

## EXECUTIVE LEVEL

### **Karen Ferguson Crotchfelt**

Senior Vice President of Advertising and Strategic Planning

Karen came to Phoenix, AZ in January of 2003 where she is currently Senior Vice President for The Arizona Republic.

In her current position, Karen leads the company's unified strategic development of circulation, marketing, business development, promotion, internal and external communications, community newspapers and research.

After graduating from Northwestern University with a Bachelor of Science in Journalism, Karen began her career as a Reporter/Copywriter, with the Peoria Journal Star in Peoria, IL before moving to the business side in circulation with the Post-Tribune newspaper in Gary, Indiana. She joined Gannett in February of 1995 as a Circulation Sales Manager for the Tennessean/Nashville Banner in Nashville, Tennessee. Karen has held several positions since then for the Gannett Company including Circulation Director for the Desert Sun in Palm Springs, CA and Advertising Director for the Reno-Gazette Journal in Reno Nevada.

**Type of Event/Topic:** MC, Introduce speaker, or serve as a moderator or panel member (marketing, research, general business, women leadership)

**Size of Audience:** Large to small panel or discussion

### **Mike Coleman**

Vice President of Digital Media

*azcentral.com*

Mike Coleman is vice president of digital media at The Arizona Republic in Phoenix. In this role Mike is responsible for all aspects of azcentral.com, the Web site of the Republic and KPNX-TV Channel 12 and Arizona's most-visited local site.

Since joining azcentral.com in 1999, Mike has held various roles, including director of online news and operations. Prior to joining azcentral.com, Mike worked in the Republic's news and marketing departments, and was an integral player in the company's large-scale scenario planning project in 2000.

Mike is on the NAA Digital Media Federation Board.

Before moving to Phoenix, Mike worked as a copy editor at the Oakland Tribune and ANG Newspapers in the Bay Area. Mike has a degree in mass communications (minor in business) from the University of California at Berkeley.

**Type of Event/Topic:** Online marketing/business

**Size of Audience:** Medium to small panel or discussion

### **Randy Lovely**

Vice President/ Editor

*The Arizona Republic/azcentral.com*

Lovely was named managing editor of The Arizona Republic, the nation's 12th-largest newspaper, in 2002. The Republic was awarded its first Gold Medal for performance by a newspaper in 2004. Before coming to The Republic, Lovely was executive editor of The Desert Sun in Palm Springs. While in Palm Springs, he was awarded a President's Ring and the newspaper was a runner-up for Most Improved Newspaper. Lovely began his career in 1986 as a reporter at the Sturgis Journal in Sturgis, Michigan, when it was owned by Gannett. He worked at two Knight-Ridder newspapers in Indiana and California before returning to Gannett in 1992 as an assistant managing editor at the News-Press in Fort Myers, Florida. In 1997, he was named managing editor of the Shreveport Times in Louisiana. The Times was a runner-up for Most Improved Newspaper in 1998. He moved to Palm Springs in 2000. *B.A. Journalism, Central Michigan University.*

**Type of Event/Topic:** Introduce speaker or serve as moderator/panel member (journalism or any key news topics (economy, politics, etc))

**Size of Audience:** Large to small panel or discussion

### **Nicole Carroll**

Executive Editor

*The Arizona Republic/azcentral.com*

Nicole has been an editor at The Arizona Republic for the past 10 years. She has been the public safety editor, education editor, metro editor, features editor and planning editor. Currently, as the number two editor in the newsroom, she oversees online content, entertainment, features, sports, and new product development. She has lead cross-departmental tasks forces on topics ranging from improving accuracy to using social networking to distribute content. She regularly conducts workshops aimed at increasing innovation within the company.

Nicole graduated from Arizona State University in 1991 with a Bachelor of Arts in Journalism. She went on to get her Masters Degree in Liberal Studies from

Georgetown University. Before coming to the Republic, she worked as a reporter or editor for several media companies, including The El Paso Times, USA TODAY and the East Valley Tribune.

**Type of Event/Topic:** Introduce speaker or serve as moderator/panel member (journalism, new product development and innovation, social networking, how to get great PR for small businesses, how to write press releases that get results)

**Size of Audience:** Large audience to small panel/discussion or workshop

### **Michael Ryan**

Vice President Community Newspapers  
*The Arizona Republic*

Michael Ryan is a vice president at The Arizona Republic overseeing as general manager all 13 of its community Republic newspapers, including those in Phoenix, Scottsdale, the Southeast Valley and the West Valley.

He joined the Republic in 2002 to develop the business plan and then launch the Scottsdale Republic.

Before moving to the Valley, he was managing editor at the Pensacola News Journal in Pensacola, FL. The newspaper won more than 70 national and state awards and was a finalist for a Pulitzer Prize in Public Service. Before that, he worked in Rochester, N.Y., as sports editor, news editor and eventually assistant managing editor at The Times-Union and Democrat and Chronicle. He also wrote a nationally syndicated sports television column for Gannett News Service and occasionally for USA Today.

Michael earned his B.A. degree in journalism from St. Bonaventure University in 1977 and his MBA from Rochester Institute of Technology in 1992. He established a scholarship at St. Bonaventure for talented mass communications students who need some financial assistance.

He is on the executive committee of the Scottsdale Chamber of Commerce, vice president of the Rotary Club of Scottsdale, founder of the Fit City Scottsdale health/wellness initiative and on the boards of East Valley Partnership, WESTMARC and Scottsdale Leadership.

The Scottsdale Chamber selected him in 2004 as a Rising Star for his contributions to the community and the chamber. The Scottsdale Republic received the Sterling Award in the Big Business category for its innovation and community leadership.

He and his wife, Margaret, live in Scottsdale.

**Type of Event/Topic:** MC, Introduce speaker, serve on panel (local news topics, small business marketing and PR)

**Size of Audience:** Medium to small panel or discussion

### **Gene D'Adamo**

Vice President Community Relations

*Republic Media*

Gene D'Adamo is the Vice President of Community Relations for *The Arizona Republic*. He manages the Community Relations Department and directs corporate and foundation contributions, community relations and outreach programs, Media in Education, employee volunteerism and public service space. D'Adamo also serves as Associate Publisher of AZ Society magazine.

Under his direction *The Republic's* Season for Sharing and Republic Charities partnerships have become two of the state's premiere corporate philanthropic programs, generating more than \$48 million in the past fifteen years to support local charities. D'Adamo also helped initiate a number of partnerships with local communities that leveraged the resources of *The Republic* and unique matching dollars of the various foundations to increase support for critical issues facing the community. These programs include: Child Abuse Prevention License Plate program; Target Zero: One Drowning is too Many; Walk to End Domestic Violence; One Bed, One Life Domestic Violence campaign; Check Out Hunger; and regional utility bill donation programs with the cities of Scottsdale, Glendale, Mesa and Tempe.

He is a graduate of Valley Leadership Class XVIII and participated in the Arizona Town Halls on children, education and leadership. D'Adamo served as a loaned executive for the United Way and is involved in various allocation panels and fund distribution committees for the community.

D'Adamo is a graduate of Arizona State University with a degree in Communication. He has completed certification programs from the Boston College Center for Corporate Community Relations and Northwestern University Kellogg School of Graduate Management, Media Management Center.

D'Adamo has been with *The Arizona Republic* for 28 years. Prior to his current position he worked in the Marketing and Public Relations Departments as a special events and promotion coordinator and held a variety of positions in the Advertising department. He and his wife Debbie have three daughters — Danielle (23), Lauren (20) and Brooke (16).

**Type of Event/Topic:** MC, Introduce speaker, serve on panel (corporate giving, community relations, non-profit)

**Size of Audience:** Medium to small panel or discussion

## **DIRECTOR AND TOPIC EXPERTS**

### **Cherrill Crosby**

Local News Center Director

*The Arizona Republic/azcentral.com*

Cherrill oversees print and online news from the Republics' community newsrooms in Mesa, Arrowhead, Goodyear, Scottsdale and Phoenix, the state and county reporting team, the Valley & State section, a breaking news internship program with ASU and the Republics' summer Pulliam fellowships.

Before joining The Republic in early 2006, Cherrill oversaw the day-to-day operations of The Idaho Statesman in Boise as the managing editor. She is a graduate of the Boise Metro Chamber of Commerce's Leadership Boise and served as the program's Vice President. She previously was a Deputy Managing Editor at The News Journal in Wilmington, Delaware, and held numerous positions at The Salt Lake Tribune, including Deputy Editor for Sports and the 2002 Winter Olympics and Business Editor. She started in the news business at the United Press International bureau in Salt Lake City.

Cherrill grew up on a family-owned and operated farm in Idaho. She and her husband, Wade, live in Tempe with their two, teenage sons.

**Type of Event/Topic:** MC, Introduce speaker, or guest speaker on topics such as local news stories/events

**Size of Audience:** Small panel or discussion

### **Paul Maryniak**

SEV Community Editor

*The Arizona Republic/azcentral.com*

Paul is Southeast Valley Community Editor for the Republic, which means he oversees of the entire Southeast Valley news coverage for Republic Media's print and online platforms, including The Arizona Republic, Chandler Republic and its other community newspapers in the region, and azcentral.com

Paul has been in the newspaper business for more than 35 years. A Buffalo, NY, native, he began his reporting career in 1970 in Pittsburgh, where he worked on

a number of reporting beats and eventually became an investigative reporter. He moved to Philadelphia in 1986 and worked on special projects, then led a five-man team covering Philadelphia city government at a time when it was on the brink of bankruptcy in 1990. He also was an adjunct faculty member in Temple University's journalism program for 10 years.

He became city editor at the Philadelphia Daily News in 1995 and then moved to Arizona in 1999 to become managing editor of the East Valley Tribune. The next year, he became an editor at The Republic, and has served in a number of newsroom management positions that included metro editor and deputy managing editor for regional news. In 2005, he took his first newspaper job outside of the newsroom as The Republic's southeast valley general manager. In that position, he oversaw all operations for The Republic in Ahwatukee, Chandler, Sun Lakes, Mesa, Tempe, Gilbert and Pinal County. As the result of a company restructuring in December 2008, he was asked to return to the newsroom to oversee news coverage in the Southeast Valley.

He is also co-author of a book entitled Pittsburgh Characters, which was published in 1990.

**Type of Event/Topic:** Panel or moderator for local news topics

**Size of Audience:** Small panel or discussion

### **Ronald J. Hansen**

Public Money Reporter

*The Arizona Republic/azcentral.com*

Ron came to Phoenix in October 2007 where he covers public money issues for The Arizona Republic.

In his current position, Ron primarily reports on the impact of the federal stimulus package in Arizona. He has talked to members of congress who voted on the legislation, to academics who analyze its expected impact and ordinary Arizonans whose lives are touched by it. Ron is also beginning a public money blog that notes various aspects that may surprise or anger taxpayers about what officials do with their cash. Last year he helped cover the presidential campaign for The Republic.

After graduating from Ohio State University with a bachelor's degree in journalism, Ron began his career in 1992 as a reporter with the Kinston Free Press in Kinston, N.C., covering courts and local government. A year later he went to the Daily Progress in Charlottesville, Va., where he covered legal affairs. In 1997, Ron moved to the nation's capital, where he covered city government for the Washington Times. In 2000, he joined the Detroit News, where he primarily

covered crime and legal affairs. During his seven years in Detroit, Ron won numerous awards and was a finalist for the Pulitzer Prize in Public Service.

**Type of Event/Topic:** Speaker and Q&A; the economic impact of the federal stimulus package in Arizona and what that means for local small businesses; impact of stimulus package to tax payers

**Size of Audience:** Medium to small panel or discussion

### **Dan Nowicki**

Congress and National Politics Reporter

*The Arizona Republic/azcentral.com*

Dan covers Congress and national politics for The Arizona Republic. Dan, a former Washington, D.C., reporter, also writes azcentral.com's AZ/DC blog, which the Washington Post named one of the best state political blogs in the country. In 2006, he wrote The Republic's Plugged In political blog, which ABC News called "a great resource" for the state's midterm elections that year. More recently, Dan spent two years on the presidential campaign trail reporting on Arizonan John McCain's unsuccessful bid for the White House. During the prolonged run-up to the 2008 election, Dan was a familiar face on TV as a McCain expert, appearing on PBS's NewsHour with Jim Lehrer, CNN, Fox News Channel, MSNBC, ABC News Now, C-SPAN and assorted international, national, satellite and local radio programs including BBC World Service. Dan also has years of experience covering the Arizona Legislature and state government.

**Type of Event/Topic:** Speaker and Q&A; Presidential campaign past, present and future analysis; Arizona Legislature and state government politics.

**Size of Audience:** Medium to Small panel or discussion

### **Russ Wiles**

Finance Writer and Columnist

*The Arizona Republic/azcentral.com*

Russ Wiles joined the Arizona Republic in 1991.

He is a writer and columnist covering various personal-finance and money issues, including investing, taxes, retirement planning, banking, estate planning, insurance, corporate governance and the economy.

A native of California, Russ earned his bachelor's degree from UCLA, a master's degree in journalism from Columbia University and an MBA from California State University, Northridge. He is the co-author of two books on investing and has won numerous awards, including a Best of the West in 2008 for coverage of

credit scoring. Along with the Republic, his work has appeared in publications including the Los Angeles times, Chicago Sun-Times and Hartford Courant.

**Type of Event/Topic:** How to save money and invest in this economy, retirement planning, tips on personal-finance and money management; small business tips on finances in a down economy

**Size of Audience:** Medium to small panel or discussion

### **Catherine Reagor**

Senior Real Estate and Growth Reporter

*The Arizona Republic/azcentral.com*

She has been covering metropolitan Phoenix's biggest industry since 1995.

Besides reporting breaking, analysis and trend stories for the paper, Reagor writes a weekly column that runs on the cover of Sunday's Business section. She also has a real estate blog.

Before joining the Republic, Reagor was a business reporter with the American Cities Business Journal chain in both Denver and Phoenix for six years.

She has Bachelors in Journalism from Arizona State University.

Reagor recently won the 2007 best investigative reporting award from the Arizona Associated Press Managing Editors for her series on mortgage fraud.

Other recent awards include: First Place in the Arizona Press Club for sustaining reporting in 2005, the Arizona Republic's project of the year for 2004, Best of the West's top real estate and growth story for 2004 and APME's 2001 Arizona story of the year.

Reagor has appeared on MSNBC and several local TV and radio stations.

**Type of Event/Topic:** Q&A and Speaker; Real estate investment tips in a down economy, trends and analysis of local real estate market, mortgage tips and real estate advise

**Size of Audience:** Medium audience to small panel or discussion