



The Community Publishing Industry's Largest Conference and Trade Show

Presented By The Association Of Community Publishers

LIFE IN THE FAST LANE



20^{acp}23

CHARLOTTE



CONFERENCE & TRADE SHOW



MAY 11-12, 2023

HILTON CHARLOTTE UNIVERSITY PLACE



LIFE IN THE FAST LANE

2023^{acp} CHARLOTTE

CONFERENCE AND TRADE SHOW

NEED TO KEEP PACE WITH THE COMPETITION?

JOIN US IN CHARLOTTE TO EXPLORE “LIFE IN THE FAST LANE”



On behalf of the ACP Board of Directors and the ACP Staff it will be my privilege to say, “START YOUR ENGINES” and prepare to meet us in Charlotte, North Carolina!

The 2023 ACP Conference and Trade Show will be the industry’s premier networking event of the year. We are excited to bring everyone together for this ACP Superspeedway gathering.

This year’s conference will be fast paced and full of information that you can use to fill your tank. Expect some new ideas, to see some old friends, meet the Rising Stars, and to spend time with the best Pit Crew in the industry, our Trade Show Partners.

The Hilton Charlotte University Place is an outstanding location for the 2023 conference. Plan on a short 20-minute drive from the airport. It runs along a picturesque lake and offers the perfect environment for both business and pleasure. All for only \$149 per night.

The Conference Team has put together a full track. There are educational and networking road courses for everyone. You will find your favorites, TLI classes and Leadership Roundtables. If you are looking for ways to slingshot through the digital media world or how to take the pole position from your competition this conference has it all. Here are a few highlights you can expect.

Sam Richter’s Every Sales YES Begins with a KNOW

The Demystifying of Digital with Dan Buendo

Idea Exchange “NASCAR Style”

Pit Row with our Trade Show Partners

Tom Silvestri of The Relevance Project with Tools to Help Community Newspapers Grow

We won’t slow down for our afternoon and evening events. The Club ACP gathering is set up to be a real winner. It will be located on a beautiful, covered patio, with a fire pit, corn hole (bags) pit and of course a pit stop for a cold beverage. If speed is what you seek visit our Trade Show Partners on Friday afternoon to experience the first ever ACP Remote Control Car Series Race.

The Conference Committee has worked hard to develop a conference valuable to you, our members. We do not take for granted your investment of time and money to attend. Our hope is that you will drive away feeling rejuvenated and ready to do a Victory Spinout.

Barb Perry

2023 Conference Chair



CONFERENCE OPENING KEYNOTE

EVERY SALES YES BEGINS WITH A KNOW WITH SAM RICHTER

INTEL SECRETS TO FIND THE RIGHT PERSON,
AT THE RIGHT TIME, WITH THE RIGHT MESSAGE



In today's world, it's no longer enough to be interesting. To succeed in sales, you must be interested. What's important to the other person? How can you hyper-personalize your message so it gets noticed? When you know more, you'll find the right opportunities, at the right time, with the right message to get meetings with decision makers that others only dream about. In this dynamic program, you will discover...

- A mathematically proven formula for revenue growth that reveals your best prospect companies, decision makers, contact information, and ways to connect that generates positive responses.
- Jaw-dropping tactics for finding online information that 99%

never thought possible, using the tools you already use every day (and some new ones you never knew existed - all free!).

- Techniques to identify opportunities using sales trigger events and powerful introductions, so you're calling on prospects who most likely need your product or solution, right now.

How to leverage information and put the "R" back into CRM to get past gatekeepers, make a great impression, and gain permission to ask challenging questions.

Attendees will receive custom Intel Resources making it easy to implement what was learned when you get home. You will be shocked at what you don't know (but soon will) that you will immediately use to dramatically improve sales performance.

CONFERENCE WORKSHOP SESSION

"GET THE MEETING WORKSHOP" WITH SAM RICHTER

EVEN MORE WEB SEARCH SECRETS FOR FINDING SALES OPPORTUNITIES AND GETTING MEETINGS WITH DECISION MAKERS

In the keynote, you learned sales intelligence strategies and tactics to find more opportunities and get meetings with decision makers most never dreamed possible. In this perfect workshop complement, you'll discover best practices for advanced intel gathering and communication including...

- ✓ **ADVANCED WEB SEARCH SECRETS** (that most pros don't even know) for finding existing lead lists, membership directories, competitor proposals, price lists, past and current RFPs, and more.
- ✓ **BEST PRACTICE TECHNIQUES FOR LEVERAGING INFORMATION AND EFFECTIVE PROSPECTING** via email, social media / LinkedIn, and live sales calls (includes the best-practice script library).
- ✓ **INTEL TACTICS AND RESOURCES THAT REVEAL HIDDEN INFORMATION** - in legal and ethical ways - that help you discover more opportunities and ways to increase your credibility and value.
- ✓ **WAYS TO USE THE CUSTOM INTEL RESOURCES** that all attendees receive to find the right prospects, at the right time, and ensure relevancy in every sales call (taught through a live, interactive demo).

When you know more about your prospects and clients, their issues, their goals, their industries, and their (and your) competitors, you gain the edge in every sales call, every meeting, every proposal, and every negotiation – every time.

LEADERSHIP SESSION

GET IN TO THE DIGITAL RACE WITH CHARITY HUFF



Charity Huff is CEO of January Spring, a digital marketing & advertising agency that works exclusively with Niche publishers. Charity has designed and delivered multi-media sales programs, working alongside 5,000+ sales professionals from the media and tech industries over her 25+ year career. She and her team have built a proven model to enhance your offering to include off-site digital using a combination of geo-fencing, device targeting, household targeting, paid social, and search marketing.

Seven out of every \$10 spent in local advertising will be spent in digital this year. Charity Huff, CEO of digital ad agency January Spring and partner with ACP, will provide proven, go-to-market strategies that include the right combination of your own print and digital paired with "the rest of the internet." Leave this session revved up to take these offerings back to your team. New revenue is within reach.

LEADERSHIP SESSION

10 STEPS TO DIGITAL SUCESSS WITH DAN BUENDO

REAL WORLD EXPERIENCE IN BUILDING A DIGITAL MARKETING BUSINESS FROM AN EXISTING PRINT BUSINESS.



Way back in 2003 Dan Buendo started offering web design services to local newspaper advertisers under the Reminder Web Design name, an extension of their newspaper company, Reminder Publications. Eventually, this digital division of the newspaper grew to become its own separate company, Envision Marketing Group (EMG), a full service marketing and advertising agency, launched in 2010, specializing in branding, weab design, SEO, social media, video production, email marketing, media placement and a whole lot more. Today, EMG continues to grow its client base, working with hundreds of small, medium & large business throughout New England and across the country.

Dan's session will cover ten of the most important steps publications can take to build their digital business. He will address your questions, fears and concerns having walked the same path you are faced with in your markets. Hearing about digital from an experienced print professional should deliver a perspective and experience level that will give sound, relevant and insightful information to assure participants they get the guidance and information they need to build their digital business.

LEADERSHIP SESSION

BE THE COMMUNITY FORUM WITH TOM SILVESTRI



Learn about a transformative strategy to redefine your future as THE Community Forum, becoming super-relevant to a growing audience while meeting crucial demand for civil discourse. In its simplest form, the initiative uses the Forum or town hall formats to better advocate the mission of your organization, deepen the news literacy of your community, and organize civil conversations about community issues of importance while identifying game-changing solutions that improve the quality of life and the success of your operation. Above all, the ultimate goal is to be the catalyst for an enlightend democracy, thanks to your organization's intense connections to the community it serves and your inspiring leadership. Learn from the organizer of the Public Square that blazed a new course for civil discourse in Richmond, VA, over a 15-year period that delivered nearly 80 programs. The Community Forum has been an initiative of The Relevance Project, an initiative of press associations in the U.S. and Canada.

Tom Silvestri has spent nearly 45 years in the newspaper industry including roles as a frontline news manager and editor, jobs with dailies and weeklies while launching monthlies, unprecedented corporate roles such as the director of news synergy and community newspapers president, several community and industry leadership positions, and the establishment of a civil, civic dialogue initiative called the Public Square that earned The Times-Dispatch national acclaim. Tom's industry experience has also included being chairman of the American Press Institute and president of the Southern Newspaper Publishers Association, where he received the Frank W. Mayborn Leadership Award in 2018. He also is a member of the Virginia Communications Hall of Fame.

LEADERSHIP ROUNDTABLE

BRING A QUESTION TO SHARE - This session will be a thought provoking open mic roundtable that will be sure to get your engines and engagement fired up! This is your chance to make sure your questions, concerns, or topics of interest are discussed.



PROFESSIONAL EDUCATION PROGRAMS

TLI111 - SELLING AGAINST THE COMPETITION

This session covers positioning your publication relative to your competition in your prospect's mind. Using your strengths and exploiting your competitor's vulnerabilities to win and keep business.

TLI 125 - HOW TO SUCCEED IN A TIGHT ECONOMY

When the going gets tough... do you or your sales team run and hide or adapt and persevere? Learn sales strategies and techniques that will build confidence and get sales results in a tight challenging economy.

TLI 152 - SELLING BEST PRACTICES

From prospecting all the way to asking for the order, this course will review a variety of things salespeople can do to increase their effectiveness (and income). The impact of having an open mind, solid enthusiasm and belief in your product will become evident as you step through the sales process from beginning to end.

TLI 230 - ONLINE AND IN THE PAPER - SELLING BLENDED DIGITAL AND PRINT ADVERTISING PROGRAMS.

This class will show salespeople how to plan, position and sell blended digital/print programs which will get results for advertisers and generate revenue for publishers. Sell digital advertising and protect your print product by driving readers to your paper.

TLI 250 - 5 LEVELS OF LEADERSHIP

What makes a good Leader? Some say you'll know one when you see one; others confuse being a Leader with simply having a title. In the 5 Levels of Leadership we will provide a roadmap to help you reach your full leadership potential. Learn how to go from being a Boss to being a Leader people are excited to follow.

TLI 251 - THE 7 IRREFUTABLE THEORIES ON LEADING A TEAM

While all great leaders have their version of what works when leading people there are some irrefutable theories that must be present if you are to lead and influence others. This class we will discuss 7 of these theories and how if you understand and follow these theories you will take your team from good to Great!

TLI 252 - MAKING CREATIVITY YOUR SECRET WEAPON

In a time when salespeople and their companies are facing greater challenges every day and have fewer resources to overcome them, we need to find creative solutions in order to accomplish our goals. This class will discuss how to stimulate creative thinking in your people and your organization and find out-of-the-box answers to your biggest challenges.

TLI 320 - DIGITAL SALES BASICS

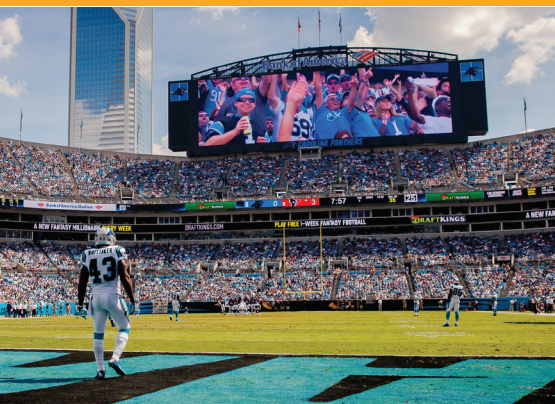
There is no need to be intimidated by the terminology and technology of the digital advertising world. This class will provide an understanding of the basics from a print world's perspective so that you can intelligently include digital in your marketing conversations with clients.

CLOSING KEYNOTE

ALL ABOUT RELEVANCE WITH TOM SILVESTRI



Don't dare bring doom and gloom to this program. We're going to win with Relevance. Shake off the negative and adopt The Relevance Project as your own initiative. Take the lessons learned in this North American project and leave with a new framework that will uplift your organization. We will examine better storytelling about our important missions, promotions that show we get desired results, communications that amplify key objectives and values, best practices to boost individual and team improvement, and embracing The Community Forum strategy to sharpen organizational effectiveness. Think a dynamic bundle of coordinated positive actions. Your guide will be the executive director who spent nearly three years creating an identity for The Relevance Project, an initiative of the Newspaper Association Managers (NAM).



CONFERENCE SCHEDULE

WEDNESDAY – 5/10

- 2 – 4 PM ACP Board Meeting
- 4:30 – 5:30 PM Rising Stars Orientation Meeting
- 6 – 7:30 PM Opening Welcome Reception

THURSDAY – 5/11

- 7:30 AM Registration Open
- 7:45 – 8:45 AM Breakfast in Trade Show Area
- 7:45 – 8:45 AM World Health Insurance Breakfast Meeting
- 8:45 – 9:30 AM Opening Ceremonies
- 9:30 – 11 AM **Keynote – Sam Richter**
Every Sales YES Begins with a KNOW
- 11 – 12:15 PM Break and Vendor Interaction Session
- 11:15 – 12:30 PM Rising Stars Session
- 12:15 – 1:15 PM Recognition Lunch in Trade Show Area
- 1:15 – 2:30 PM Sam Richter - Get the Meeting Workshop
- 2:35 – 3:50 PM **Breakout Sessions:**
TLI Classes: (2 to choose from)
Leadership Roundtable - Open Forum
Trade Show Open
- 3:50 – 4:20 PM Break and Vendor Interaction Session
- 4:20 – 5:35 PM Idea Exchange - Roundtable NASCAR Style
- 6:30 – 8:30 PM Dinner & Cocktails
- 8:30 – 10:30 PM Club ACP

FRIDAY – 5/12

- 7:30 AM Registration Open
- 7:45 – 8:45 AM Breakfast in Trade Show Area
- 7:45 – 8:45 AM SMC Breakfast Meeting
- 8:45 – 10 AM **Breakout Sessions**
TLI Classes: (2 to choose from)
Leadership Session - 10 Tips to Digital Success
Trade Show Open
- 10 – 11 AM Break and Vendor Interaction Session
- 11 – 12:15 PM **Breakout Session**
TLI Classes: (2 to choose from)
Leadership Session - Be the Community Forum
Trade Show Open
- 12:15 – 1:15 PM Lunch
- 1:15 – 2:15 PM Trade Show Last Opportunity Session & Race
- 2:15 PM Silent Auction Officially Closes
- 2:30 – 3:45 PM **Breakout Sessions**
TLI Classes: (2 to choose from)
Leadership Session -
“Get Into the Digital Race”
- 3:45 – 4:45 PM **Closing Keynote Tom Silvestri -**
All About Relevance
- 4:45 – 5:30 PM Closing Presentations (TLI Graduation)





AUCTION & RAFFLE

We will be holding a Silent Auction in Charlotte. All proceeds from the auction will go to the Bill Welsh Foundation which supports educational initiatives for young professionals (such as the Rising Stars) in the Community Publication Industry. We are always in need of donations so you can find the form and instructions at communitypublishers.com and we encourage everyone to bid on the items at the conference as well. We appreciate your participation and support!

Back by popular demand, the lottery board will be in play at the Charlotte conference to benefit the Bill Welsh Foundation also! This exciting raffle was such a huge success in Des Moines that we decided to bring it back in 2023. ACP will purchase \$100 worth of scratch off tickets and we will sell raffle tickets throughout the conference for one lucky winner to have a chance at winning millions! Winner takes all, so be sure join in on the excitement!



ALL WORK & NO PLAY - NOT A CHANCE!

WEDNESDAY:

Join us on Wednesday evening to kick off the conference with a cocktail and get reacquainted with your fellow attendees! Mingle with friends and meet new faces and then pair off into groups to enjoy a nice dinner at one of the many local restaurant options in the surrounding area. Or jump on the light rail for a quick ride into the city to enjoy all that downtown Charlotte has to offer!

THURSDAY EVENING:

On Thursday we welcome everyone for the opening reception at the Hilton - dinner and cocktails followed by the ever-famous Club ACP! Unwind and let loose with live music, dancing, activities and drinks for a one-of-a-kind networking experience overlooking the lake that you won't find anywhere else!

SATURDAY EVENING - EXPLORE CHARLOTTE:

We have partnered with the Charlotte CVB to offer our group special offers and discounts that you can use around town for deals on activities, shopping, dining and more.

IDEA EXCHANGE

JOIN US FOR THE ACP 500 IDEA EXCHANGE

NASCAR STYLE! Bring us your ideas - new, old or retread - even if it isn't your original idea, we want to hear them all! You'll enjoy watching our contestants trade paint while presenting their money-making or cost saving ideas! The stakes are high for the presenters who will compete to make the podium finish in this annual attendee favorite and newest version of the 3-Minute Idea Exchange. Contestants will present their idea to the audience to sway them for their votes. The audience will do a live phone vote to determine the three finalists who will receive the checkered flag and be on the podium. The audience will then vote again to determine which finalist will make it to victory lane and win the \$500 first place, the \$250 second place and \$100 third place prizes. The fun and entertainment of this event are sure to be a conference highlight! But the true opportunity will be the value of the ideas presented as a resource for attendees to take home a revenue generating idea or an operational improvement that could potentially cover far more than the cost of attending. Bring your best idea with you to Charlotte and be ready to step into the fast lane!



BOOK YOUR ROOM!

You must contact the Hilton to book your hotel reservations directly. If you are planning to take advantage of the reduced room rates offered to ACP attendees, you **MUST** follow the instructions below:

All hotel reservations must be made directly with the Hilton Charlotte University Place by calling the hotel directly at (800) 445-8667 or (704) 547-7444, or you may book by using the link at communitypublishers.com and using code: ACP1. To receive the group rate, you must state that you are a part of the ACP group or provide the code. All reservations must be received by 4/17/2023 and must be guaranteed with a credit card. Individual reservations must be cancelled prior to 12AM on arrival date to avoid a charge of one-night room and tax. Any cancellations or changes are the responsibility of the attendee. Please contact the ACP office with questions.

ATTENDEE TYPE	ATTENDEE FEE	GUEST FEE	HILTON CHARLOTTE UNIVERSITY PLACE
Non-Network Participants and Publishing Professionals	\$599 per person	\$249 per person (meals only - no sessions)	\$149.00 Per Night + taxes Reservations: 800-445-8667 Group Code: ACP1
ADS Network Participants	\$199 per person Up to 4/1/23 ---- \$299 per person After 4/1/23	\$249 per person (meals only - no sessions)	\$149.00 Per Night + taxes Reservations: 800-445-8667 Group Code: ACP1



RESTAURANT



THINGS TO DO



LIGHT RAIL GUIDE



EVENTS



BADGE PROGRAM



CHARLOTTE CITY

Charlotte, North Carolina is a city on the rise. The third fastest-growing U.S. city of the past 20 years, Charlotte is the top travel destination in the Carolinas. From Olympic-level whitewater rafting at the U.S. National Whitewater Center to high-speed fun at the NASCAR Hall of Fame, Charlotte offers exclusive experiences found only in this ready-to-be-explored urban haven. Charlotte continuously garners attention for its ever-evolving cityscape, diverse culinary scene, and star-studded sporting events.

FREE PAPER INDUSTRY TRADE SHOW



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TRADE SHOW PARTNERS *A PUBLICATION'S ULTIMATE PIT CREW*

PLATINUM PARTNER



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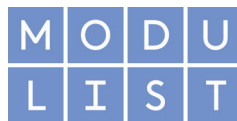
GOLD PARTNERS



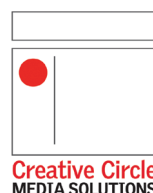
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