



**SOUTHERN**  
Circulation Managers'  
Association



This year's SCMA and MACMA joint conference is being held at the newly renovated Read House hotel in downtown Chattanooga on April 4th-6th. The conference is called Evolution 2019 in honor of the newspaper industry's ever-changing landscape. We come together each year to make each other better circulators and this year will be the best yet. We have sessions on alternative revenue, single copy sales, and improving retention. Not to mention we have all of our business partners coming to let us know about the latest and greatest options they have to help our business. We have a few new business partners this year that we know you'll want to work with. Not to mention the very special event on Friday, a dinner cruise on the Southern Belle sponsored by the Chattanooga Times Free Press. It's sure to be a beautifully scenic trip down the river with delicious food and drinks. We look forward to seeing you at Evolution 2019!



Photo courtesy of Chattanooga Convention & Visitors Bureau



**We're opening the MACMA Time Capsule!**  
Join us to solve the mystery and  
find out how those who came  
before envisioned the  
100th Anniversary of MACMA.



# SCMA/MACMA Evolution 2019 Agenda

## THURSDAY APRIL 4TH

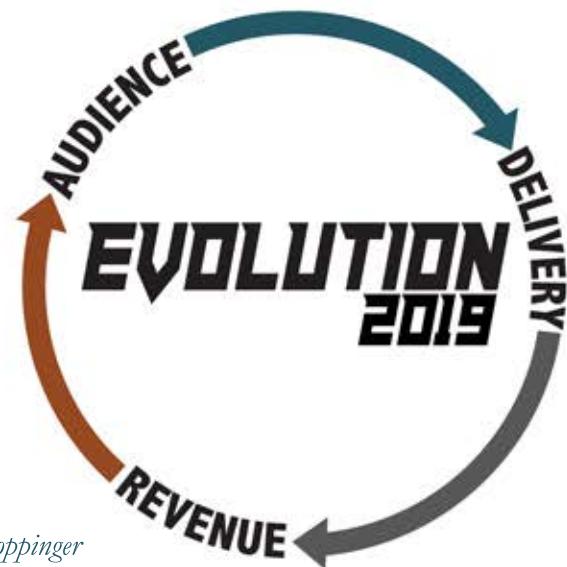
- 8:00am-4:00pm Vendor Setup
- 12:00pm-4:00pm Registration Begins
- 2:30 pm-3:00pm Joint Board Meeting
- 4:30pm-6:00pm Opening Reception and Cocktail Party Sponsored by Mark Zinser Law Firm and King & Ballow  
Join us in for a 1920s themed reception in the iconic Read House Green Room. Feel free to wear period attire and/or accessories if you desire!

## FRIDAY APRIL 5TH

- 7:30am-8:15am Breakfast
- 8:15am-8:30am Welcome to Chattanooga! *Jeff DeLoach & Mayor Coppinger*
- 8:30am-9:15am Keynote Speaker *Thom Benson Executive Director Tennessee Aquarium*
- 9:15am-9:30am Ask the Expert - AMR
- 9:30am-9:50am Parade of Business Partners
- 9:50am-10:25am Break - Please visit our Business Partners
- 10:30am-11:30am Publisher/General Managers Discussion  
*Jeff DeLoach Chattanooga Times Free Press*  
*Keven Zepezauer – The Wilson Times*
- 11:30am-12:30pm Business Lunch Buffett
- 12:30pm-1:15pm Using Your Data to Engage and Improve Retention  
*Matthew Wolf - Group Director of Brand & Buzz, McClatchy*
- 1:15pm-2:00pm Legals Presentations  
*Mike Zinzer - The Zinser Law Firm and Mark Hunt - King and Ballow*
- 2:00pm-2:20pm Break - Please visit our Business Partners
- 2:20pm-3:30pm Group Discussion Session: Revenue Driven *Lead by Matthew Wolf*
- 3:30pm-4:00pm Break - Please visit our Business Partners
- 4:00pm-5:00pm Group Discussion: Growing Audience *Lead by Hamp Rogers, Director of Audience Development, Chattanooga Times Free Press*
- 6:15pm Board The Southern Belle Riverboat Cruise
- 7:00pm-9:00pm Cruise with dinner and drinks aboard The Southern Belle Sponsored by the Chattanooga Times Free Press

## SATURDAY, APRIL 6TH

- 7:30am-8:00am Breakfast
- 8:00am-9:00am Hot Ideas Discussion *Lead by Frank Maier*
- 9:00am-9:45am Single Copy Revenue *Lead by Don Lovelace, TN Press Association*
- 9:45am-10:00am Break - Please visit our Business Partners
- 10:00am-11:00am Group Discussion: Circulation Life Hacks *Lead by Georgina Tougher*
- 11:00am-11:45am Group Discussion: Circ/Advertising Cross Dept Revenue Ideas *Lead by Linda O'Neil*
- 11:45am-1:00pm Working lunch – Opening of the MACMA Time Capsule, Closing Statements, Awards, Changing of the Guard
- 1:00pm-1:30pm Joint Board Meeting
- 1:30pm-2:00pm Individual Board Meetings



**Early Bird Registration Extended to March 8<sup>th</sup>!**