

2025 Audience Development Media Alliance CONFERENCE AGENDA

**Registration 5-7 PM Monday and 7-8 AM Tuesday, outside Nevada Ballroom.
All events are held in Nevada Ballroom unless noted.**

Monday 6/23/2025

8:00 AM **GOLF**
Rhodes Ranch



1:00 PM **OPERATIONS & DISTRIBUTION**
Laughlin Room

5:00 PM **REGISTRATION**

WELCOME RECEPTION
Silver Room

Tuesday 6/24/2025

7:00 AM **BREAKFAST**

8:00 AM **PRESIDENT'S WELCOME**
Dan Fabela, Director Home Delivery & Seattle Times

8:15 AM **KEYNOTE: NAVIGATING THE
AQISITION FUTURE OF MEDIA
REVENUE**
Matt Lindsay, President and CEO,
Mather

9:00 AM **CONTENT THAT CONVERTS
HOW THE WASHINGTON POST
TURNS JOURNALISM INTO
FULL-FUNNEL ADS**
Fiona Garrett, Senior Digital Marketing
Specialist, Washington Post

9:30 AM **RAPID FIRE SPONSOR INTROS**

9:35 AM **BREAK**

10:00 AM **REIMAGINING SUBSCRIBER
RELATIONSHIPS WITH
DATA-DRIVEN INSIGHTS**
Priscilla Binkley, Subscriber Retention
Director, Georges Media Group

Tuesday 6/24/2025 (Continued)

10:30 AM **PERSONALIZATION AND USER
JOURNEYS**
Tyler Pisani, Senior Director Audience
and Consumer Marketing, Spokane
Spokesman-Review

11:00 AM **PREDICTIVE ANALYTICS**
Evan Mecak, President, Inka Solutions

11:30 AM **USPS IMPACTS ON DELIVERY**
Brad Hill, CEO Interlink

12:00 PM **LUNCH**

1:00 PM **EIGHT PILLARS FOR ETHICAL AI**
Kevin Rehberg, Vice President Client
Development, AAM

1:30 PM **OPEN DISCUSSION ON AI**

2:00 PM **EVOLVING FROM FREE TO PAID:
SCALING GROWTH THROUGH
PRINT, DIGITAL AND AI**
Tuppy Carnie, Director of Subscription
Sales and Marketing, Media DC

2:30 PM **EXHIBIT HALL**

3:00 PM **LEGISLATIVE UPDATE**
Holly Lubart, Vice President
Government Affairs, News/Media
Alliance

3:30 PM **OPEN DISCUSSION FTC'S CLICK
TO CANCEL**

3:45 PM **STRATEGIC USES OF POSTAL
DELIVERY**
Jim Gorman, SVP, Philadelphia Inquirer

4:15 PM **AWARDS AND REMEMBRANCES
ADMA ELECTION
ANNUAL BUSINESS MEETING**

5:00 PM **PRESIDENTS RECEPTION**
Silver Room

ADMA
AUDIENCE DEVELOPMENT
MEDIA ALLIANCE
2025

Wednesday 6/25/2025

7:30 AM **BREAKFAST**

8:30 AM **WELCOME**
Chris Blaser, Cherisse Johnson,
Las Vegas Review Journal

8:45 AM **RETENTION IN A DIGITAL
TRANSFORMATION**
Curtis Huber, Senior Director,
Circulation and Audience Revenue,
Seattle Times

9:15 AM **AI IN SUBSCRIBER CARE**
Maria McConnell, Head of Subscriber
Care, Retention and Consumer
Revenue, McClatchy

9:45 AM **3 PAYMENT STRATEGIES TO GAIN
AND KEEP CUSTOMERS**
Kimberly Miller, Executive VP, Payway

10:15 PM **EXHIBIT HALL AND BREAK**

11:00 AM **OPTIMIZING THE CUSTOMER
JOURNEY**
Erik Zenhausen, Director of Subscriber
Acquisition and Retention Marketing
and Gin Dymek, Manager, Digital
Acquisition and Engagement, Newsday

11:30 AM **SERVICE EXCELLENCE MATTERS**
Guy Rothardt, Vice President of
Distribution, Gannett

12:00 PM **LUNCH**

1:00 PM **INVESTING IN HOME DELIVERY**
Dan Fabela, Director of Home Delivery
and Acquisition, Seattle Times

1:30 PM **SPEED SESSION**
Headlines from Craig Webber, Gannett

2:00 PM **SOLUTION PROVIDERS
ROUNDTABLES**
Payway, TUPS, Interlink, King Features,
Livex.AI, Pelcro, RouteSmart

3:00 PM **RECAP AND CONFERENCE WRAP**



SCAN THE QR
CODE
TO COMPLETE
THE SURVEY
AND BE ENTERED
TO WIN \$50