

THURSDAY
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8:00 AM
REGISTRATION / COFFEE

8:30 AM
INTRODUCTION

JOHN ANDERSON AND TODD BRODY
Coblentz Patch Duffy & Bass LLP

8:40 AM
WELCOME

JERRY MCGEE
Executive VP American Association
of Advertising Agencies / 4A's

8:45 AM
**CREATING CONTENT FOR
THE HYPER-CONNECTED**

KRISTI VANDENBOSCH
Chief Digital Officer
Meredith Xcelerated Marketing | MXM

Kristi VandenBosch has one of the more richly diverse and successful careers in American marketing, including CEO of Publicis & Hal Riney; President of TBWA's digital agency, TEQUILA; as well as Managing Director tenures at Omnicom's Direct Partners and Draft Worldwide. OK, so maybe you can put a video on a gee whiz wristwatch. Will anyone care? How is digital trying to answer the question, "What then?" Ms. VandenBosch has some ideas.

9:15 AM
**WHO IS BARTON F. GRAF?
WHY IS IT ONE OF THE HOTTEST
AD AGENCIES AROUND?**

GERRY GRAF
Founders and Chief Creative Officer
Barton F. Graf

Gerry Graf built his creative reputation with stops at BBDO NY and Goodby, Silverstein & Partners. He also led the creative departments of TBWA/Chiat NY and Saatchi & Saatchi NY. In 2008, he was named "Most Awarded Creative Director in the World" by AdAge. In 2010, he started his own agency, Barton F. Graf, with two employees and no clients. In 2014, Barton F. Graf was named "Best Midsized Agency" by the 4A's. The meteoric growth of his agency proved his theory that the dollar value of breakthrough creative thinking is the highest it has ever been.

9:45 AM
**HEAR ALL ABOUT IT:
A NEWSPAPER IN THE NEW MEDIA WORLD**

AUDREY COOPER
Editor in Chief
San Francisco Chronicle

Audrey Cooper is the first woman editor-in-chief of a major West Coast newspaper, and the youngest woman ever to become the top editor of a major U.S. newspaper-based company. With the San Francisco Chronicle she is leading a demonstration of the indispensable role a daily newspaper can play in the multi-media life of a modern metropolis. With new types of digital journalism and sustained, award-winning attention to issues ranging from urban homelessness and the failings of a great university to a leaky new bridge, Ms. Cooper's Chronicle is setting a standard for daily newspapers in the 21st Century.

 **10:15 AM COFFEE BREAK**

10:45 AM
GETTING STARTED IN 2016

STEVEN ERICH
Founder
Erich & Kallman

Steven Erich, a founding partner of Erich & Kallman, has one of the more auspicious resumes of any recent agency entrepreneur. Erich spent 11 years with Crispin Porter + Bogusky, most recently as a Partner and President. This followed a major career with TBWA/Chiat Day and the Martin Agency. Steven's adventures opening a new ad agency in 2016 with this partner, Eric Kallman, will have lessons for one and all.

11:15 AM
**JUST FIVE DAYS AWAY:
A PRESIDENTIAL ELECTION UNLIKE
ANY OTHER**

CARL R. WAGNER
Chairman and CEO
CRW Associates, Inc.

From a career as a top political advisor to Senator Edward M. Kennedy and as a co-chair of Governor Clinton's 1972 presidential campaign — as the founder and CEO of CRW Associates, a consultant to Fortune 50 companies, labor unions, and non-profits — as an advisor to the Ford Motor Company for an export transaction in 2010 that the U.S. Export-Import Bank named "deal of the decade" — and as a Director of the Committee for the Study of the American Electorate, Carl Wagner has a unique, richly informed understanding and view of America's strange, uncertain and probably historic 2016 Presidential election.

11:50 AM
A FINAL WORD
TODD BRODY AND JOHN ANDERSON