

NEXT BEST ACTION CONFERENCE AGENDA

Registration 5-7PM Wednesday at Monterey Bay Welcome Reception and 7-8AM Thursday at the Sonoma C-D Ballroom.

Wednesday 6/10/2026

7:03 AM **GOLF AT BALI HAI**



1:00 PM **OPERATIONS AND DISTRIBUTION SUMMIT**
Huntington Room

5:00 PM **WELCOME RECEPTION**
Monterey Bay

Thursday 6/11/2026 | Sonoma C-D

7:00 AM **BREAKFAST**

8:00 AM **PRESIDENT'S WELCOME**
Cherisse Johnson, LV Review Journal

8:05 AM **NEXT BEST ACTION**
Chris Blaser – SVP, LV Review Journal

8:15 AM **TIP-OFF: GUS ARRELLANO**
SVP, Las Vegas Aces

9:00 AM **TURNING DATA INSIGHTS INTO DIRECT ENGAGEMENT**
Britni Tomcho, VP, WEHCO

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

9:45 AM **BREAK AND EXHIBIT HALL**

10:15 AM **SPEED SESSION**
Robert Rivera, VP, Albuquerque Publishing Co

10:30 AM **HOW TO ASSESS ENGAGEMENT/ MONETIZE YOUNGER READERS**
Dan Christ, Director, Advance Local

Thursday 6/11/2026 | Continued

11:00 AM **NEWSLETTERS THAT ENGAGE, CONVERT AND RETAIN**
Erin Serpico, Director, Newsday

11:45 AM **LASER FOCUS ON OPERATIONS**
Craig Webber, USA TODAY Co.

12:00 PM **LUNCH**

1:00 PM **THE LEADERSHIP WE LEARN FROM DOGS**
Tim Schneider and Lisa Nelsen, Aegis Learning

1:30 PM **MATHER: STATE OF THE INDUSTRY TURNING AUDIENCE INSIGHTS INTO ACTION**
Managing Directors, Arvid Tchivzhel and Evan Mecak

2:00 PM **ROUNDTABLES WITH**
Blox, Cherry Road, Enghouse, Interlink, Mather, Payway, Pelcro, Routesmart, Woodwing

3:00 PM **BREAK AND EXHIBIT HALL**

3:30 PM **BUILT ON TRUST: HOW ETHICAL AI AND AUTHENTICATED AUDIENCES DRIVE GROWTH**
Adam Garbati, VP, AAM

4:00 PM **TURNING COMMENTS INTO COMMUNITY**
Erika Bush, Manager, Bangor Daily News

4:30 PM **AWARDS AND BUSINESS MEETING**

5:00 PM **RECEPTION**



Friday 6/12/2026 | Sonoma C-D

7:00 AM **BREAKFAST**

8:00 AM **WELCOME**
Tyler Pisani, Sr. Director, Spokesman Review

8:15 AM **POCKET POWER: USING SMS TO RESCUE SUBSCRIBER REVENUE AND DRIVE ENGAGEMENT**
Aaron Kotarek, GM & COO, Spokesman Review

8:45 AM **AI IN ACTION: DRIVING SUBSCRIPTIONS, CONVERSIONS AND RETENTION**
Priscilla Binkley, Director, Georges Media Group

9:15 AM **OPERATIONAL INTELLIGENCE IN PRINT MEDIA**
Tony Simmons, VP, USA TODAY Co

9:45 PM **EXHIBIT HALL AND BREAK**

10:15 AM **LEGISLATIVE IMPACTS**
Holly Lubart, SVP, N/MA

10:45 AM **UNCORKING THE SECRET RETENTION SAUCE AT THE BOSTON GLOBE**
Mark Tibbetts, Director, Boston Globe

11:15 AM **MORE CARROT, BETTER COMMITMENT**
Tyler Pisani, Director, Spokesman Review

11:45 AM **SINGLE COPY MINUTE**
Dan Fabela, Director, Seattle Times

12:00 PM **LUNCH**

1:00 PM **FAST BREAK STRATEGIES**
Interactive with Bruce Alder, Director, LV Review Journal; Corrina Rose, Director, Chicago Sun Times; Erik Zenhausen, Director, Newsday and Bobby Binkley, Director, USA TODAY Co

2:00 PM **CONFERENCE RECAP**
Tyler Pisani, Sr. Director, Spokesman Review and Cherisse Johnson, Director, LV Review Journal

2:30 PM **CONFERENCE WRAP**



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