



**Happy Valley
Welcomes
Innovators, Revenue
Drivers & Inspirers**

PNA Advertising Conference

Sept. 24-26, 2025 | The Graduate Hotel, State College, Pa.
Supported by Pennsylvania Advertising Managers Association



Dear PNA Members,

I am excited to personally invite you to attend the Pennsylvania NewsMedia Association's upcoming **Advertising Conference** - a three-day event designed to inform, connect and inspire.

In addition to a strong lineup of timely and practical sessions, this year's conference offers valuable time to connect with colleagues. Enjoy an optional golf outing, lively happy hours and networking dinners with colleagues from across the state.

We will also host a special **Awards Luncheon** to celebrate outstanding achievements in our industry, including the **PNA Foundation Advertising Contest winners, the Audience Development Person of the Year and the Newspaper Hero of the Year**. It is a moment to honor excellence, creativity and commitment across Pennsylvania's news media community.

This year's sessions will cover critical topics such as:

- Exploring new revenue streams with innovative ad products
- Leading with hospitality to inspire team performance
- Using AI to improve ad sales, customer engagement and creative output
- Smarter hiring strategies to identify top sales talent
- New ways to monetize social media, newsletters and core products
- Rebuilding trust with local advertisers and maximizing existing offerings
- A peer-led roundtable for managers to exchange real-world ideas and solutions

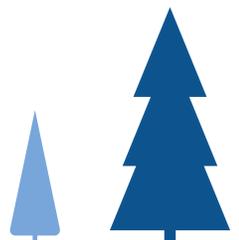
Whether you are looking to boost revenue, embrace new tools, or gain fresh insight from your colleagues, [this event will offer the inspiration and resources you need to succeed in today's media landscape.](#)

I hope you will join us for what promises to be a rewarding and energizing experience.

Sincerely,



Bill Cotter President & CEO



SCHEDULE

WEDNESDAY, SEPT. 24

Optional golf – Coordinated by John Leeser

6 P.M. – Happy Hour with our group at a local establishment

7 P.M. – Dinner with our group at a local restaurant

THURSDAY, SEPT. 25

8 A.M. – 9 A.M. – Continental breakfast

9 A.M. – 9:20 A.M. – **Welcome to State College!**

Presented by **Molly Kunkel**, president & CEO of Centre Foundation

9:20 A.M. – 10:30 A.M. – **Lead with Hospitality** – Inspire Performance

Through Emotional Connection

Presented by **Taylor Scott**, best-selling author and organizational development consultant

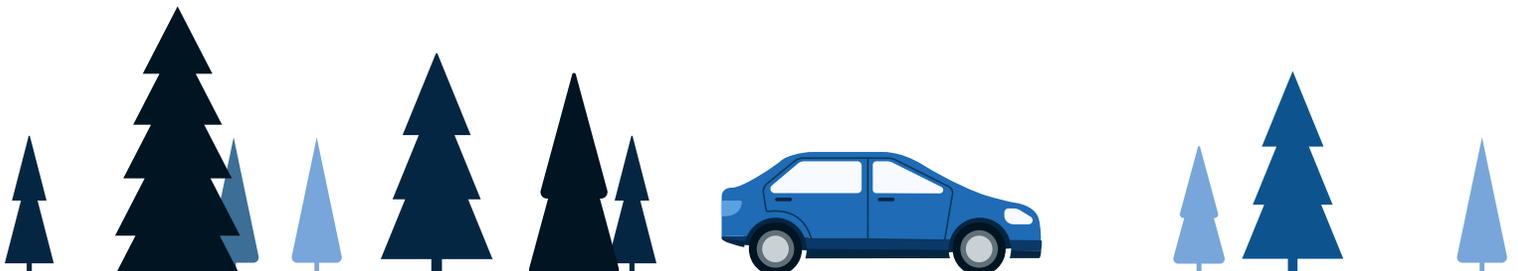
Discover how to lead with hospitality by creating emotional connections that inspire people to take action. This keynote will explore how evoking the right feelings can “move people to move,” empowering your team to perform at their best.

10:30 A.M. – 10:45 A.M. – Break

10:45 A.M. – 11:45 A.M. – **Leveraging AI in Ad Sales:** Smarter Tools for Better Results

Presented by **Mike McGreevy**, founder of ZoomOut Group

Technology is transforming how we sell, fulfill and measure advertising. This session explores how AI can empower ad sales teams with tools like predictive lead scoring, automated proposals and hyper-personalized ad packages built on advertiser data and audience insights. Learn how these innovations can help your reps become more consultative and effective in driving results.



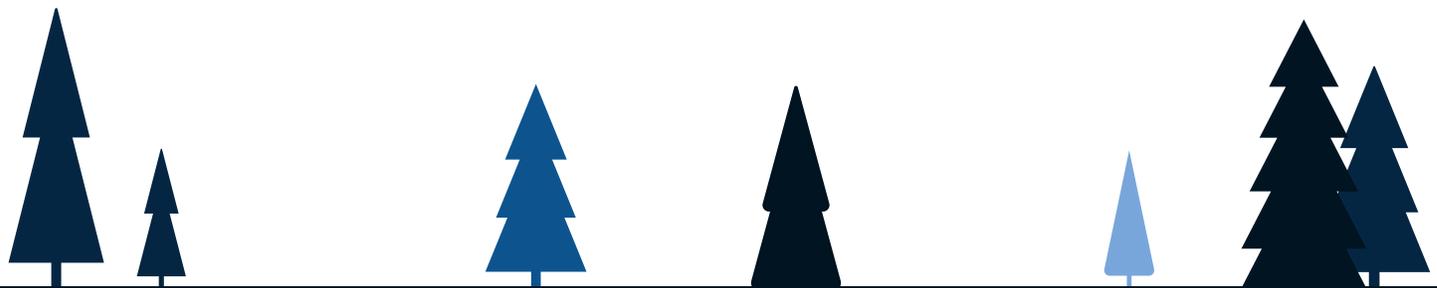
Noon – 1:30 P.M. – Luncheon with the presentation of the PNA Foundation Advertising Contest Awards, Audience Development Person of the Year Award, Newspaper Hero of the Year Award and the John G. Leeser, Jr. Scholarship Award.

1:45 P.M. – 2:30 P.M. – **AI in Action:** Transforming Media Sales and Customer Engagement
Presented by **Mike McGreevy**, founder of ZoomOut Group

AI is rapidly reshaping the future of media, advertising and audience engagement. In this session, discover how news media companies can harness AI-driven tools to gain deeper audience insights, improve ad targeting and boost operational efficiency. Learn practical strategies for using AI to generate compelling ad creatives and optimize campaign performance.

2:30 P.M – 3:15 P.M. – **Hiring Smarter:** How to Identify Top Sales Talent Faster
Presented by **Mark Vinciguerra**, publisher and president, Capital Region Independent Media

Tired of wasting time on underperforming candidates? Learn how Sure Hire, a proven sales recruitment tool, can help you quickly identify high-potential hires and eliminate unqualified applicants—saving both time and money in your hiring process.



3:15 P.M. – 3:30 P.M. – Break

3:30 P.M. – 4:30 P.M. – **Exploring New Revenue Streams:** Innovative Advertising Products That Work

Panelists include:

Kevin Vanover, vice president of sales, The Philadelphia Inquirer

Stephanie Fairbanks, advertising sales manager, Gannett

Carole DeAngelo, director of multi-market advertising and events, Ogden Newspapers

Discover real-world success stories from news media markets across Pennsylvania and gain insight into what's driving results. This session will highlight creative strategies news organizations are using to grow revenue beyond traditional print and digital advertising. Learn how advertising leaders are building branded content programs, securing sponsorships, partnering on community events, and bundling services like SEO, social media management, and website design into long-term campaigns.

6 P.M. – 7 P.M. – Happy Hour with our group at a local establishment

7 P.M. – Dinner with our group at a local restaurant



FRIDAY, SEPT. 26

7:30 A.M. – 8:30 A.M. – Breakfast

8:30 A.M. – 9:30 A.M. – **Monetizing Social Media and Newsletter Audiences**

Presented by **Rob Anders**, advertising director, Pittsburgh Post-Gazette

Learn proven strategies for turning engaged readers into revenue through social media and email platforms. This session will explore how local publishers can build sustainable income by leveraging content creation, sponsorships, and ad sales—especially through video and other high-engagement formats.

9:45 A.M. – 10:30 A.M. – **Rebuilding Trust** and **Maximizing Revenue** with Local Advertisers Using What You Already Have

Presented by **Patti Bennett**, news media consultant

How can publishers rebuild confidence with small and mid-sized businesses around digital solutions and performance metrics? This session focuses on practical strategies for maximizing revenue from core products—print, e-editions, digital display, email newsletters, and social media—without reinventing the wheel. Learn how to better package, position and price your offerings to deliver real value, especially for budget-conscious advertisers.

11 A.M. – 12:30 P.M. – **Manager Roundtable: Real Talk, Real Solutions**

Facilitated by **Bill Cotter**, PNA president and CEO

Join fellow advertising managers for an open, peer-led discussion on the challenges and opportunities facing today's news media organizations. Bring your revenue ideas, pressing concerns, and real-world issues to the table—this is your chance to exchange insights, ask questions, and gain practical solutions from those who understand your day-to-day best.



HOTEL DETAILS

The event is being held at the **Graduate by Hilton State College**, located at **125 S. Atherton Street, State College.**

To reserve your overnight room at our special group block rate of \$169 (+ tax), you must use [this link.](#)

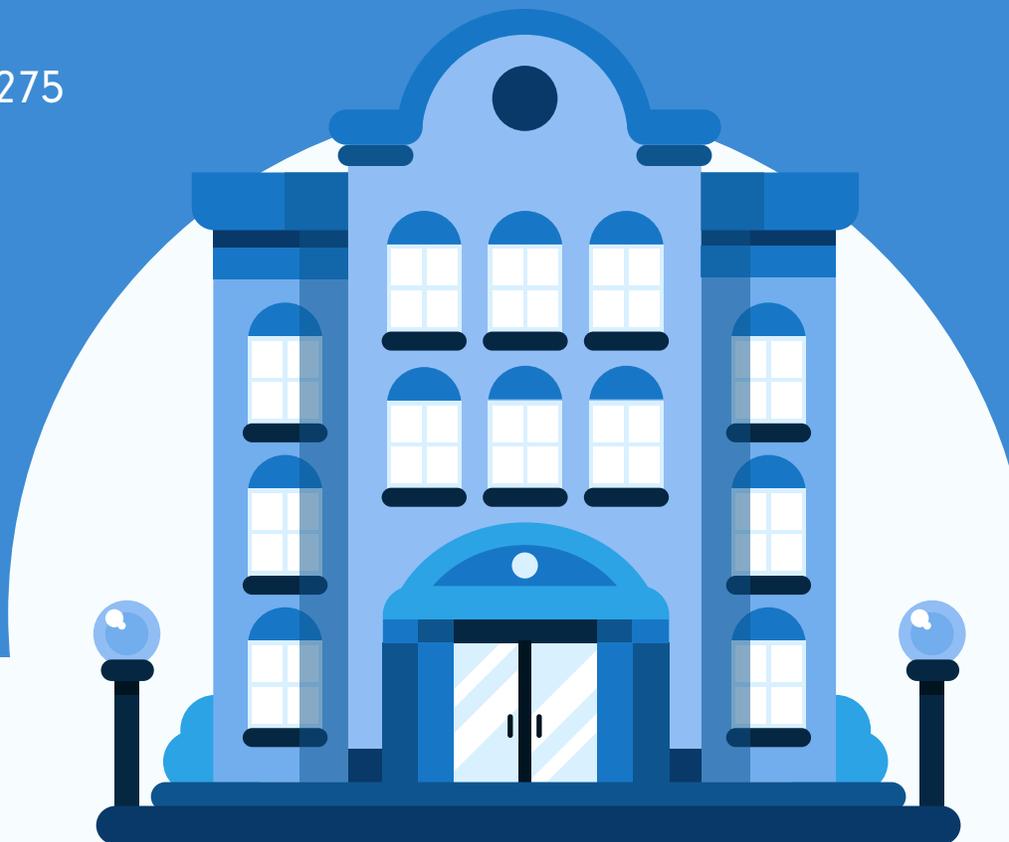
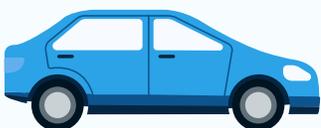
The deadline to register is **September 10.**

The PNA Foundation Advertising Contest winners, the Audience Development Person of the Year and Newspaper Hero of the Year award winners will be honored during an awards luncheon on Thursday, Sept. 25 in conjunction with this event. The John G. Leeser, Jr. Scholarship Award will also be presented.

Full Time Registration - \$275

Thursday Only - \$175

Ad Luncheon - \$40



SPEAKERS



MOLLY KUNKEL

Molly Kunkel brings more than 35 years of leadership experience in local nonprofits and has served as executive director of Centre Foundation since 2008. Under her leadership, the foundation's assets and grantmaking have more than tripled, and new outreach initiatives have significantly expanded its community impact. Molly continues to guide Centre Foundation as the region's leading philanthropic resource, advancing a strategic plan focused on impact investing and community convening to drive local transformation.

TAYLOR SCOTT

Taylor Scott is a best-selling author, keynote speaker and organizational development consultant. He inspires audiences nationwide—from Fortune 500 companies to universities—through books, workshops and licensed content. With 20 years in hospitality at Disney, Gaylord Hotels, Wynn Resorts and The Cosmopolitan of Las Vegas, Scott draws on real-world experience to connect with leaders at all levels. He holds a bachelor's degree in business administration from Florida Southern College and a master's in hospitality management from Cornell University.



MICHAEL MCGREEVY

With 20+ years in sales, marketing and operations, Michael McGreevy helps business leaders turn AI into their superpower. He makes AI practical and profitable for small and mid-size businesses—no tech jargon required. As founder of ZoomOut Group, he shows teams how to make AI their smartest hire.



MARK VINCIGUERRA

Mark Vinciguerra is a veteran media executive and president of Capital Region Independent Media, where he oversees newspapers, newsletters, social media and broadcast properties across upstate New York and Vermont. A passionate advocate for community journalism, he is committed to revitalizing local news through innovation and sustainable business models. With decades of experience in circulation, publishing and audience development, Mark offers valuable insight into the future of local media and its vital role in supporting informed communities and a strong democracy.

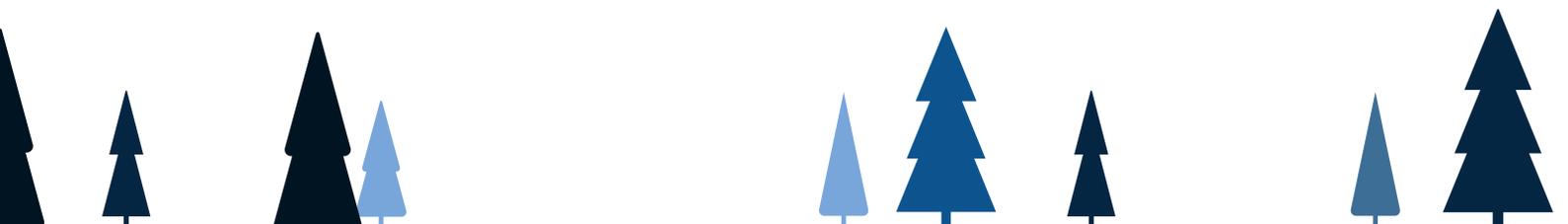


KEVIN VANOVER

Kevin Vanover is vice president of sales at The Philadelphia Inquirer. Prior to joining the Inquirer, he held several leadership roles at Hearst, where he specialized in digital media services and demand generation. He also played a key role in building and scaling Hearst StoryStudio, the company's branded content division. Kevin brings a strong track record of driving revenue growth through innovative advertising and content solutions.

STEPHANIE FAIRBANKS

Stephanie Fairbanks is an experienced sales manager with a strong track record of driving advertising revenue through strategic client partnerships and innovative campaign solutions. With deep expertise in Northeast regional markets and a focus on customer satisfaction, she consistently delivers results that exceed expectations. Her collaborative leadership has helped boost brand visibility and maximize ROI for clients across a range of industries.



CAROLE DEANGELO



Carole DeAngelo is the director of multi-market advertising and events for Ogden Newspapers. She brings more than a decade of newspaper industry experience, including leadership roles at the Observer-Reporter (Washington), the Herald-Standard (Uniontown), and most recently, the Dominion Post in Morgantown, W.Va. Her career also includes six years in radio and more than 20 years in mall management - all centered on connecting and serving communities. In addition to her media work, Carole owns a boutique in Washington and has created popular local events such as Kids Fest and the Greater Pittsburgh Food Truck Festival. An Athena Award recipient and active board member, she is a passionate advocate for small business and community engagement.

ROB ANDERS

Rob Anders brings more than 20 years of experience in the news media industry, beginning his career as an inside advertising sales representative and working across multiple roles and departments. He currently serves as senior director of advertising for the Pittsburgh Post-Gazette and The Toledo Blade. From placing \$10 garage sale ads and negotiating six-figure preprint buys to even delivering a missed paper on Thanksgiving - complete with a dog bite - Rob has seen nearly every side of the revenue-generating business. His well-rounded experience reflects a deep commitment to local media and innovative advertising solutions.



PATRICIA BENNETT



Patricia Bennett is a former newspaper executive with deep experience in advertising, sales training and multi-publication management. She led high-performing teams at The Daily Item in Sunbury and later served as group publisher for CNHI in Ashland, Ky. Now based in Lewisburg, Bennett oversees marketing for her family's retail businesses and consults with newspapers on boosting sales, team development and client engagement. A passionate industry veteran, she brings an insider's insight to revitalizing newspaper sales.

