

# MFCP is pleased to welcome **RYAN DOHRN**

**KEYNOTE SPEAKER & ADVERTISING SALES**



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.



# RYAN DOHRN PANTHER

## 8:30 A.M. THE POWER OF YOU

In community media, our greatest strength isn't just our publications or platforms—it's the relationships you build. It's the trust you've earned and the daily conversations you have with local businesses that depend on you to grow. Ryan Dohrn, one of the most respected sales trainers in our industry, brings high energy, practical strategies, and a no-nonsense approach to revenue growth. In this opening keynote, he'll show you how to strengthen relationships, ask smarter questions, and drive meaningful revenue by leveraging your most valuable asset: **YOU**

## 10:00 A.M. Turning Local Relationships into Real Revenue, Part 1

You know your community. You've built the relationships. Now it's time to turn that influence into intentional revenue growth. This session focuses on transforming your experience, insight, and local knowledge into practical strategies you can apply immediately. You'll learn how to move beyond order-taking and position yourself as a trusted marketing partner who delivers real results for local businesses.

## 1:15 P.M. Turning Local Relationships into Real Revenue, Part 2

Designed for both seasoned representatives and newer sellers, this session dives into the real conversations, objections, and opportunities shaping today's community publications. You'll leave with actionable frameworks, easy-to-use scripts, and proven strategies to strengthen client relationships, overcome resistance, and elevate your role as a true consultative sales professional.

# RUSSELL VIERS BLACK HAWK

## 10:00 A.M. The Amazing Power of the Humble Find/Change in InDesign

Oh, sure, I just heard a few eye rolls from people reading this. "I use Find/Change all the time" they say. "I've been using Find/Change since PageMaker, why would I need this class," others ask. Well, truth is, InDesign's Find/Change is not only incredibly powerful for document edits, it's got some amazing hidden gems that can not only save hours of time, but can work across multiple documents at the same time. So if you think we're just going to show you how to change Tim to Tom, think again. This class will show you power tools to expedite your production, and editing, process.

# TREVOR SLETTE VIKING

## 10:00 A.M. – Beyond the Newsroom — Building a More Efficient Publishing Operation with AI, Part 1

AI is no longer theoretical for small publishers — it's a practical tool for improving efficiency. In this session, publisher Trevor Slette shares how he is using AI within his organization to eliminate repetitive editorial tasks, streamline workflows, and reduce daily operational strain on small staffs. He will also present findings from a University of Minnesota School of Journalism study on reader perceptions of AI and explain how those insights informed the responsible implementation of AI across their publications.

## 1:15 P.M. – Beyond the Newsroom — Building a More Efficient Publishing Operation with AI, Part 2

In this session, publisher Trevor Slette outlines how publishing teams can leverage AI right now to enhance workflows and create meaningful time-saving efficiencies. He will also explore what the future of news consumption may look like — and how publishers can prepare today by using automation to support journalists, strengthen operations, and position local publications for long-term sustainability.

# THURSDAY SCHEDULE

- 1:30 P.M. – MVP session .....Viking
- 2:30 P.M. - 4:30 P.M. – Publisher Roundtable ..... Panther
- 2:30 P.M. - 4:30 P.M. – Sales Roundtable ..... Black Hawk
- 5:00 P.M. 6:30 P.M. – Tailgate Party ..... Patio

# FRIDAY SCHEDULE

- 7:30 A.M.– 8:30 A.M. BREAKFAST .....Ballroom East
- 8:00 A.M. – DIGITAL iPromote Upgrade .....Black Hawk
- 8:30 A.M. – THE POWER OF YOU KEYNOTE Ryan Dohrn...Ballroom East
- 9:45 A.M. – BREAK
- 10:00 -11:30 A.M. – BREAKOUT SESSIONS
  - SALES TRACK: Ryan Dohrn.....Panther  
Turning Local Relationships into Real Revenue, Part 1
  - GRAPHICS TRACK: Russell Viers.....Black Hawk  
The Amazing Power of the Humble Find/Change in InDesign
  - EDITORIAL TRACK: Trevor Slette.....Viking  
Beyond the Newsroom- Part 1
- 11:45 A.M. – MEMBERSHIP MEETING .....Ballroom East
- NOON – AWARDS LUNCH .....Ballroom East
- 1:15 -2:45 P.M. – BREAKOUT SESSIONS
  - SALES TRACK: Ryan Dohrn.....Panther  
Turning Local Relationships into Real Revenue, Part 2
  - GRAPHICS TRACK: Roundtable.....Black Hawk
  - EDITORIAL TRACK: Trevor Slette .....Viking  
Beyond the Newsroom- Part 2
- 3:00 P.M. – 3-MINUTE IDEA EXCHANGE .....Ballroom East

The MFCP board of directors and staff thank you for coming and sharing time with us!