

**6:00 PM****Pre-Conference Super Bowl Party**

At the Manhattan Sky Bar at the Grand Hyatt overhanging 42nd Street.



# AGENDA

**MONDAY, FEBRUARY 8, 2010****8:30 AM****Registration Opens****9:00 AM****Continental Breakfast****10:00 AM****WELCOME AND OPENING REMARKS****10:15 AM****TURNING HYPERLOCAL INTO HYPERPROFIT**

Can hyperlocal content generate enough revenue to stay alive, or are they noble efforts by former journalists who are merely tilting at wind-mills? Noted authority Jeff Jarvis will describe his efforts to show the financial viability of such efforts, and then will be joined by a panel of hyperlocal-site operators who will describe their front-line experience attracting advertisers.

**Keynote - Jeff Jarvis**, Director, Interactive Journalism Program, City University of New York

**Panel - Chris Hendricks**, Vice President of Interactive Media, The McClatchy Company

**Panel - Chris Jennewein**, President, U.S. Local News Network

**Panel - Troy McGuire**, VP of News and General Manager, Fisher Interactive

**Panel - Mark Potts**, CEO and Co-Founder, GrowthSpur.com

**11:15 AM****A CASE FOR CONVERGED SALES: How the Yellow Pages Sell Online**

Yellow Pages publishers have been the quickest to convert their massive print sales forces to online sellers. The fastest-growing of all was Yellowbook.com, which is on track to nearly double its online sales in 2009, to almost \$400 million. Patrick Marshall will outline the industry's efforts and describe how Yellowbook.com has developed the right products, at the right time, with the right pitch.

**Keynote - Patrick Marshall**, Chief New Media Officer, Yellowbook

**11:45 AM****THE NEW ADVERTISING OPPORTUNITY: Reputation Management**

The Internet has opened a new channel for consumer feedback, and tough challenges for businesses trying to monitor and protect what's being said about them. Marchex has developed a unique product that allows merchants to harness social media and turn it into a powerful marketing tool.

**Speaker - Matthew Berk**, Executive Vice President of Product Engineering, Marchex

**12:15 PM****LUNCH AND FIVE-YEAR MEDIA OUTLOOK**

Join us for lunch, followed by a presentation by our award-winning, longtime local advertising analyst Kip Cassino. You'll get insights from the man who delivered bull's-eye predictions on the imminent demise of print recruitment advertising several years before it began and remarkably presaged declines in newspaper, yellow pages and direct mail.

**Speaker-Kip Cassino**, Vice President of Research, Borrell Associates, Inc.

**1:30 PM****Dessert with Vendors****Afternoon Sessions: Track 1****PARTNERING WITH THE PORTALS: Speakers and Panels****PARTNERING WITH THE PORTALS:**

Google, Microsoft and Yahoo seem to have all the technology and a lot of the traffic, but local media companies have loads of content, promotion and feet-on-the-street salespeople. Marriages between the two - or at least a lot of serious dating - are occurring at a greater rate. Learn what the portals have to offer, and hear from local media companies themselves how those relationships are working out. Each session will include a 30-minute presentation, followed by a 30-minute panel.

**2:00 PM****PARTNERING WITH THE PORTALS: Yahoo!**

**Moderator - Lem Lloyd**, VP Newspaper Consortium, Yahoo!

**Panel - Magnus Eliasson**, Vice President, Product and Business Development Interactive/redplum.com, Valassis Communications, Inc.

**Panel - Andy Lobred**, Vice President, Sales and Marketing, Media General Digital

**3:00 PM****PARTNERING WITH THE PORTALS: Google**

**Moderator - Adrian Madland**, Head of SMB Reseller Partnerships, Google

**Panel - Max Steckler**, Vice President Advertising Products, The Cobalt Group

**4:00 PM****Break****4:15 PM****PARTNERING WITH THE PORTALS: Microsoft**

**Moderator - Peter MacDonald**, Director, Business Development, Microsoft APS

**Panelist - Peter Weinberger**, President, Advance Internet

**Afternoon Sessions: Track 2****BROADCAST MEDIA'S ADVANTAGE: Speakers and Panels****BROADCAST SITES THAT MAKE THE GRADE**

Broadcast TV and radio Web sites have lagged far behind newspapers and yellow pages, averaging less than 4% of total gross revenues in online sales. But not for all. The more aggressive stations have launched classified verticals, coupons, online directories and even online obituaries in order to go beyond the simple CallLetter.com sites and compete with print. Some of these efforts stand out as brilliantly executed strategies that are generating significant new revenue for their companies. Each session will include a 45-minute presentation, followed by a 45-minute panel.

**2:00 PM****BROADCAST SITES THAT MAKE THE GRADE: TV**

**Moderator - Pat LaPlatney**, Vice President for TV and Digital Media, Raycom Media

**Panel - Gary Gannaway**, CEO and Chairman, WorldNow

**Panel - Jimmy Goodmon**, Vice President and Regional Manager, CBC New Media (WRAL-TV)



# AGENDA

WWW.BORRELLASSOCIATES.COM

**Panel - Robert Richter**, Senior Vice President New Media, LIN TV

**3:30 PM**

**Break**

**4:00 PM**

**BROADCAST SITES THAT MAKE THE GRADE: Radio**

**Moderator - Vic Savelli**, Executive Vice President, Archstream LLC

**Panel - Craig Hahn**, Director of Local Interactive Sales, Citadel

**Panel - Lisa Mabry**, Director of Web Services, RadioOne

**5:30 PM**

**Sponsored Cocktail Reception**

**TUESDAY, FEBRUARY 9, 2010**

**8:00 AM**

**Breakfast**

**8:30 AM**

**Summary and Preview**

**8:45 AM**

**WHAT MAIN STREET IS BUYING, AND WHY**

Small businesses seem to be heavily scaling back their traditional media buys and rushing toward the Internet. But what exactly are they buying, and are they really getting results? Yodle has the distinction of being the fastest-growing local online advertising company in both 2008 and 2009, exhibiting 700% growth in 2008 and doubling revenues to approximately \$75 million in 2009. Court Cunningham will offer insights into how Yodle has been able to tap the SMBs' needs so well.

**Keynote - Court Cunningham**, CEO, Yodle

**Morning Sessions: Track 1**

**9:20 AM**

**HIGH ENERGY, BIG IDEAS, BIG BUCKS**

If you've ever doubted whether there are big bucks in online advertising, this session will obliterate any skepticism. We've picked the best-know, highest-energy, most successful sales trainers in the business and asked them to not only give us their best ideas, but also to "work the crowd" for stellar sales approaches.

**Speaker - Mike Blinder**, President, The Blinder Group

**Speaker - Bill Caudill**, Vice President of Sales and Training, Borrell Associates, Inc.

**Speaker - Deborah L. Esayan**, Founder & Co-President, Emmis Interactive, Inc.

**10:20 AM**

**WHILE YOU WERE SLEEPING...THESE GUYS ATE YOUR LUNCH**

While local media companies use the Internet to protect their assets, hungry entrepreneurs are building out independent Web sites and tuning them exactly to the specs of consumers' and advertisers' needs. They include sites like Toledo.com, Myrtlebeach.com, SanDiego.com,

and Nashville.com. We'll hear from two of them - brothers David and Michael Castello of Castello Cities Network - who represent a new class of scrappy and innovative "geodomain" operators whose sites generate enough revenue to rival that of big in-market competitors.

**Speaker - Michael Castello**, CEO, CCIN

**Speaker - David Castello**, COO, CCIN

**10:50 AM**

**WHAT REAL ESTATE AND AUTOMOTIVE ADVERTISERS ARE BUYING**

The automotive and real estate online advertising segments have slowed, but not for Reply.com. Reply.com has landed in the top 5 among the fastest-growing local online advertising companies this year -- with real estate and automotive as its primary client base.

**Keynote - Payam Zamani**, Founder, Chairman & CEO, Reply.com

**11:15 AM**

**Break**

**11:30 AM**

**NEWSPAPERS COMPANIES' DIGITAL FUTURE**

Newspapers were the first to be disrupted by the Internet. It attacked on both classified advertising and circulation. We'll hear how one company's brilliant strategy is not only protecting "the franchise," but more importantly building a new business altogether. The litmus test: It's seeing online revenues grow, while other newspaper companies are seeing them decline.

**Keynote - Gary B. Pruitt**, Chairman, President and CEO, The McClatchy Company

**Morning Sessions: Track 2**

**TAPPING KEY CATEGORIES**

These three back-to-back panels and Q&As will drill down into what's working in the highest-growth ad formats of e-mail, video and search marketing. Each panel will include 30 minutes of presentations and 15 minutes of Q&A.

**9:30 AM**

**TAPPING KEY CATEGORIES: E-Mail**

**Moderator - Ruth Presslaff**, President, Presslaff Interactive Revenue

**Panel - Laurel Lane**, Vice President of Interactive Media, GoErie.com

**Panel - Michelle Strong**, Product Development and Research Director, Belo Interactive Media

**10:15 AM**

**TAPPING KEY CATEGORIES: SEO, Paid Search, Directories**

**Moderator - Greg Sterling**, Senior analyst with Internet2Go program, Opus Research

**Panel - Matthew Berk**, Executive Vice President of Product Engineering, Marchex

**Panel - David S. Kidder**, Co-Founder, CEO, Clickable, Inc.

**Panel - Andy Steuer**, CEO, MerchEngines.com

**11:15 AM**

**Break**



# AGENDA

WWW.BORRELLASSOCIATES.COM

## 11:30 AM

### TAPPING KEY CATEGORIES: Video

**Moderator - Harry Jessell**, Editor, TVNewsCheck

**Panel - Mike Glickenhau**s, President & CEO, VMIX

**Panel - Todd Minnier**, Senior Director of Digital Products for The Berry Co.

## 12:15 PM

### Lunch

### MONETIZING SOCIAL NETWORKING

Social networking sites are all the rage, but can these sites deliver sufficient ad revenue to sustain their enormous popularity? Tim Kendall, who's in charge of monetizing one of the largest social sites of all -- Facebook -- will describe the issues and opportunities ahead.

**Keynote - Tim Kendall**, Director of Monetization, Facebook

## 1:00 PM

### THE 2010 BORRELL AWARDS OF MERIT

We're unveiling a new annual award - long overdue - for online operators who've developed remarkably viable and innovative online business models for local markets. While the award recognizes effort and innovation, the litmus test will be financial viability. Three awards will be given in the following categories:

#### Innovator of the Year.

This award goes to an individual who's exhibited the greatest innovation and been able to execute it in a financially viable way. One runner-up Award of Recognition will be given.

#### Best Results for Local Businesses.

This award goes to a company that exhibits a phenomenal focus on driving results for local businesses through an interactive marketing program. First runner-up and second runner-up awards will be given.

#### Best Results for the Community.

This award goes to a company that develops an innovative way to serve/improve its local community not as a mere public service, but as a sustainable business venture that can continue serving and improving. First runner-up and second runner-up awards will be given.

### Afternoon Sessions: Track 1

## 1:45 PM

### THE FUTURE OF LOCAL MEDIA

Dave Morgan is the Wayne Gretzky of local online advertising -- always skating to where the puck will be. He was at the forefront of 24/7 RealMedia and then developed Tacoda, which he sold to AOL for \$247 million two years ago. He's got an interesting perspective on the future of local media that foresees advertisers moving from "channels" to various "touch points." We'll hear about Dave's latest venture, Simulmedia, a marketing technology company focused on video.

**Keynote - Dave Morgan**, CEO of Simulmedia

## 2:30 PM

### WHAT NATIONAL ADVERTISERS WANT FROM LOCAL SITES

Despite being the Mother of All Networks, the Internet hasn't fulfilled

the promise of delivering national advertising riches down to local or regional sites. Shawn Riegsecker, one of the most energetic and brilliant strategists when it comes to securing national online advertising, will engage a panel of top national ad buyers on the topic of what they want from local site operators.

**Moderator - Shawn Riegsecker**, Founder and President, Centro  
**Panel - Brian M. Decker**, Managing Director, Client Leadership, Mindshare

**Panel - John Halvorson**, VP and Global Digital Director, Starcom MediaVest Group

**Panel - Jay Livingston**, Senior Vice President, Bank of America

**Panel - Carrie Frolich**, Managing Director, Digital Media, Mediaedge: CIA

### Afternoon Sessions: Track 2

## 1:45 PM

### STAND-ALONE SHOPPING SITES

Dozens of media companies have branched out to start stand-alone shopping sites, focusing on the more lucrative content of "advertising" instead of news. This panel will discuss the strategy - and success - of launching those sites.

**Moderator - David Vazdauskas**, President, Local Thunder

**Panel - Nancy Lane**, President, Suburban Newspapers of America

**Panel - Ward Lasso**e, President, BizBuzz Search

**Panel - David Widmer**, President, Long Island Radio Group

## 2:30 PM

### MOBILE ADVERTISING

We'll have to admit, there's more hype here than dollars. But this topic is still worth pursuing. We'll hear from people with successful applications at the local level, selling coupons, texting applications and mobile content sponsorship.

**Moderator - Leslie Laredo**, President, Laredo Group

**Panel - Matt Crowley**, Chief Marketing Officer, AT&T Interactive/Yellowpages.com

**Panel - Rick Ducey**, Chief Strategy Officer, BIA/Kelsey

**Panel - Deb Ingersoll**, Director of Local Digital Sales Strategy and Training, Tribune Company

## 3:15 PM

### PROMOTIONS, COUPONS, DISCOUNTS AND CONTESTS

The amount spent by businesses on classic advertising is shrinking, but the amount they're spending on promotions - or "non-advertising" marketing - is growing. The fastest growth of all is in the category of interactive promotions. We'll hear from experts who've learned how to tap this lucrative category at the local level.

**Moderator - Matt Coen**, Founder, Second Street Media Solutions

**Panel - Larry Jennings**, Director of Sales and Marketing, Tactix

**Panel - Peter Conti Jr.**, Executive Vice President of Borrell Associates

**Panel - Bill Smith**, Advertising Director, The Free Lance-Star

**4:00 PM CONFERENCE SUMMARY - Gordon Borrell**, CEO, Borrell Associates, Inc.