

2012 CSCMA Conference Presentations available online

To access the speaker presentations from the 2012 Central States Circulation Managers Association conference please click on the links below the speaker names.

NAA Industry Update

John Murray – NAA – VP of Audience Development
www.cscma.com/docs-announcements/2012_CSCMA_John_Murray_NAA.pdf

Circ execs: Define your role in newspaper version 2.0

Jeff Hartley – VP of Circulation / Morris Publications Group/Circulation Director Augusta Chronicle
www.cscma.com/docs-announcements/2012_CSCMA_Hartley_Circ_Execs_Role.pdf

Email Marketing

Michelle Novak – Presslaff Marketing
www.cscma.com/docs-announcements/2012_CSCMA_Michelle_Novak.pdf

Is the Pay Wall Our Digital and Print Savior

Mike Newland - Circulation / Operations Director
Telegraph Herald, Dubuque, IA
www.cscma.com/docs-announcements/2012_CSCMA_Mike_Newland_online_access.pdf

Database Marketing and selling with Social Media

Lon Haenel - Circulation Director, The Gazette
www.cscma.com/docs-announcements/2012_CSCMA_Haenel_selling_with_database.pdf

Couponing for Growth

John Quaintance, Circulation Manager
The Lima News
www.cscma.com/docs-announcements/2012_CSCMA_Quaintance_couponing.pdf

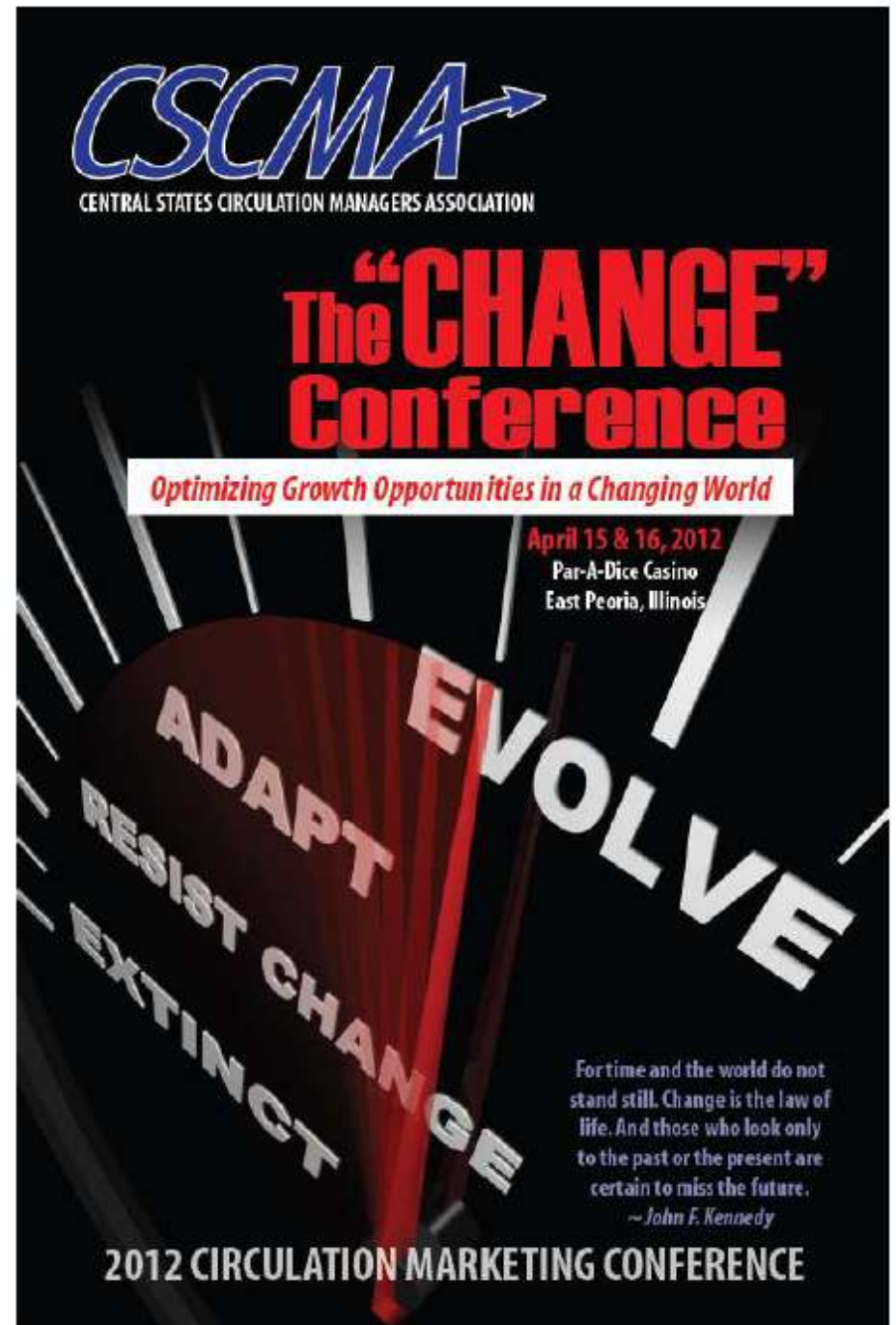
Pricing and the Ability to Improve Newspaper's Financial Position

Robert Hill – VP of Small Newspaper Group LLC & President of SNG Research
www.cscma.com/docs-announcements/2012_CSCMA_Bob_Hill_pricing.pdf

Single Copy Success in Cleveland

Mike Ferry – Asst. Director Retail Sales and Marketing
www.cscma.com/docs-announcements/2012_CSCMA_Michael_Ferry_Single_Copy.pdf

Thank you for attending this year's conference and we look forward to having you join us in the Spring of 2013. Additional details for the 2013 CSCMA conference will be sent via email or mail and can also be found at www.cscma.com this summer. CSCMA also provides opportunities for webinars and one day training events throughout the year.



The poster features the CSCMA logo at the top left, with the text 'CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION' below it. The main title 'The "CHANGE" Conference' is in large, bold, red letters. Below the title is a white banner with the text 'Optimizing Growth Opportunities in a Changing World'. The dates 'April 15 & 16, 2012' and the location 'Par-A-Dice Casino East Peoria, Illinois' are listed. A large, stylized funnel graphic is in the center, with the words 'ADAPT', 'EVOLVE', 'RESIST CHANGE', and 'EXTINCT' written on its sides. At the bottom, a quote by John F. Kennedy is displayed: 'For time and the world do not stand still. Change is the law of life. And those who look only to the past or the present are certain to miss the future. ~ John F. Kennedy'. The bottom of the poster reads '2012 CIRCULATION MARKETING CONFERENCE'.

CSCMA
CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION

The "CHANGE" Conference

Optimizing Growth Opportunities in a Changing World

April 15 & 16, 2012
Par-A-Dice Casino
East Peoria, Illinois

ADAPT
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