

2022 SPEAKERS

Alphabetical by last name

Brian Allers is the Senior Vice President, Business Development for TVB, the national trade association representing America's local broadcast television industry. In his role with TVB, Brian works with local broadcast stations and ownership groups by traveling the country and presenting to advertisers on how to grow their business through the right allocation of their media dollar. Brian also spearheads TVB's successful AE Training program and AE Dashboard, TVB's dedicated online sales resource. Brian handles the Midwest and West Coast Divisions for TVB and stays on the road for as many as 40 weeks out of the year. Brian's background includes over 20 years in marketing and advertising. Prior to joining TVB, Brian had successful stints at a number of local television stations owned by leading broadcast organizations including Meredith and Scripps. Brian is a graduate of the University of Kansas and lives in Naples, FL with his wife and two children.



Tracy Johnson - I've loved radio since my first time on-air at the age of 14 (at KNLV/Ord, Nebraska). At 21, I was hosting the morning show and programming top-rated CHR KFRX/Lincoln. I've been a music director (KCPW/Kansas City), Program Director (WAPE/Jacksonville), Consultant (Alan Burns & Associates), Program Director (KKLQ/San Diego), Operations Manager (KFMB-AM & Star 100.7-FM/San Diego), Market Manager (KFMB AM-FM/San Diego), and Director of Audience Engagement (Triton Digital). I was named Best Programmer in America by Radio Ink magazine. I earned multiple PD of the Year and Station Of The Year awards from radio trade publications. I led two stations in San Diego from worst to first in three years. One turnaround took just six months. My book Morning Radio has been described as The Bible of Personality Radio and has been used by programmers and personalities worldwide. My gift is the ability to bring out the best in others by inspiring great performances. I understand the importance and nuance of nurturing radio personalities. Radio's future depends on developing great talent. Everything else can be replicated, duplicated, and replaced. Great talent is the only way radio brands can survive, let alone thrive. *Let's bring the magic to your team.*

Francisco **"Frank" Montero** is a partner with the Washington, DC law firm of Fletcher Heald & Hildreth where he specializes in broadcasting and media. His legal practice includes FCC regulatory counseling, corporate finance, commercial transactions, and acquisitions. Frank served as Director of the FCC's Office of Communications Business Opportunities. At the FCC, Frank worked to create business opportunities for entrepreneurs, and technology and telecommunications start-ups. Frank has been named to the list of "Top Lawyers" by CableFax, and was named one of the "Top Washington DC Lawyers" by Super Lawyers.com. Frank was listed in Radio & Television Business Report's inaugural list of the top 10 media attorneys in the US. He has been recognized by Multichannel News to be among the top cable TV transactional attorneys. In a cover article in 2020, Radio Ink magazine named Frank "Radio's Point Man in DC". Frank studied law at the George Washington University Law School, where he served on the George Washington University Law Review. He did his undergraduate studies at the University of Michigan. He is a former Co-Chair of the Federal Communications Bar Association's Transactional Practice Committee. He is President of the George Washington Law Alumni Board, where he also serves on the Executive Committee.





Born and raised in Southern California, **Shawn Parr** now resides in Nashville, Tennessee where he has been embraced as "The Voice of Country Music". Parr launched a show in 2014 called "Nash Nights Live" for Cumulus Radio but later on decided to broaden his horizons. Parr developed his concept of the nationally syndicated "Shawn Parr's Across the Country" to fulfill a need to reach more fans without fence posts: his enthusiasm for entertaining fans in

ANY format in 2020 and beyond is palpable and is being felt by radio program directors from coast to coast. "Across the Country" will feature a weekly countdown of favorite country hits, an interview spot for up and coming artists, celebrity A-Listers and the true legends of country music Shawn has had the pleasure of knowing for years. Parr hasn't only been heard over the airwaves. His voice-overs have provided the backdrop to The Academy of Country Music Awards, the Golden Globes, American Music Awards, Miss America, The Chase for GSN and has been featured on numerous nationwide specials. Now Parr brings his entertaining personality and endless funny experiences directly to you, from Nashville, Tennessee all the way Across The Country.

Renea Saade counsels clients on a broad range of employment issues including wage and hour compliance, accommodation and leave requests, enforcement and defense of noncompetition and non-solicitation agreements, workplace investigations, discipline and terminations. Renea also assists clients in the development, revision and enforcement of employee handbooks, policies and contracts and provides onsite employment law training (including training required by the EEOC or a local human rights agency pursuant to a settlement or conciliation agreement) on issues including prevention of harassment and discrimination, hiring dos and don'ts, wage laws and best practices for performance reviews. She regularly represents employers in federal and state court proceedings, agency audits and investigations. While Renea works with employers operating in Alaska and throughout the Pacific Northwest in a variety of industries, she has significant experience working with employers in the industries of construction, government contracting, fishing, retail, non-profit sector and health care and is familiar with the unique challenges and legal issues associated with employing individuals in safety sensitive positions and remote locations. Renea draws upon her skills and experience to keep companies informed on the latest employment law issues through her articles in Alaska Business Monthly and her frequent presentations to a variety of professional organizations, including the Alaska and Anchorage chapters of the Society for Human Resource Management.



Jeff likes to start with why, and Jeff's why is: To Inspire engage, educate, equip, and empower people to believe in themselves, have confidence in their abilities, and achieve even greater levels of success - however they define success. While his mother wanted him to become a preacher or a lawyer, **Jeff Schmidt** became a radio salesperson and he rose through the ranks as sales manager, market manager, and regional vice president and has served in various sales roles and organizations in his 30+ years in radio. As Senior Vice President of Professional Development, Jeff Schmidt oversees the professional development group across all **Radio Advertising Bureau's** training services. Jeff's passion is to help you get better. He lives his personal mission statement: Think BIG and make BIG things happen.

Gordon H. Smith served as the president and CEO of the National Association of Broadcasters (NAB) from November 2009 until his transition to special advisor at the end of 2021. Prior to joining NAB, he served as a two-term U.S. senator from Oregon and later as senior advisor in the Washington offices of Covington & Burling, LLP. During his tenure at NAB, the association played a pivotal role on a number of significant issues affecting broadcasters, including the broadcast television spectrum incentive auction, preservation and modernization of the music licensing and copyright system, the ongoing transition to the NEXTGEN TV transmission standard, reviews of media ownership rules and the increased dominance of tech platforms in the advertising marketplace. As a U.S. senator, Gordon's committee assignments included the Senate Commerce, Science and Transportation Committee, the panel that oversees all broadcast-related legislation. He also served on the Senate Energy and Natural Resources Committee, the Senate Finance Committee and the Senate Foreign Relations Committee. Gordon's role on the Commerce Committee and as chairman of a Senate High Tech Task Force helped foster his interest in new media and new technology issues. Born in Pendleton, Ore., Gordon attended college at Brigham Young University, received his law degree from Southwestern University School of Law in Los Angeles, and practiced law in New Mexico and Arizona before returning to Oregon to direct the family-owned Smith Frozen Foods business in Weston, Ore. Before his election to the U.S. Senate in 1996, he was elected to the Oregon State Senate, rising to the position of president of that body after only three years. Gordon and his wife Sharon live in Pendleton, OR, and are the parents of three children and five grandchildren.



Greg Walden represented eastern Oregon in Congress for 22 years. During 20 of those years, he served on the powerful House Energy and Commerce Committee, including as the Committee's chairman, and six years as chair of the Subcommittee on Communications and Technology which has jurisdiction over the FCC. He chaired National Republican Congressional Committee, the GOP's House campaign arm, where under his leadership House Republicans attained their largest back-to-back majorities in history in 2014 and 2016. Walden served eight years in the Oregon House and Senate, where his colleagues twice elected him House Majority Leader. Walden got his start in broadcasting as a teenage announcer at his parents' AM radio station in Oregon. While attending the University of Alaska, Fairbanks in 1974-75, Walden produced and directed the 11 pm "Scope" newscast on KTVF-TV six nights a week and was the Saturday weatherman. He also worked weekend radio shifts on KFRB-AM. After earning a degree in Journalism from the University of Oregon and working for six years on congressional staff in Washington, D.C., Walden and his wife, Mylene, returned to Oregon and purchased the family's two radio stations. Over the next two decades they grew the business to five stations before selling the company in 2007. He serves as chairman of Alpine Advisors and serves on the board of Pacific Seafood and on several advisory boards.