Innings: Manager Roundtable**  
A look at MANSI Media and their new strategies and initiatives which are building for success.







# BATTER UP!

## REGISTRATION INFORMATION

**What:** The PAMA/PNA Advertising Conference

**When:** May 15-17, 2024

**Conference fees:**

Fulltime Ad Manager: \$250      Thursday Only/Sales Rep: \$125      Awards Lunch Only: \$25

Register at <https://panewsmedia.org/event/pama-advertising-summit/>

**Registration deadline:** Wednesday May 1

## HOTEL INFORMATION

### Genetti Hotel and Suites, Williamsport

Overnight rooms are available at the Genetti Hotel and Suites at a special group rate of \$75.96 per night by calling the Genetti Hotel and Suites directly at (570) 326-6600.

**Overnight room reservations must be made by Wednesday, April 24.**

