

Aug. 16-17, 2018 • Eagle River, Wis.

Reconnect.  
Recharge.  
Reflect.

## THURSDAY, AUG. 16

### Noon

#### Golf Outing, Eagle River Golf Course

Support the WNA Foundation during our golf outing at the Eagle River Golf Course. The cost is \$100 per person for 18 holes, cart included.

### 4:30 - 6 p.m.

#### Arrival at Trees for Tomorrow campus

Join us for happy hour under the tent at the Trees for Tomorrow campus, 519 E. Sheridan St., Eagle River

### 6:30 p.m.

#### Eddie B's White Spruce Restaurant & Tavern

We'll return this year to Eagle River's historic supper club for a Dutch-treat dinner.

## FRIDAY, AUG. 17

### 9 - 11:30 a.m.

#### Growing Print & Digital Revenue with Membership Subscriptions

*Adams Publishing Group is a family-owned community newspaper company that consists of 27 daily newspapers and more than 100 non-daily newspapers. Esther Maina, who is tasked with leading circulation marketing and audience development for the company, will discuss recent efforts to shift to membership-based revenue model. She'll discuss how moving away from traditional subscriptions can increase revenue — and reader satisfaction.*

### 11 - 11:30 a.m.

#### Memorial Pylon Ceremony Reception

### 11:30 a.m.

#### Memorial Pylon Induction & Lunch

We'll honor 13 industry leaders during this year's Memorial Pylon ceremony at the Trees for Tomorrow campus. The ceremony will be followed by lunch.

### 1:30 - 3 p.m.

#### Revenue Session (Pending)

### 3:15 - 4:15 p.m.

#### Working through Nightmare Scenarios

*It has been said, "What can go wrong, will go wrong." Attendees will share examples of when this adage rang true for them and Delta Publications' Mike Mathes will walk us through how to cope when you find yourself in a disastrous situation.*

### 5:30 p.m.

#### Steak Fry, WNA Press Forest

We'll load the bus and leave promptly at 5:30 p.m. to head to the Press Forest. We'll be returning to campus around 9:30 p.m. If you'd prefer to drive, you can find directions by clicking on the following link: <http://bit.ly/WNAForestDirections>



## MEET OUR SPEAKER



Esther Maina

This year's presenter is Esther Maina, vice president of circulation marketing and audience development for Adams Publishing Group, a family-owned newspaper company with more than 125 publications nationwide.