



MFCP
ANNUAL CONFERENCE

APRIL 16-17, 2026
CEDAR FALLS, IA

MFCP is pleased to welcome
RYAN DOHRN
KEYNOTE SPEAKER & SALES COACH



Ryan Dohrn is the founder of media sales strategy firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 30,000 media sales professionals in 7 countries. Ryan works with over 200 newspapers per year and has a deep passion for the community newspaper business. Ryan's 30-year media sales and marketing career includes leadership roles at PennWell Publishing, Morris Publishing, Disney/ABC TV and The NY Times Company. He is an Emmy Award winner, business book author and has been featured in USA Today and on Forbes.com.

RUSSELL VIERS
GRAPHICS AND NEWSPAPER INSIDER

Since 1981, Russell Viers has made a career in, and around, the publishing and printing industries. He began sharing his expertise of production techniques in 1997, since that time traveling to 23 countries as a speaker and trainer, teaching Adobe and Quark software to graphic designers and photographers. In addition to live training, Viers offers training online through his website, Digiversity.tv. He has also published videos for Adobe, Lynda.com, and Total Training.



TREVOR SLETTE
PUBLISHER AND AI INNOVATOR



Trevor Slette is a third-generation newspaper publisher with more than 25 years in the industry. He has a deep passion for community newspapers, shoppers, and magazines, and has served on state, regional, and national publishing boards. Trevor is also the co-founder of Quadd.ai, a newsroom productivity platform built to help writers save hours each week so they can focus on what matters most—covering their communities. Along with his commitment to publishing, Trevor has a strong passion for technology and closely follows the rapid developments in artificial intelligence, exploring how AI can support publishers not only in the newsroom but across all areas of their business.