2015 Association of Directory Publishers’ Annual Convention and Partners Trade Show

#ADPPower

Orlando, FL April 13-16, 2015

Join Yellow Pages and Local Search Professionals Rosen Centre Hotel
### Schedule of Events:

#### Sunday, April 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:00 am – 7:00 pm</td>
<td><strong>Exhibitor Booth Set-up</strong> - Executive Ballroom</td>
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<tr>
<td>1:00 pm – 5:00 pm</td>
<td><strong>Registration Desk Open</strong> - Foyer - Registration Desk 3</td>
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#### Monday, April 13

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>6:30 am – 8:00 pm</td>
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<td>8:00 am – 5:00 pm</td>
<td><strong>Exhibitor Booth Set-up</strong> - Executive Ballroom</td>
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<tr>
<td>8:00 am – 1:00 pm</td>
<td><strong>Liberty Press and ADP Golf Tournament</strong></td>
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<td>Shingle Creek Golf Club is an unforgettable golfing experience. The David Harman design is both innovative and classic while providing a challenging and rewarding game of golf for all skill levels. The prime location, the natural beauty of the course, the first class amenities and the Rosen’s renowned commitment to excellence and service, distinguishes this course from all the others in the Central Florida area.</td>
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<tr>
<td>1:00 pm – 7:30 pm</td>
<td><strong>Gold Book Awards Judging</strong> - Executive Ballroom</td>
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<tr>
<td>3:00 pm – 4:45 pm</td>
<td><strong>SeaWorld® Behind-the-Scenes Tour</strong> - Optional</td>
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<td>SeaWorld® Behind-the-Scenes Tour - Optional</td>
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<td>Do you want to see what happens behind the scenes? Your knowledgeable tour guide will provide fascinating facts about SeaWorld® and their commitment to wildlife. Join them behind the scenes on this 90-minute tour to discover how their animal experts care for rescued manatees and sea turtles. Advance reservations suggested.</td>
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<tr>
<td>3:00 pm – 4:45 pm</td>
<td><strong>ADP Board Meeting</strong> - Salon 12</td>
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*Must Attend!*
Welcome Reception in the Partners Trade Show - Margaritaville Style - Executive Ballroom - Sponsored by User Friendly Media

Join us as we kick-off the start of the Convention in the Partners Trade Show – Jimmy Buffett style. Wear your best Tommy Bahama shirt, sun dress, sandals, etc., as we reconnect with colleagues and make new friends. You will be treated to an abundance of Margaritaville-inspired food and beverages, entertainment, exciting prize drawings and special exhibitor promotions exclusive to this Convention kick-off event.

This is also your chance to meet and interact with the most innovative vendors our industry has to offer. These suppliers want to help your business succeed. They are recognized leaders and they have the latest products, services and strategies to move your business forward.

Calling all First-Timers to the Convention! - Executive Ballroom - ADP Central Booth

We look forward to welcoming our first-time Convention attendees and to sharing valuable tips on how to maximize your Convention experience.

Evening On Your Own

Relax, take a walk...the night is yours. However, for those interested, we will be getting a group together to escape to Jimmy Buffett’s Margaritaville which is a short taxi ride to Universal Orlando CityWalk. From a volcano flowing with margaritas to suspended airplanes, Margaritaville is more than a restaurant; it’s a state of mind. Margaritaville has everything you need to have a good time: great island-inspired food, four unique bars, live music and two levels of outdoor seating overlooking CityWalk. Chill out with a margarita on the Porch of Indecision or dip your toes in the sand at the Lone Palm Airport.

As the night continues, the laid-back tropical atmosphere transitions to a late night scene with dancing and live music.

Please note: BYOW - Bring your own wallet. Meet in the lobby.
Tuesday, April 14 – Day 1

6:30 am – 6:30 pm  Registration Desk Open - Foyer - Registration Desk 3

7:00 am – 8:00 am  Continental Breakfast - Junior Ballroom - Sponsored by Data Link Solutions, Inc.
Grab a cup of coffee and a bite to eat and get the Convention off to a great start by connecting with your peers before enjoying day one of the meeting.

8:00 am – 8:30 am  Annual Business Meeting - Junior Ballroom
All Publisher Principal Representatives please attend.

8:40 am – 8:45 am  Opening Ceremony and General Session - Junior Ballroom

8:45 am – 9:00 am  Chairman’s Address
Welcome and Opening Remarks by ADP’s Chairman of the Board.
Laura Hill, Production Manager/Owner, Downey Publishing

9:00 am – 9:15 am  President’s Address
Reviewing the highlights of the past year and sharing her goals for ADP’s future.
Cindi Aldrich, President and CEO, ADP

9:15 am – 10:00 am  Servant Leadership Journey
Servant Leadership is both a leadership philosophy and set of leadership practices. Traditional leadership generally involves the accumulation and exercise of power by one at the “top of the pyramid.” By comparison, the servant-leader shares power, puts the needs of others first and helps people develop and perform as highly as possible. Learn how servant leadership can create positive change in any organization regardless of size.

Harris Rosen, Founder, President and CEO of Rosen Hotels & Resorts is the true definition of a servant leader. He went from a childhood in a rough New York City neighborhood to a millionaire owning seven hotels in Orlando. But that success is not what he counts as his proudest achievement. This interview will enlighten you on how, through servant leadership, Rosen has inspired and helped hundreds of people in Orlando and abroad.
Todd McKnight, Interviewer, Chief Operating Officer, Names and Numbers

10:00 am – 10:30 am  Refreshment Break
10:30 am – 11:15 am

The Youngbloods of the Yellow Pages - Sponsored by DirectoryDistribution.com
Last year we brought you the “Legends” and you loved it. So this year, we brought together four Yellow Pages up-and-comers who are helping guide our industry’s future. Here is your opportunity to ask what the “Youngbloods” are doing in today’s business environment.

Quinn Bahm, Vice President, Impact Directories
John Bills, Division Sales Manager, ATD - Austin
Sarah Hutchison, Sales & Marketing Manager, National Solutions, Inc.
Amber Weems, COO / Publisher, Victory Publishing Co., Ltd.
Kathy Haynes, Moderator, National Sales Manager, Valley Yellow Pages

11:15 am – 12:00 pm

The Brilliant Team
Your salespeople produce better results if they are part of a strong team. An empowered, cohesive sales force will generate twice the close rate of a weaker team. Improving team commitment is the fastest, most effective method to raise salespeople’s personal drive to excel. Market Authority has extensively studied many great and not-so-great sales teams from around the world. He will present three simple, effective shortcuts to upgrade your salespeople’s performance level and improve your revenues.

Steve Sitton, CEO, Market Authority

12:00 pm – 1:30 pm

Lunch in the Partner Trade Show - Executive Ballroom
It’s one of our signature show amenities - a tasty buffet lunch on the Trade Show floor. You will not only love the food, but you will be able to take advantage of this casual atmosphere to network, share successes and challenges, all while recharging your system for the remainder of the day.

12:00 pm – 2:45 pm

Gold Book Awards Judging - Executive Ballroom
Last chance to vote!
Concurrent Sessions - The afternoon concurrent sessions enable you to create a Convention curriculum unique to your own needs. Popular Convention Sessions will be repeated as ADP webinars starting in May.

1:30 pm – 2:15 pm  
**Selling More Print by Selling Digital - Salon 1 & 2**
Did you ever consider that you could sell more print by selling digital? Yes, it’s true. This workshop will showcase how two Publishers are increasing their revenue by selling digital.

*Lance Carowick, IT, Ogden Directories / EZToUse.com*
*Ed Kruger, General Manager, Ogden Directories / EZToUse.com*
*Tom Tolbert, Publisher, Front Door Direct*

1:30 pm – 2:15 pm  
**Content, Conversations, and Conversions - Salon 3**
How local businesses and the marketers who love them can use what they know to bring home the bacon. Helping small businesses succeed online since 1994, Will Scott has led teams responsible for thousands of websites, hundreds of thousands of pages in online directories, and millions of visits from search. Today, Will leads nearly 100 professionals at Search Influence putting results first and helping customers successfully market online.

*Will Scott, CEO, Search Influence*

2:15 pm – 2:45 pm  
**Refreshment Break - Salon Foyer**

2:45 pm  
**Gold Book Awards Ballot Deadline - Executive Ballroom**
Don’t forget to vote!!!! This is your last chance to cast your ballot and to recognize industry excellence.
Concurrent Sessions

2:45 pm – 3:30 pm

**Yellow Pages Advertisers Speak Out - Salon 1 & 2**

Where to advertise: print, online or mobile? With a variety of platforms to choose from, this panel of Yellow Pages advertisers will discuss what works and what doesn’t for their businesses.

- **Ron DeSear**, Vice President, Truly Nolan
- **Janette D. Foley**, Owner/CEO, Bruners Insurance of Eastlake, Inc.
- **Karen Korner**, CEO, DAS Group
- **George Otte**, Founder and President/CEO, Geeks on Site
- **Chris Heilbock**, Moderator, Regional Vice President of National Sales, hibu

2:45 pm – 3:30 pm

**The New Customer Journey - Salon 3**

What is the reality of the new customer journey? When consumers have all necessary information, how do they decide where and how to buy? Which functions help brands increase the conversion rate? What is the bigger picture? How do all these strategies fit into the customer journey? In this session, you will hear how the customer journey progresses today, how consumers buy and how brands are meeting and fulfilling consumer requirements.

- **Jennifer Goddard**, CEO, Integrity Marketing Solutions

3:45 pm – 4:45 pm

**The Power of Women Networking Reception - Signature 2**

We invite all women to join us for some entertaining insights by some of the most powerful women in the industry! Connect with other women in the industry, all in one place for some powerful networking.

- **Mary Jo Gleason**, President, Media Measurement Solutions
- **Laura Hill**, Production Manager/Owner, Downey Publishing
- **Tammy Osborne**, Executive Vice President, Andersen, Randall & Richards
- **Denise Schmidt**, Moderator, President, National Solutions, Inc.

3:45 pm – 4:45 pm

**The Power of Men Networking Reception - Pool Balcony**

We invite all men to connect with their colleagues in the industry for some powerful networking and a little fun. Learn how to sort, clean, roll and store a cigar. Learn about the history of tobacco, where the best leaves come from and once you’ve rolled your cigar, learn how to light and savor your creation. Open to non-smokers as well.

5:00 pm – 6:30 pm

**“Tax Day Eve” Networking Reception - Executive Ballroom**

It’s tax day eve, one of the most dreaded days of the year, so what better way to de-stress than to enjoy some revelry with your Yellow Pages friends. Enjoy food, beverages, entertainment, exciting prize drawings and special exhibitor promotions when you “return” to the Trade Show to visit the vendors with the latest products and services to help you succeed in our industry.

**Evening on your own.**
Wednesday, April 15 - Day 2

6:30 am – 4:00 pm
Registration Desk Open - Foyer - Registration Desk 3

7:30 am – 8:30 am
Continental Breakfast - Junior Ballroom
Get your day and the Convention off to a great start by connecting with your peers before enjoying day two of the meeting.

8:00 am – 8:30 am
Board Meeting for Election of Executive Committee - Salon 12

8:30 am – 8:45 am
Annual Business Meeting Continuation - Junior Ballroom
All Principal Representatives please attend.

8:45 am – 9:45 am
Keynote Address - Junior Ballroom

How to Figure out the Future; Study the Past
What do blacksmiths of 100 years ago have to do with Yellow Pages companies? Find out in this informative, lively, fast-paced keynote presentation by industry analyst Gordon Borrell. He believes that the future is bright, but only for those who redefine their business model. Borrell will offer his vision of the future of advertising in 2025 and suggest how companies can morph into stronger and more viable entities that will thrive in that new landscape.

Gordon Borrell is CEO and Founder of Borrell Associates and a leading advertising analyst. Borrell, who is quoted frequently in The Wall Street Journal, The New York Times, Ad Age and Forbes, often appears on television and radio programs discussing trends and forecasts for local media. Prior to starting Borrell Associates, he was Vice President of New Media at Landmark Communications. In 1989, he began pioneering interactive ventures and helped establish the first television, newspaper, cable and network television websites.

Navigating Digital Disruption - Transformation A and B
Learn strategies and lessons from the five years of Deseret Digital Media’s industry disruption and reinvention of its print and broadcast sister companies. Discover what worked with this transformation, what hasn’t, what’s next and how it can translate to your company.

Todd Handy, Vice President - Advertising Strategy & Products, Deseret Digital Media

9:45 am – 10:30 am
Refreshment Break

10:30 am – 11:00 am
Refreshment Break
11:00 am – 11:45 am  The Industry’s Latest and Greatest - Spotlight on Partner Members
Talk about a one-stop shopping place. We’ve done the research so you didn’t have to. We’ve gathered some of the latest and greatest products and services in the industry for you to learn about. They will get five minutes each to tell you about their products and services and why you will want to visit them at their Trade Show booth for more information.

Stephanie Crammond, VP Sales & Marketing, Brick Street Software, Inc.
Paul Duffy, Regional Sales Manager, Yellow Magic Incorporated
Paul Engels, CEO, Veloxsites
Mary Jo Gleason, President, Media Measurement Solutions
Tony Philipp, CEO, adsLocal
Yoel Shamos, Director, Business Development, TimeRev Ltd.
Jeff Tomlin, Chief Marketing Officer, Vendasta Technologies
Ron Mintle, Moderator, President, Yellow Magic Incorporated

11:45 am – 11:50 am  Closing Remarks
Cindi Aldrich, President and CEO, ADP

11:50 am – 1:15 pm  Lunch in the Partners Trade Show - Executive Ballroom
Enjoy lunch on the Trade Show floor and visit the exhibit booths where companies are showcasing their latest products and services.
Concurrent Sessions - The afternoon concurrent sessions enable you to create a Convention curriculum unique to your own needs. Popular Convention Sessions will be repeated as ADP webinars starting in May.

1:15 pm – 2:00 pm

The Internet Joke - Why we Should Laugh when a Customer Gives us the Internet Objection - Salon 1 & 2

For the majority of our customers, the Internet can’t generate the ROI or provide the amount of traffic that our directories do. Hear detailed information on how poorly social media, PPC and SEO perform for our clients, while showing the great results produced in hard copy. Also discussed will be why companies like Angie’s List is mailing hard copies; JCPenney is distributing a catalog after a five year hiatus and why IKEA prints over 200 million catalogs a year. Does the future hold a place for both print and online advertising?

_Quinn Bahm, Vice President, Impact Directories_

1:15 pm – 2:00 pm

ADP…and that’s the Power of Yellow™! - Salon 3

Want more details regarding some of ADP’s most powerful initiatives such as The Power of Yellow™, American Hometown Heroes, 2014 Ad Effectiveness Study or simply want to know more about anything else ADP? If you do, then this is “the place to be!”

_Cindi Aldrich, President and CEO, ADP_
_Dr. Dennis Fromholzer, President, CRM Associates_
_Jim Hail, President/Co-Owner, Retired, Hagadone Directories_
_Mike McGill, President, McGill Directional Media_

2:00 pm – 2:30 pm

Refreshment Break - Salon Foyer
Concurrent Sessions

2:30 pm – 3:15 pm **The Power of Yellow™...It Pays, We’ll Prove It!** - Salon 1 & 2
Back by popular demand, this workshop will continue the discussion on the performance-based advertising model (pay-per-call or PPC), which continues to be increasingly popular with national advertisers. You will hear from national advertisers and agencies on why the PPC model works and how it can provide a new revenue stream for you from traditional as well as non-traditional Yellow Pages advertisers.

**Vivian Borja**, Director of Marketing, Geeks on Site
**Darcy Rich**, National Sales Manager, Genesis Publisher Services
**Randia Wainwright**, Director of Client Media Services, Directory Marketing, Inc.

**Kari Simpson**, Moderator, President/Owner, Directory Marketing, Inc.

2:30 pm – 3:15 pm **Human Capital, Your Most Important Investment** - Salon 3
How can you attract and retain difference-making individuals into your business in 2015 and beyond? This session will outline what today’s sales leaders and marketing professionals in the local search space are looking for in their next recruitment move. Time will be spent helping you develop recruiting strategies to attract the most difficult demographic group: millennials. This engaging discussion will explore trends that are impacting your business’ most important asset: people.

**Robert Hawthorne**, President, Hawthorne Search

6:00 pm – 6:30 pm **Gold Book Awards Reception** - Junior Ballroom Foyer

6:30 pm – 8:00 pm **Gold Book Awards Dinner** - Junior Ballroom - Sponsored by Quad Graphics
Join us for dinner and the presentation of the Gold Book Awards, which celebrate the highest achievements and excellence in the industry. Be there to toast the winners and enjoy an evening of fine dining and entertainment.

8:00 pm – 10:00 pm **“Gold” After-Party** - Junior Ballroom
Continue the evening celebration by joining us at the “Gold” After-Party featuring Marky Mark and the funky UDAC Band. We will have several “surprise” guests up on stage for your entertainment pleasure. You won’t want to miss this! It is sure to be the “talk” after the Convention.
Thursday, April 16 - Day 3

9:30 am – 10:30 am
Overcoming Objections to Print with the ADP 2014 Ad Effectiveness Study and Sales Collateral - Salon 1 and 2
Earlier this year, ADP Publishers combined forces with Dr. Dennis Fromholzer to produce an Ad Effectiveness Study. This data tells the valuable ROI story regarding the Independent Publishers for the first time. Come hear the research results and how you can use it to sell more Yellow Pages.

Brent Cooper, Owner/Publisher, CPC Yellow Pages
Dr. Dennis Fromholzer, President, CRM Associates
Todd McKnight, Moderator, Chief Operating Officer, Names and Numbers

10:30 am – 10:45 am
Refreshment Break - Salon Foyer

10:45 am – 11:45 am
Overcoming Objections to Print with Call Tracking - Salon 1 & 2
Most publishers take advantage of call measurement to prove ROI to their customers, but how they utilize the data is critical to protecting their own ROI when funding these tests. Discover new, interesting and effective ways to use these test results.

Tom Davis, President, Better Business Builders
Suzanne Harrison, VP Sales, Directory Plus
Guy Hart, Sales Manager, CPC Yellow Pages
Kathy Haynes, Moderator, National Sales Manager, Valley Yellow Pages

11:45 am – 12:00 pm
Refreshment Break - Salon Foyer

12:00 pm – 1:00 pm
Overcoming Objections to Print with Research - Salon 1 & 2
Market Authority’s CEO Steve Sitton is back with cutting-edge research from over 50,000 interviews conducted in 2014. This latest research validates the tremendous value of print. Learn how to take advantage of this research so your sales team can easily counter any objections and significantly increase sales.

Steve Sitton, CEO, Market Authority

1:00 pm
See You Next Year In Las Vegas!

#ADPThePlaceToBe
Travel Information

Rosen Centre Hotel, International Drive, Orlando, Florida

Experience one of the most distinctive hotels, Rosen Centre Hotel. The Rosen Centre Hotel in Orlando, Florida, is proud to have received virtually every major industry award for hospitality and meeting excellence. These awards are voted on by industry professionals. Rosen Centre raises the bar in guest service, convenience and value among Orlando hotels with the numerous amenities at the 1,334-room, award-winning convention property. Rosen Centre guests also enjoy a wealth of dining choices featuring nine restaurants and lounges including Everglades featuring Florida-themed steak and seafood, Café Gauguin featuring three daily extensive buffets and a la carte menu items, Bansho Sushi, 98Forty Tapas & Tequila, Smoooth Java Proudly Serving Starbucks and the 24-hour Red’s Deli. For recreation, the hotel features an Olympic-size tropical outdoor swimming pool and the recently opened The Spa at Rosen Centre, featuring seven treatment suites, a full-service hair salon and health club and state-of-the-art fitness center.

Hotel Rates
ADP has partnered with two properties for the 2015 Annual Convention. Attendees can choose to stay at the following hotels. Please request the group rate for Association of Directory Publishers 2015.

Rosen Centre - THIS HOTEL HAS SOLD OUT!
9840 International Drive
Orlando, FL 32819
www.RosenCentre.com
(407) 996-9840
USD $159

Parking at the hotel: Self Park is $15.00 per day / Valet Parking is $20.00.

Springhill Suites (Marriott) - ROOM BLOCK IS LIMITED - BOOK NOW!
10801 International Drive
Orlando Florida
www.marriott.com/Orlando
(407) 354-1176 or (888) 468- 4651
USD $119 - based on availability

Complimentary Shuttles will be provided to and from the Rosen Centre as well as a complimentary full breakfast each morning.

Parking at the hotel: Complimentary

Attire
The Convention’s attire is business casual. We suggest bringing a sweater or blazer for the Convention rooms as well as for the chilly evenings. Attendees and guests must wear name badges to all Convention sessions and events to gain admittance.

Weather
A nice 83 degrees is the average high with a low very close to 60 degrees. For the month of April you should find humidity below 50% so the temperatures will feel close to what the thermometer actually reads.
Airport

Orlando International Airport (MCO) is approximately 12 miles from Rosen Centre Hotel, International Drive. This is one of the busiest airports in the nation, with an average of 800 flights daily on over 40 airlines.

International visitors can take advantage of Tax-Free Shopping at participating retailers in the area - so be sure to pack an extra carry-on for your trip back home.

Ground Transportation

Rental Car:
Arriving Passengers: After collecting your baggage, follow the Rental Car signs to the designated pick-up area on lower level of the terminal, Level 1 Ground Transportation.

Taxi:
Taxi service is available outside of the Baggage Claim Area. Approximate cost from the Airport to Rosen Centre Hotel is $46 one way, flat rate.

Other Information:

Speaker Presentations
Presentation will be available to download from the ADP website following the Convention.

Sponsorship Opportunities
If you market your products or services to the Yellow Pages and local search industries, you cannot afford to miss the opportunity to sponsor at this well-attended Convention. ADP’s Convention is a powerful venue to convey your corporate image and boost your company’s profile. Association with ADP’s Convention and Partners Trade Show will ensure your position as a key industry leader. If your organization is interested in sponsorship opportunities at the ADP Convention, please contact Cindi Aldrich at 248-705-4770 or email: cindi.aldrich@adp.org for details.

Partners Trade Show
We still have exhibit booths available at the Convention. Booths are on a first-come, first-served basis. If you are interested in exhibiting, please contact ADP Headquarters at 800-267-9002 or email hq@adp.org.