

10:30a.m.-noon

“Revenue Streams to Help the Bottom Line”
Panel Discussion Regarding Various Revenue
Centers

Mike Kane, VP/Circulation

Wilmington News-Journal

Joseph O’Toole, Single Copy Manager

The Frederick News-Post

John Baldino, VP of Interactive and Digital Media

The Times Leader

Joseph Nealon, Circulation Director

The Citizens’ Voice

Noon-1:30p.m.

Lunch

Invocation

Promotion Recognition

Business Meeting

1:30p.m.-2:00p.m.

Dessert with advertisers

2:00p.m.-2:45p.m.

John Murray, VP NAA Circulation Marketing

2:45p.m.-3:00p.m.

Afternoon Break

3:00p.m.-4:00p.m.

Round Table Discussions Open Forum

4:00p.m.-4:30p.m.

Past President’s Meeting

4:30p.m.-5:00p.m.

Post Conference Board Meeting

6:00p.m.-6:30p.m.

Past Presidents’ Reception

6:30p.m.-9:00p.m.

Grand Banquet

Welcome

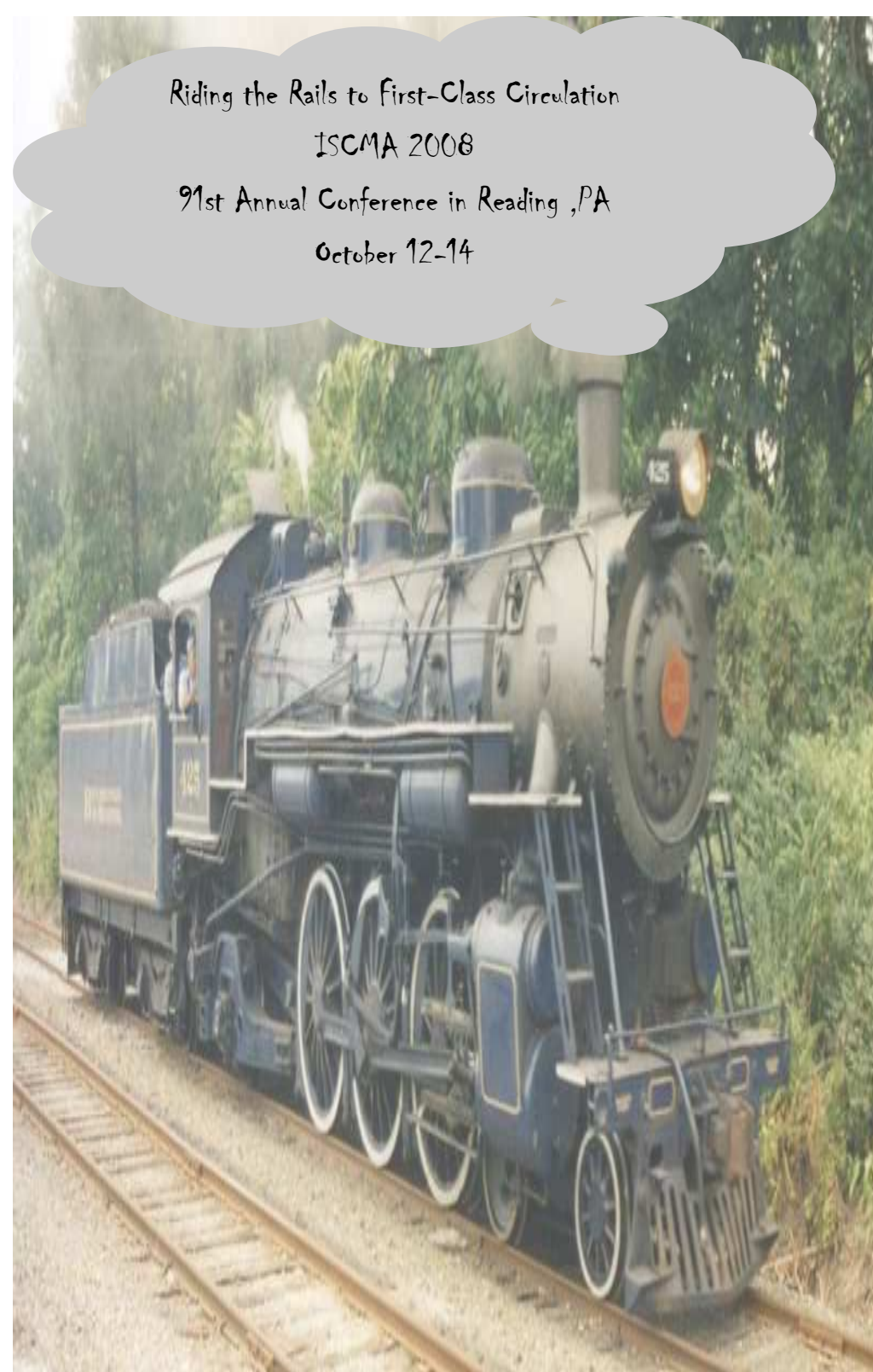
Invocation

Dinner

V.T. Curtis Newspaper Carrier

Citations

I-SCMA Carrier of the year Awards



Riding the Rails to First-Class Circulation

ISCMA 2008

91st Annual Conference in Reading, PA

October 12-14

Business Program for ISCMA 2008

91st Annual Conference

“Riding the Rails to First-Class Circulation”

The Inn at Reading

Reading, PA

Monday, October 13, 2008

8:00a.m.- 5:00p.m. Advertiser/ Promotion Display Area Open

7:30a.m.-8:30a.m. Breakfast in the Public House

8:30a.m.-8:45a.m. Introductions

8:45a.m.-9:15a.m. “Welcome to Reading”
Scott Hunsicker, Manager
Reading Phillies Double A Baseball Team

9:15a.m.-10:00a.m. Saving money through the latest Circulation
Technology - Reading Eagle Company

10:00a.m.-10:30a.m. Morning Break

10:30a.m.— noon “Sunday Single Copy Strategies”
“Blueprint for a Customer-Centric Department”
Andy Eick General Manager, USA TODAY’S New
England Market

12:00 noon-1:30p.m. Lunch
Invocation
Resolution & Necrology
New Member Introduction
5K Run/Walk and Golf Awards

1:30p.m.—2:00p.m. Advertiser Introductions

2:00p.m.-3:00p.m. “Independent Contractor Status and Newspaper
Carriers” Mark Hunt, partner in the law firm of King
& Ballow, Circulation/Distribution Section

3:00p.m.-3:30p.m. Afternoon Break

3:30p.m. - 4:30 p.m. "How to Save Money in the Single Copy Area,"
Harrisburg Patriot-News saves nearly \$100,000 in
new single copy procedures the first year.
Harlon Gilbert, Single Copy Field Operations Manager
Joe Dennison, Assistant Controller
The Patriot-News, Harrisburg, Pa.

6:00p.m.-9:00p.m. Advertiser Reception and Banquet
Introduction of Advertisers
Weather permitting this will be held outside at the
Reading Inn's courtyard
Luau and pig roast - Dress casual

Tuesday, October 14, 2008

7:30a.m.-4:00p.m. Advertiser/Promotion Display Area Open

7:30a.m.-8:30a.m. Breakfast in the Public House

8:30a.m.-9:30a.m. “ABC Update New Rule Changes”
Diane Rusnak, Senior Manager Publisher Relations,
Audit Bureau of Circulations

9:30a.m.-10:00 a.m. Another Perspective on ABC
David Dadisman, Washington Post

10:00a.m.-10:30a.m. Morning Break