



# 126<sup>th</sup> Annual Convention & Trade Show

The logo of the National Newspaper Association, featuring a silhouette of a person sitting at a desk with a typewriter, surrounded by the text "NATIONAL NEWSPAPER ASSOCIATION".

October 4-7, 2012

Embassy Suites  
North Charleston, South Carolina  
Airport/Hotel & Convention Center

*Newspapers...  
Preserving Democracy*





# NNA's 126th Annual Convention and Trade Show

Oct. 4 – 7, 2012 | North Charleston, SC | Embassy Suites Airport Convention Center

*Tentative agenda*

## Wednesday, Oct. 3, 2012

1 – 5 p.m. **NNA Board of Directors' Meeting**

## Thursday, Oct. 4, 2012

9:30 – Noon **NNAF Board of Directors' Meeting** (tentative)

9 a.m. – Noon **NNA Board of Directors' Meeting**

Noon – 4 p.m. **Exhibitor Set-Up**

1 – 4 p.m. **Optional Tour of Historic Charleston**

5 – 7:30 p.m. **Welcome Reception in Exhibit Hall**

Here is your opportunity to have some fun while checking out all the new and exciting opportunities the exhibiting companies have to offer. Don't miss this great exhibit hall party where there are bound to be a few surprises throughout the evening along with great fun, ideas and food.

## Friday, Oct. 5, 2012

8 – 10 a.m. **Opening Breakfast and Flag Ceremony**

**Keynote:** Judy Muller, USC Annenberg School for Communication, Pacific Palisades, CA

10 – 11 a.m. **Exhibit Hall Coffee Break**

11:15 a.m. – 12:15 p.m. **Concurrent Sessions**

- Libel Session, Jay Bender, Baker, Ravenel & Bender LLP Columbia, SC

Hosted by *Waltery Insurance Brokers*

- Advertising- Rick Farrell, Tangent Knowledge Systems, Chicago, IL
- Community Building Symposium

12:15 – 2 p.m. **Lunch with the Exhibitors**

Join us for your last look around the exhibit hall while you enjoy a light lunch. Be sure to visit each and every booth because you never know what products or services you may find that could improve your bottom line.

2:15 – 3:15 p.m. **Concurrent Sessions**

- Monetizing Digital: Moderator Alisa Cromer, Local Media Insider, San Jose, CA. Panelists: Zach Payor & Mike Albin, Evening Post Publishing Co., Charleston, SC; Chris Zoeller Summerville Communications, Inc. Summerville, SC
- Concrete Steps to Saving Legals in Your Newspaper: Morrey Thomas, News & Press, Darlington, SC and Ed Henninger, Design Consultant. Rockhill, SC
- Community Building Symposium

3:30 – 5 p.m. **Concurrent Sessions**

3:30 – 4:15 p.m.

- Postal Update: Max Heath, Postal Consultant, Shelbyville, KS

4:15 – 5 p.m.

- Circulation Building Strategies, Steve Wagenlander, The Post and Courier, Charleston, SC

3:30 – 4:30 p.m.

- Using Paywalls, Metered vs Solid, Dave Puddu, Number Nine Media Inc., Belen, NM; Benji Hamm, Landmark Community Publishers, Shelbyville, KY
- Community Building Symposium

4:30 – 5:30 p.m. **Committee Meetings**

6:30 – 9:30 p.m. **Extravaganza: Boone Hall Plantation**

You will experience what plantation life was like in the 1800s at one of America's oldest working, living plantations. This night to remember will include a traditional low country boil and a special presentation by The Gullah who are known for preserving more of their African linguistic and cultural heritage than any other African-American community in the United States.

## Saturday, Oct. 6, 2012

9 – 10 a.m. **General Session**

Community Newspapers Done Right, Dink NeSmith, Community Newspapers Inc., Athens, GA

10:15 – 11:15 a.m. **Great Idea Exchange**

Moderator Robert M. Williams Jr., SouthFire Newspapers Group, Blackshear, GA

Be sure to bring your best idea (and a sample to leave behind) to share during our most popular session year after year. Attendees say this session pays for their registration!

11:30 a.m. – Noon **Business Meeting**

Noon – 2:15 p.m. **Luncheon & the Amos, McKinney and Phillips Awards Presentations**

Join us for lunch when we honor the best of the best in community newspapers with the Amos Award, McKinney Award and the Daniel M. Phillips Leadership Award. At the conclusion of the luncheon, Reed Anfinson will pass the presidential gavel to Merle Baranczyk

2:30 – 3:30 p.m. **General Session**

How To Do More With Less, Facilitated by Ed Henninger this open discussion on what you are doing at your newspaper as the economy While we may be casual in our interactions with each other, we are focused and serious about the operations of our newspaper. We believe in working hard and putting in the extra effort to get things done. This informal discussion, facilitated by Ed Henninger will be a sharing of creative ideas you have been using over the past few years—keeping your operation running in hard times.

3:45 – 5:30 p.m. **Toast to the Winners**

Toast your newspaper's achievements and join in the celebration as we present the awards in all of NNA's newspaper contests. Enjoy a complimentary glass of bubbly and light munchies. Cash bar available.

5:30 p.m. – **Explore Historic Charleston**

The Embassy Suites Airport/Convention Center will provide free shuttle service to historic Charleston from 6 p.m. -10 p.m., so you may enjoy dinner at one of Charleston's finest restaurants.