

2019 AJPA Annual Conference Agenda*

Sunday, June 23, 2019

5:00 pm to 7:00 pm	Executive Committee Dinner Meeting (by invitation only)
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Hilton St. Louis at the Ballpark

8:00 pm to 10:00 pm	Meet & Greet Reception Location: Ballpark II & III
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Monday, June 24, 2019

Hilton St. Louis at the Ballpark

8:00 am to 8:30 am	Registration & Continental Breakfast
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8:30 am to 10:00 am	Conference Welcome & Customer Care Keynote Speaker Location: Gateway IV
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10:00 am to 10:15 am	Networking Break
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10:15 am to 10:45 am	Newsmaker Moment - The Orthodox Union Speaker: Allen Fagin, Executive Vice President/Chief Professional Officer of The Orthodox Union Location: Gateway IV
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	BUSINESS BREAKOUT SESSION	EDITORIAL BREAKOUT SESSION
10:45 am to 11:45 am	Today's Media Challenges and Success Stories Speakers: Melissa Tomson, Advertising Director of St. Louis Business Journal, Dean Mutter, VP/Chief Development Officer of Nine Network of Public Media/Nine PBS and Kevin Jones, Senior Vice President, Chief Operating Officer of The St. Louis American <i>A panel of St. Louis media leaders with expertise in print, radio, and television share current challenges and successes within their organizations in today's ever-evolving media environment.</i> Location: Gateway I	Creating Impactful Visual Storytelling/Better Storytelling Through Pictures - Tips from Pulitzer Prize Winners Location: Gateway IV

11:45 am to 12:15 pm	JTA User Session Location: Gateway IV
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12:15 pm to 1:15 pm	Lunch Location: Gateway IV
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	BUSINESS BREAKOUT SESSION	EDITORIAL BREAKOUT SESSION
1:15 pm to 2:15 pm	It's Time For Us to Get our Swagger Back! Speaker: Mike Blinder, President of the Blinder Group <i>With Mike Blinder There is no question that digital disruption is effecting our audience and profits. However, are we living a self-fulfilling prophecy by moving our focus away from leveraging our editorial assets as a core revenue source? There is profit for publications when we focus on what we do best! And, polish up our products & packages so they become more exciting to our audience and advertisers. Mike Blinder is a sales street fighter who has generated \$100 million in multimedia ad sales. He will focus on this very topic, dissecting the latest research & data that proves we are still a great industry, with great products and a great future ahead. As long as we keep our eye on the ball!</i> Location: Gateway I	Print vs. Digital <i>Which social media platforms are useful for what?</i> Location: Gateway IV

2:15 pm to 3:15 pm	Leveraging Digital Services to Gain New Legacy Revenue! Speaker: Mike Blinder, President of the Blinder Group <i>With Mike Blinder Learn methods of packaging and pricing your current product offerings, as well as best target advertiser categories to prospect. Topics will include: What digital solutions can be easily sold by legacy reps (and, which ones are problematic), who sells this stuff? (do you REALLY need a separate digital sales force?), which digital offerings provide the best profit? Top advertising categories to target, plus lots more! Attendees will leave with actionable, takeaways they can use immediately to make sizable gains to their top line today!</i> Location: Gateway I	Google News Tools - From Discovery to Engagement Speaker: Debora Wenger, Digital Tools Trainer <i>The Society of Professional Journalists in association with the Google News Initiative has developed an array of tools for journalists. In this one hour session, you'll learn how Google News Alerts and Google Trends can help you discover stories of interest to the audience; plus you'll see how to make stories more engaging using Google Images, MyMaps and data visualization tools.</i> Location: Gateway IV
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3:15 pm to 3:30 pm	Networking Break
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3:30 pm to 4:00 pm	Newsmaker Moment - Hakhel, the Jewish Intentional Communities Incubator Speaker: Nigel Savage, President and CEO of Hazon <i>Communal life is a vital component to maintaining Jewish identity. There has been a significant shift in Jewish society, as growing proportions of young adults do not identify with traditional community structures like synagogues and community centers, and often find themselves without any meaningful Jewish affiliation during their crucial "young professional" years. The mission of Hakhel, the first global incubator for Jewish intentional communities, is sparking and supporting new expressions of Jewish life in the Diaspora by nurturing intentional communities with mentorship, seed funding and network building. Nigel Savage will be discussing this growing trend and a new research conducted by an outside research company on challenges and opportunities in engaging Jewish millennials in communal life. He will also discuss how their communities have combated intermarriage rates which are on the rise. Additionally, Nigel will introduce Anna Yun, who heads the Hakhel community in South Korea, one of the newest Jewish communities around the world.</i> Location: Gateway IV
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4:00 pm to 5:00 pm	Israel Session - Sponsored by the American Committee of the Weizmann Institute of Science Location: Gateway IV
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6:30 pm	Monday Evening Event - Gateway Arch Tour The tour and tram ride of the Gateway Arch will provide an adventure as attendees gaze over the Midwest sky 63 stories high on America's tallest man-made monument.	
Tuesday, June 25, 2019 Hilton St. Louis at the Ballpark		
8:00 am to 8:30 am	Continental Breakfast & JNS User Session Location: Gateway IV	
8:30 am to 9:30 am	Physical & Digital Security Speakers: Scott Biondo, Community Security Director of Jewish Federation of St. Louis and Russel Neiss, Educator, Technologist and Activist Location: Gateway IV	
9:30 am to 10:00 am	Newsmaker Moment - Beth Din of America Speaker: Rabbi Shlomo Weissmann, Director of the Beth Din of America <i>Rabbi Weissmann will share new findings from the Beth Din of America showing that more Jewish-owned businesses in America are choosing to take their commercial litigation to the Beth Din over the secular courts. The report shows a multi-year trend. Since 2015, the Beth Din of America has seen cases rise collectively 50-percent with an average 15-percent increase year over year. He will discuss this trend, why people are choosing this route and what benefits a Beth Din can offer over the secular court system.</i> Gateway IV	
10:00 am to 10:15 am	Networking Break	
	BUSINESS BREAKOUT SESSION	EDITORIAL BREAKOUT SESSION
10:15 am - 11:45 am	Audience Development: Unique print, digital and database strategies Speakers: Jim Busis, CEO & Publisher of The Pittsburgh Jewish Chronicle, Matt Coen, Co-Founder and President of Second Street Media, Jim Kennedy, Vice President of Circulation Verification Council and Tom Wombacher, Director of Operations at St. Louis Jewish Light <i>A panel of Jewish media leaders discuss unique strategies to grow print, digital and database audiences</i> Location: Gateway I	Audience Development: Engaging New Readers Location: Gateway IV
11:45 am to 1:00 pm	Lunch - 75 Years of AJPA Location: Gateway IV	
	BUSINESS BREAKOUT SESSION	EDITORIAL BREAKOUT SESSION
1:00 pm to 2:00 pm	Business Roundtable <i>Tips from your fellow publishers and sales teams.</i> Location: Gateway I	Editorials and Op-Eds - How to keep it fresh each week Location: Gateway IV
2:00 pm to 2:30 pm	Newsmaker Moment - Foundation for Ethnic Understanding Speaker: Rabbi Marc Schneier, President of the Foundation for Ethnic Understanding <i>The US Peace Plan is set to debut in June and there is much speculation about the role that the Gulf states will have in this plan. Rabbi Marc Schneier has enjoyed close relationships with the Gulf states for more than a decade and has played a vital and pivotal role in bringing the Gulf countries closer to Israel. He has had direct conversations with the leaders of Saudi Arabia, Qatar, Bahrain and the United Arab Emirates about relations with Israel and will brief AJPA members on his recent meetings. He will also discuss the role that the American Christian Evangelical community is playing as well.</i> Location: Gateway IV	
2:30 pm to 4:00 pm	Show & Tell <i>This Show & Tell sharing session will showcase our publications' best and most creative work. Fresh ideas, best practices and tips on how to create excellent stories. Pieces from the following categories will be showcased: Holidays (Passover, Hanukkah, Jewish New Year etc.), covers, website, webpages that are particularly innovative, special sections/magazines, features, advertisements, enterprise journalism and short 3- minute videos.</i> Location: Gateway IV	
TBD	Transportation departs from Hilton St. Louis at the Ballpark to Third Degree Glass Factory	
Third Degree Glass Factory		
6:00 pm - 9:00 pm	38th Annual Simon Rockower Awards Reception & Dinner Gala	
9:00 PM	Rockower Awards After Party at the Delmar Loop After the formal ceremonies end at the Third Degree Glass Factory on Tuesday night, June 25, we're inviting attendees to hit the town for a late night "after party" at the Delmar Loop.	
Wednesday, June 26, 2019 Hilton St. Louis at the Ballpark		
8:00 am to 9:15 am	Continental Breakfast & General Membership Meeting Location: Gateway IV	
9:15 am to 10:15 am	General Session Location: Gateway IV	
10:15 am to 10:30 am	Networking Break & Exhibits	
10:30 am to 11:00 am	Newsmaker Moment Location: Gateway IV	
11:00 am to 12:00 pm	General Session Location: Gateway IV	
12:00 pm to 12:30 pm	Closing Remarks & Drawing for El Al Ticket Location: Gateway IV	
*subject to change		