

# 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 - <i>Sponsored by the Jewish Federation of St. Louis</i>
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**Location: Ballpark II & III**

## 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	<p><b>Conference Welcome &amp; Customer Care</b>  <b>Speaker:</b> Shep Hyken, CSP, CPAE, Customer Service and Experience Expert  <i>Shep Hyken is a New York Times and Wall Street Journal best-selling business author and is a leading expert in the field of customer service and experience. Shep's opening session will focus on customer service, customer loyalty, internal service and customer relations and experience.</i>  <b>Location: Gateway IV</b></p>
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10:00 am to 10:15 am	Networking Break
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10:15 am to 10:45 am	<p><b>NewsMaker Moment - The Orthodox Union</b>  <b>Speaker:</b> Allen Fagin, Executive Vice President/Chief Professional Officer of The Orthodox Union  <i>The Orthodox Union is at the forefront of bringing innovation to the Jewish community. Throughout his presentation, Fagin will share examples where the OU has already made tremendous strides in technology, education, youth programming, research as well as areas which they are currently working on developing innovative models to address issues impacting the community.</i>  <b>Location: Gateway IV</b></p>
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#### BUSINESS BREAKOUT SESSION

#### EDITORIAL BREAKOUT SESSION

10:45 am to 11:45 am	<p><b>Today's Media Challenges and Success Stories</b>  <b>Speakers:</b> 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>  <b>Location: Gateway I</b></p>	<p><b>Creating Impactful Visual Storytelling/Better Storytelling Through Pictures - Tips from Pulitzer Prize Winners</b>  <b>Speakers:</b> James Forbes, Chief Photographer of the St. Louis Post-Dispatch and David Carson, Photographer of the St. Louis Post-Dispatch  <i>We all know the adage: A picture is worth a thousand words. But in the land of Jewish media, being able to afford great photographers is often not a reality. So how can we do a better job capturing images that help us tell our stories? Are there different techniques we should employ when it comes to photographing news event vs. features? We will hear from two Pulitzer Prize-winning photo journalists about what goes into making great pictures and how we can enhance our stories through photography (we can afford!). They also will talk about their experiences in covering the riots and unrest in Ferguson, MO., for which they won the Pulitzer Prize in photography in 2015.</i>  <b>Location: Gateway IV</b></p>
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11:45 am to 12:15 pm	JTA User Session
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**Location: Gateway IV**

12:15 pm to 1:15 pm	Lunch
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**Speaker:** Chad Martin, Director of the Northeast Region for the Israel Ministry of Tourism  
**Location: Gateway IV**

#### BUSINESS BREAKOUT SESSION

#### EDITORIAL BREAKOUT SESSION

1:15 pm to 2:15 pm	<p><b>It's Time For Us to Get our Swagger Back!</b>  <b>Speaker:</b> Mike Blinder, President of the Blinder Group  <i>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 &amp; 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 &amp; 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>  <b>Location: Gateway I</b></p>	<p><b>Coming to Terms/Best Practices</b>  <i>As editors, reporters and writers we are always looking for new ideas that are easy and inexpensive to implement but also bring large returns in terms of reader, viewer, and advertiser satisfaction. By the same token, each of us has certain features in our publications, though popular, that drain us of time and resources. This session is designed for us to learn from each other. At the start, each of us will write down something that is working very well in our paper (and we are willing to share) as well as something we would like to do differently, or that we would like to implement but are not sure how. The moderator will then draw one of these ideas/comments and allow 5 minutes for discussion. Then the group will move on to the next and so on. By the end of the session, we should all have some great new ideas to help beef up our publications as well as better and more efficient ways to do what we are already doing.</i>  <b>Location: Gateway IV</b></p>
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2:15 pm to 3:15 pm	<p><b>Leveraging Digital Services to Gain New Legacy Revenue!</b>  <b>Speaker:</b> Mike Blinder, President of the Blinder Group  <i>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>  <b>Location: Gateway I</b></p>	<p><b>Google News Tools - From Discovery to Engagement</b>  <b>Speaker:</b> 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>  <b>Location: Gateway IV</b></p>
3:15 pm to 3:30 pm	Networking Break	
3:30 pm to 4:00 pm	<p><b>Newsmaker Moment - Hakhel, the Jewish Intentional Communities Incubator</b>  <b>Speaker:</b> 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>  <b>Location: Gateway IV</b></p>	
4:00 pm to 5:00 pm	<p><b>Covering Israel in the Dispora - Sponsored by the American Committee of the Weizmann Institute of Science</b>  <b>Moderator:</b> Repps Hudson, Freelance Writer and Adjunct Professor of Journalism and International Affairs  <b>Speakers:</b> Batya Abramson, retired Executive Director of the St. Louis Jewish Community Relations Council, Joe Pereles, Senior Vice President and Corporate Counsel of Drury Hotels Company and Jonathan Tobin, Editor in Chief, JNS — Jewish News Syndicate  <i>Jewish newspapers and media organizations in North America face a real challenge in covering Israel because of the myriad of opinions that exist among Jews in the Dispora about the Jewish State. Some North American Jews feel disconnected from Israel and angry because of its government policies while others feel that saying anything negative about Israel is tantamount to anti-Semitism.</i>  <i>The purpose of this session is to hear from panelists who represent different views about Israel and discuss how we, as editors, reporters, publishers and CEOs, can do a better job not only reflecting this diversity of opinion and making sure that all voices are included, but also in doing so, engage all readers and viewers rather than alienate them.</i>  <b>Location: Gateway IV</b></p>	
6:30 pm	<p><b>Monday Evening Event - Gateway Arch Tour</b>  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.</p>	
<p><b>Tuesday, June 25, 2019</b>  <b>Hilton St. Louis at the Ballpark</b></p>		
8:00 am to 8:30 am	Continental Breakfast & JNS User Session <b>Location: Gateway IV</b>	
8:30 am to 9:30 am	<p><b>Physical &amp; Digital Security - Sponsored by Friends of United Hatzalah of Israel</b>  <b>Speakers:</b> Scott Biondo, Community Security Director of Jewish Federation of St. Louis and Russel Neiss, Educator, Technologist and Activist  <i>Protecting confidential information, news sources, networks, software, equipment and other company assets is what digital security is all about. Likewise, protecting our physical safety at work, especially given the rise of anti-Semitism and shootings at Jewish places of worship, is critical as well. This session will help us to better safeguard our physical and digital security, making sure we protect ourselves, our staff and our infrastructure, in these very challenging times.</i>  <b>Location: Gateway IV</b></p>	
9:30 am to 10:00 am	<p><b>Newsmaker Moment - Beth Din of America</b>  <b>Speaker:</b> 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>  <b>Gateway IV</b></p>	
10:00 am to 10:15 am	Networking Break	

	BUSINESS BREAKOUT SESSION	EDITORIAL BREAKOUT SESSION
10:15 am - 11:45 am	<p><b>Audience Development: Unique print, digital and database strategies</b>  <b>Speakers:</b> Jim Busis, CEO &amp; 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 of St. Louis Jewish Light  <i>A panel of Jewish media leaders discuss unique strategies to grow print, digital and database audiences</i>  <b>Location: Gateway I</b></p>	<p><b>Audience Development: Engaging New Readers</b>  <b>Speaker:</b> Rabbi Yossi Abenson of Chabad, Eric Berger, Associate Editor of St. Louis Jewish Light, Daniel Holtzman, Editor in Chief of New Voices Magazine and Becca Near, Coordinator of Young Adult Engagement  <i>We've all heard for years that print is dead. Is it really? We'll tell you print is not dead – you just have to find new methods to reach and engage readers. They can be former subscribers who haven't read your newspaper in years, or they can be people who have never picked up your publication, or they can be newcomers to your city. New readers are out there. It's your job to locate them. This session will help you create a plan, rethink your coverage and much more in an effort to engage new readers. We will share and discuss ideas on how to engage new readers in a session you won't want to miss!</i>  <b>Location: Gateway IV</b></p>
11:45 am to 1:00 pm	<p><b>Lunch - 75 Years of AJPA</b>  <b>Location: Gateway IV</b></p>	
	BUSINESS BREAKOUT SESSION	EDITORIAL BREAKOUT SESSION
1:00 pm to 2:00 pm	<p><b>Business Roundtable</b>  <i>Tips from your fellow publishers and sales teams.</i>  <b>Location: Gateway I</b></p>	<p><b>Editorials and Op-Eds - How to keep it fresh each week</b>  <b>Speakers:</b> Bob Cohn, Editor-in-Chief Emeritus of St. Louis Jewish Light, Joanne Palmer, Editor of Jewish Standard and Andrew Silow-Carroll, Editor-in-Chief of JTA  <i>It would be wonderful to live in the Ideal Journalism World, where there are firewalls between the news, editorial, and op ed sections. (Not to mention advertising!) But we don't. So how do we balance those heavy weights? When we chose op eds, how do we reflect the range of views in the community? How can you be original? And how original do you have to be, anyway?</i>  <b>Location: Gateway IV</b></p>
2:00 pm to 2:30 pm	<p><b>Newsmaker Moment - Foundation for Ethnic Understanding</b>  <b>Speaker:</b> 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>  <b>Location: Gateway IV</b></p>	
5:15 pm	<p>Transportation departs from Hilton St. Louis at the Ballpark to Third Degree Glass Factory</p>	
<b>Third Degree Glass Factory</b>		
6:00 pm - 9:00 pm	<p><b>38th Annual Simon Rockower Awards Reception &amp; Dinner Gala - Sponsored by the Morris Family Foundation</b>  <b>Hosted By:</b> Craig Neuman, Director of Programming, Jewish Community Center  Simon Rockower Awards will be at Third Degree Glass Factory. Come enjoy the unique and captivating galleries of customize glass artwork. Third Degree offers everyone an opportunity to discover the incredible qualities of glass in its many stages, and to have an amazing experience with it in whatever capacity they might find it.</p>	
9:00 PM	<p><b>Rockower Awards After Party at the Delmar Loop</b>  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.</p>	
<b>Wednesday, June 26, 2019</b>		
<b>Hilton St. Louis at the Ballpark</b>		
8:00 am to 9:15 am	<p>Continental Breakfast &amp; General Membership Meeting  <b>Location: Gateway IV</b></p>	
9:15 am to 11:30 am	<p><b>Show &amp; Tell</b>  <i>This Show &amp; 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>  <b>Location: Gateway IV</b></p>	
11:30 am to 12:00 pm	<p>Closing Remarks &amp; Drawing for El Al Ticket  <b>Location: Gateway IV</b></p>	
*subject to change		