

# Invitation

Quebec Community Newspapers Association

## Conference & Awards Gala

including

**37th Annual General Meeting  
&  
Education Sessions**

**Friday, June 2, 2017**



## Mont-Gabriel Resort & Spa

1699 chemin Mont-Gabriel  
Sainte-Adèle, QC J8B 1A5

**450-229-3547 or 1-800-668-5253**



Quebec Community Newspapers Association  
Association des journaux régionaux du Québec



QCNA acknowledges the support of the  
Department of Canadian Heritage

# QCNA Schedule of Events

(Subject To Change)

## Mont-Gabriel Resort & Spa, Sainte-Adèle, Quebec Friday, June 2, 2017

9:30 a.m.	Registration opens <i>with Continental Breakfast /Refreshments</i>	Les Cèdres Foyer
10:00 a.m. - 11:30 a.m.	Annual General Meeting  Lunch Break - <i>you're on your own (at the hotel or nearby restaurants)</i>	Les Cèdres Room
1:00 p.m. - 1:45 p.m.	Generate Revenue Streams With Few Costs <i>with Jessica Teckson Radio &amp; Media Relations Manager, News Canada</i>	Les Cèdres Room
1:45 p.m. - 2:15 p.m.	The \$10 Million Question <i>with Richard Tardif Executive Director, QCNA</i>	Les Cèdres Room
2:15 p.m. - 2:30 p.m.	Break	Les Cèdres Foyer
2:30 p.m. - 3:00 p.m.	Defending Your Newspaper Against Hackers <i>with Terry Cutler President/Owner, Cyology Labs</i>	Les Cèdres Room
3:00 p.m. - 3:30 p.m.	Revenue Ideas From South of the Border <i>with Nikki Mantell Publisher, The Low Down To Hull &amp; Back News</i>	Les Cèdres Room
3:30 p.m. >>>	Open Networking Session	Hotel Bar / Terrace
6:00 - 7:00 p.m.	Cocktail Reception	St. Andrews Room Foyer
7:00 - 10:00 p.m.	Better Newspapers Awards Gala & Banquet	St. Andrews Room
10:00 p.m. >>>	Celebratory Gathering	

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### INFO / MAP / DIRECTIONS

#### Mont-Gabriel Resort & Spa

1699 chemin Mont Gabriel, Sainte-Adèle, QC J8B 1A5 450-229-3547 1-800-668-5253

#### ACCOMMODATIONS

A block of rooms has been reserved at the Mont-Gabriel Resort & Spa at a conference rate of \$119 (single/double occupancy) plus taxes. The room block will be reserved until **Tuesday, May 2, 2017**, subject to availability. Be sure to mention **Quebec Community Newspapers Association**.

**Call 450-229-3547 or 1-800-668-5253.**

Check-in 4 p.m. - Check-out noon.

#### AWARDS GALA & BANQUET

Cocktail reception will take place at 6 p.m. followed by the Awards Gala & Banquet at 7 p.m. The awards presentation will follow dinner, during the coffee and dessert.

**Deadline to register for QCNA's AGM, Day Sessions & Awards Gala & Banquet: Tuesday, May 2, 2017**

#### OTHER INFO

- Dress Code: Business Casual
- Complimentary Outdoor Hotel Parking
- 18-hole golf course • Tennis Courts • Volleyball Court • Spa Relaxia • Sauna & exercise room
- Heated outdoor & indoor pool & hot tub
- For more info click - <http://www.montgabriel.com>
- Bring along a few copies of your newspaper to exchange with fellow members
- Keep checking QCNA's website for updates [www.qcna.org](http://www.qcna.org)
- **BRING CASH for Cash Bar!**

# SESSIONS & BIOGRAPHIES



**Generate Revenue Streams With Few Costs**— 1:00 p.m. – 1:45 p.m. - Les Cèdres Room

**Session Leader: *Jessica Teckson*** - *Radio & Media Relations Manager, News Canada*

Jessica Teckson is the Radio and Media Relations Manager at News Canada which creates and distributes contents – articles, videos & radios across Canada. Jessica has been with News Canada for over four years where she has cultivated relationships with editors across the country. Her experience makes her an expert in content marketing and digital strategy.

**SESSION:** Most new schemes to generate revenue streams usually cost both time and money. Jessica will show how a new video player can help your business do so without investing money and time in producing video content. It will tie in to your own DoubleClick account by allowing you to place ads before and between the videos, with you taking 100% of the revenue.



**The \$10 Million Question** - 1:45 p.m. - 2:15 p.m. - Les Cèdres Room

**Session Leader: *Richard Tardif*** - *Executive Director, QCNA*

Richard studied business, environmental science and journalism at Concordia University and began his journalism career as a freelancer in 1996 specializing in environmental issues, political and business affairs before joining The Eastern Door newspaper in Kahnawake in 2006 as a general reporter, photographer and later as the assistant editor, winning a number of awards. Richard began his role as Executive Director of the Quebec Community Newspapers Association in February 2012.

**SESSION:** If the QCNA had \$10 million to use in any way, how would you answer this question? QCNA's Executive Director, Richard Tardif, will lead a 30-minute innovation lab. The objective is to help the QCNA design and implement a comprehensive three to five-year planning strategy, and to help shape future funding applications to government institutions. As members of the QCNA it is important that you provide your insight and recommendations. The lab is meant to be fun, open-ended, with a sharing of ideas.



**Defending Your Newspaper Against Hackers** - 2:30 p.m. - 3:00 p.m. - Les Cèdres Room

**Session Leader: *Terry Cutler*** - *President/Owner, Cyology Labs*

Terry Cutler is a cybersecurity expert and one of the world's foremost ethical hackers ... and unethical hackers know it. Thousands of people, families, and businesses know it too, and have come to Terry to help them out of sensitive situations and to protect themselves from future threats. Terry is frequently called on by local and national media organizations when any hacking story breaks, because he understands the mind of the hacker. He is a hacker ... but an ethical one.

**SESSION:** Terry will provide examples of newspapers that have been hacked, and what you can do to prevent your newspaper from becoming another victim. Terry will also introduce the latest tricks hackers are preparing to use to steal your personal identity.



**Revenue From South of the Border** - 3 - 3:30 p.m. - Les Cèdres Room

**Session Leader: *Nikki Mantell*** - *Publisher, The Low Down To Hull & Back News*

Nikki Mantell is the publisher of The Low Down to Hull and Back News. When she is not putting out her own weekly paper, she is stealing ideas from her counterparts south of the border.

**SESSION:** Back from her April visit to Saratoga Springs and the New York Press Association (NYPA) annual convention, Nikki Mantell will present her choices of revenue building ideas to QCNA members.

**Open Networking Session 3:30 p.m. >>> Hotel Bar / Terrace (weather permitting)**



**Don Stewart - EmCee - QCNA Awards Gala**

6 p.m. - 10 p.m. - St. Andrews Room

Mystery novelist and non-fiction author, Don Stewart, of Morin Heights will host QCNA's banquet and awards gala. Stewart is a former columnist for the *Lachute Watchman* and author of both non-fiction and fiction books. He helped the late Jack Burger start his first community newspaper, *Perspective*, in Morin Heights in the '90s and then worked with Jack in developing *Main Street*, the Laurentians' only English-language newspaper since 2001.



# QCNA 2017 Registration Form

 (Also available at [www.qcna.org](http://www.qcna.org))

QCNA Conference & Awards Gala, including 37th Annual General Meeting & Education Sessions  
Mont-Gabriel Resort & Spa, Sainte-Adèle, Quebec, Friday, June 2, 2017

**(Please use one registration form per person – PHOTOCOPY AS NEEDED)**

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Special Requirements (accessibility, diet) \_\_\_\_\_

### REGISTRATION OPTIONS – Meal & Session Counts are **IMPORTANT**- please indicate choices below

Friday, June 2, 2017

- 10 a.m. - 11:30 a.m.  Annual General Meeting
- 1 p.m. - 1:45 p.m.  Generate Revenue Streams With Few Costs  
*with Jessica Teckson, News Canada*
- 1:45 p.m. - 2:15 p.m.  The \$10 Million Question  
*with Richard Tardif, QCNA*
- 2:30 p.m. - 3 p.m.  Defending Your Newspaper Against Hackers  
*with Terry Cutler, Cyology Labs*
- 3 p.m. - 3:30 p.m.  Revenue Ideas from South of the Border  
*with Nikki Mantell, The Low Down To Hull & Back News*
- 3:30 p.m. >>>  Open Networking Session
- 6 p.m. - 7 p.m.  Cocktail Reception
- 7 p.m. - 10 p.m.  Awards Gala & Banquet *with EmCee, Don Stewart*

### REGISTRATION FEES - Fees **MUST** Accompany Registration

One All Inclusive Conference Package @ \$110 \$ \_\_\_\_\_

(100304955RT) GST 5% \$ \_\_\_\_\_

(1001211346) PST 9.975% (non-cumulative) \$ \_\_\_\_\_

**TOTAL \$ \_\_\_\_\_**

### PAYMENT OPTIONS - Fees **MUST** Accompany Registration - indicate method below

- Cheque or Money Order (payable to QCNA)  MasterCard  Visa

Card number \_\_\_\_\_

Expiry Date \_\_\_\_\_ Name on Card \_\_\_\_\_

### REGISTRATION DEADLINE - Tuesday, May 2, 2017

**CANCELLATION POLICY** - Registration cancellations will be accepted in writing until Friday, May 19, 2017, with a full refund. No refunds after that date. Substitutions are welcome.

### HOTEL RESERVATION

A block of rooms will be available at a conference rate of \$119 per single/double occupancy until **Tuesday, May 2, 2017**, subject to availability. Be sure to mention **Quebec Community Newspapers Association**. To make your reservation, contact Mont-Gabriel Resort & Spa at **514-229-3547 or 1-800-668-5253**.

**MAIL** completed registration form & payment to: OR Return completed registration form with credit card info:  
 Quebec Community Newspapers Association **by FAX: 514-697-6331**  
 189 Hymus Blvd., Suite 207 **Or Scan & Email: carolyn@qcna.qc.ca**