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ARIZONA GRAND RESORT—The patio at the Arizona Grand Resort will be a welcome sight for NNA members during convention.

# Phoenix is this year's convention destination city

**T**he National Newspaper Association will hold its 127th Annual Convention & Trade Show in Phoenix, AZ—The Valley of the Sun. So mark your calendars for Sept. 12-15, 2013, and plan to join us to meet friends old and new and learn about new trends in the industry.

Headquarters hotel will be the Arizona Grand Resort & Spa, an all-suite, AAA Four-Diamond property. The resort is situated on the doorstep of 17,000 acres of South Mountain Preserve, the largest municipal park in the world and the most visited hiking destination in the state. The Arizona Grand Resort is just six miles from Phoenix's Sky Harbor International Airport, and features a variety of exciting amenities that put you in a world beyond, including: a challenging 18-hole golf course, 7-acre private resort water park, which will be the location of this year's Friday night Extravaganza, 20,000 square-foot athletic club (free to NNA attendees), full-service spa and salon (offering attendees a 10 percent discount on services), and casual dining at one of six on-site restaurants.

Arizona, which spans 500 square miles of what was once cacti, creosote bushes and cowboys is known for its perfect weather with more than 300 sun-filled days a year, stunning scenery, limitless adventure, dozens of resorts, hundreds of golf courses, countless great restaurants, and fascinating museums.

The Arizona Newspapers Association is excited to host NNA's convention in

their beautiful state and will hold their ANA 2013 Excellence in Advertising & Better Newspaper Awards during the convention. The committee, comprised of primarily PNA members, are planning a few options tours of their favorite places. Confirmed is a full day optional tour to Sedona on Sunday, Sept. 15. Known worldwide for its brilliant red rock mountains, breathtaking scenery and quaint artisan shops and galleries, Sedona is a must-see destination for anyone who visits Arizona. This tour will take you through the diverse terrain of the Sonoran Desert, Verde Valley and Camp Verde before arriving in Sedona. A guide will provide interesting narration about the area during your travel. After the guide points out the numerous red rock formations for which Sedona is famous, you will be dropped off in Tlaquepaque to enjoy lunch on your own and have time to explore the many galleries and shops of Main Street. So when making your travel arrangements be sure to plan to stay an extra night to take advantage of this exciting opportunity.

Phoenix, the fifth largest city in the U.S. has so much more to experience, discover and share. At the Desert Botanical Garden, marvel at bizarre desert plants from around the world. Hike South Mountain Park or Camelback Mountain to experience Arizona's own Sonoran Desert. For a superb introduction to Native American cultures, visit the Heard Museum, and for a glimpse of the Wild West visit Goldfield Ghost Town, Rawhide or Cave Creek.

Downtown Scottsdale (about 20 minutes from the hotel) is one of the most acclaimed areas in Arizona enjoyed by locals and tourists alike. You can ride the free trolley (11 a.m.-9 p.m.) for its entire loop (about 40 minutes) and hop on and off as you wish. Scottsdale hosts a fantastic Arts District, 5th Avenue's unique boutique shops, Fashion Square Mall and Old Town. Visit the Old Adobe Mission original bank, original drug store site, original post office, and others. Stroll and delight in the Civic Center fountains, public art, flowers, and public buildings with lobby displays and interior art galleries. Old Town has shops with Southwestern salsas, peppers, cactus candy, kitchen towels and mats. Mexican Imports has small suitcase items to take to the grandchildren, the lady taking care of your dog or cat, and items such as sombreros and ponchos. On 5th Avenue you will find a humidor for testing the cigar you just purchased, lace shops, African items, international teas, denim dresses and unique jackets, and many other unique shopping experiences. We are planning on offering a (small fee) shuttle service on Saturday to Scottsdale from 5 p.m.-10 p.m.

Watch this page in future months for program details and updates. The NNA convention website ([www.NNAweb.org](http://www.NNAweb.org)) is available 24/7 where you can find out more about the program, presenters, events or make your hotel and travel arrangements. Registration materials will be available online in May and in your June Pub Aux.

# Convention keynote speaker to be Rob Curley

**R**ob Curley will be the keynote speaker at the National Newspaper Association's 127th Annual Convention & Trade Show in Phoenix, AZ, Sept. 12-15, 2013. He will address attendees during the Opening Breakfast and Flag Ceremony on Friday, Sept. 13 at the Arizona Grand Hotel & Resort.

Curley is the man behind the Orange County Register's re-imagining of its 24 community newspapers. He believes people should actually smile or even laugh when they read a newspaper. Curley joined the Register in June 2012 as deputy editor, focusing on community news and strengthening their relationship with the community.

Curley says readers have told newsrooms for years that they want more good news, as they get burned out on the constant doom and gloom. But he says the request has been largely ignored by newspapers, for fear of publishing too much fluff or not being taken seriously. As Curley puts it, community newspapers aren't designed to be newspapers of record, but rather newspapers of interest.

Before working at the Orange County Register, Curley had been chief content officer for the Las Vegas Sun. During his tenure, the Sun's website was named the nation's best local news site by various organizations for 2008, 2009, 2010 and 2012. The Sun was also a 2011 DuPont award winner for broadcast journal-



Curley

ism, becoming the first non-broadcast newsroom to win the award. To complete the multimedia sweep, the Sun received the 2009 Pulitzer Prize for Public Service and was a 2010 Pulitzer finalist in Local Reporting.

He worked as vice president for product development at The Washington Post, Newsweek Interactive and has also served as the director of new media and convergence at The Naples Daily News, and oversaw the printing and online platforms for the Lawrence (KS) Journal-World. In 2001, while serving as the new media director for the Topeka (KS) Capital-Journal he earned the 2001 New Media Pioneer of the Year award from the Newspaper Association of America.

## ARIZONA GRAND RESORT

Check out all that the Arizona Grand Resort and Spa has to offer as a destination on its website at [www.arizonagrandresort.com](http://www.arizonagrandresort.com). It is offering some great amenities to NNA attendees; book your spa treatment now at 10 percent off all services, reserve a tee time at preferred rates and times, make a reservation

at one of the four eateries for Thursday or Saturday night. The water park will be open on the weekend and free to NNA attendees. On the website, check out the state of the art fitness center, which is also free as part of your special room

rate of \$149. You can make reservations now by visiting the [www.nnaweb.org](http://www.nnaweb.org) or by calling 877-800-4888.



**NNA members attending the association's 127th annual convention and trade show will receive 10% off all services in the resort's spa, if you book your spa treatment now.**



**Slide Canyon Tower dominates the skyline at the Arizona Grand Resort. The park will be open on the weekend and is free to NNA members attending the convention, so slide into some good fun after learning more about how to boost your bottom line during the convention.**



# Top 10 reasons you will love Phoenix, the Arizona Grand Resort and attending NNA's convention

1

## **PHOENIX IS EASY AND AFFORDABLE TO FLY INTO**

More than 1,200 aircraft arrive and depart Phoenix Sky Harbor International Airport each day. Sky Harbor is a hub for two low-cost carriers, Southwest and US Airways. The airport has free WiFi everywhere for everybody. It is located just six miles from NNA's convention headquarters.'



4

## **CULINARY DELIGHTS AND SERIOUS SHOPPING**

From urban kitchens manned by famous chefs to mountainside restaurants with spectacular views, Phoenix is a dream for dine-arounds. Two things no hungry visitor should miss: authentic Mexican cuisine and patio dining. The Arizona Grand Resort & Spa stands out with six unique dining venues to satisfy every taste: From steaks and southwestern dancing to contemporary dining under the stars.

2

## **SUNSHINE, SUNSHINE AND SUNSHINE**

Phoenix basks in sunny weather during 85 percent of its daylight hours, making it the sunniest metropolis in the U.S. Each

morning and evening you will enjoy a short walk through scenic courtyards, trickling fountains and blooming gardens between your room and the conference center. Start or end your day with a swim in one of the resort's six swimming pools.



5

## **ARIZONA GRAND AMENITIES AND ACCOMMODATIONS**

You will stay in luxurious oversized, two-room suites, which provide the natural comfort of the warm Arizona desert. Suites have been recently updated with 42-inch flat screen TVs in living rooms and bedrooms, Grand Dream Sleeper pillow-top mattresses and a spacious work area. NNA members will receive discounts or free access to amenities such as the Oasis Water Park, expansive athletic club and luxury spa.



3

## **THE LANDSCAPE IS LIKE NO OTHER**

The Sonoran Desert is one of the lushest deserts in the world. Stunning sunsets, towering saguaro cactuses, spring wildflowers and mountains on every horizon are just a few of the natural aesthetics that make Phoenix one of the most beautiful big cities in America. Arizona Grand sits beside the South Mountain Preserve.



6

## **VALUE FOR YOUR DOLLAR**

The average stand-alone, 90-minute webinar could run you \$295. But at the NNA Annual Convention and Trade Show, you can participate in a total of 690 minutes of learning, one networking reception, two breakfasts, two lunches, and dinner and entertainment—a \$2,200 value—for the member rate of \$425. Visit [www.nnaweb.org](http://www.nnaweb.org) to register today.

7

**NETWORKING + SHARING = GREAT IDEAS**

The benefits from networking in a conference environment are immense. You will have numerous opportunities in Phoenix to learn from your peers and share ideas. One of our most popular sessions is the Great Idea Exchange. It alone could pay for your trip!



8

**GREAT LINEUP OF TOPICS**

The full program is outlined on pages 13 & 14. You will get advice on legal issues, postal updates, deciphering the new Health Care Act, investigative journalism, reaching the new generation of consumers, design tips, paid journalism and research related to community newspapers.

9

**EXHIBIT HALL WITH ALL THE LATEST & GREATEST**

One-stop shopping in the exhibit hall should be on your agenda. Whether you are looking for content, want to develop a new website, add revenue streams, need a content management system, or postal software, this is your shopping opportunity with more than 25 companies showcasing their products and services.

10

**HAVE SOME FUN, TOO**

Included in your full registration is the Welcome Reception in the exhibit hall where you will have an opportunity to win some great prizes. The Extravaganza will be a beach party in the Oasis Water Park, which will include dinner and entertainment.

# NNA will help you thrive in the heat

**J**oin NNA at its 127th Annual Convention and Trade Show—it's an outstanding networking and learning opportunity—its money in the bank. You will find the preliminary program and registration information on pages 13 and 14 of this issue. Register before July 13 to save \$50 per registration.

Your Annual Convention Planning Committee has recruited some excellent presenters for the educational sessions. Rob Curley, Orange County Register, will be your keynote speaker on Friday during the Opening Breakfast. Curley has a great passion for community journalism and will send you away energized with lots of new ideas.

On Friday, you will have four different time slots with three concurrent sessions to choose from. Waltery will host its annual session on legal issues facing newspapers today presented by Jay Ward Brown, Levine, Sullivan, Koch & Schulz in Washington. Attendees at this session will receive a 5 percent discount on their libel insurance renewal.

Other presenters include Will Humble with the Arizona Department of Health Services who will help you navigate the Affordable Health Care Act and how it relates to your small business. Classified Expert,

**'EARLY BIRD REGISTRATION ENDS** July 13. Cut-off for NNA's hotel room group rate ends Aug. 9.

Janet DeGeorge will share with you a 12-month strategy to increase revenue from your classified pages. From the Arizona Center for Investigative Reporting Andrew Long will moderate a panel of newspaper publishers from the Phoenix (AZ) New Times, Arizona



Republic, and ABC15 News. Learn how they are doing more with less in this challenging marketplace. Ed Henninger, no stranger to community newspapers, is inviting attendees to submit a page from their newspapers before attending convention, and join his session for comments, criticisms and witticisms, but mostly suggestions for all to learn from. Send a PDF of your page to [edh@henningerconsulting.com](mailto:edh@henningerconsulting.com). Wick Communications and the Arizona Republic will discuss how their companies are handling the debate on paid journalism. With all the devastation taking place in our communities we will be showing the award winning film on how the Joplin (MO) Globe was able to publish after the devastating tornado hit in 2011. The film will be followed with a discussion led by Globe Editor Carol Stark. Max Heath will give you all his latest news and updates in the postal world.

Each time slot will also feature two Community Building Symposium

research papers sponsored by the National Newspaper Association Foundation and the Huck Boyd National Center for Community Media.

Saturday will be a day of general sessions from which you are sure to take away great ideas to implement at your newspaper. Join us in the morning for a panel discussion of your peers talking about newspaper excellence. Tom Mullen, The Phillipsburg (MT) Mail will moderate a lively panel discussion with NNA award winning papers: Cheryl Kaechele, publisher Allegan County (MI) News and an NNA past president, Dennis Anderson, editor, Antelope Valley Press in Palmdale, CA, Chris Baker, publisher, Taos (NM) News, and William "Bill" Tubbs, publisher, North Scott Press, IA. Robert M. Williams Jr., Southfire Newspaper Group in Blackshear, GA, will once again moderate our most popular session—The NNA

Great Idea Exchange. Be sure to bring your notebook and an idea of your own to share.

In the afternoon, hear from a panel of your new generation of readers and how they get the news and what you can do to keep them engaged in your product. This session will be moderated by Steve Elliott, who is with the Walter Cronkite School of Journalism. His colleague Retha Hill will also share her research on this new generation.

We hope to see you in Phoenix at the Arizona Grand Resort Sept. 12-15, 2013, while we Thrive in the Heat and take on Grand Challenges and Grand Opportunities for community newspapers across the U.S. There is no better way to learn than from your peers and that is what this convention is all about.

Visit [www.nnaweb.org](http://www.nnaweb.org) today to register online and make your hotel reservations.



# Find some great ideas in Phoenix

**F**un Fact: It is illegal to hunt camels in the State of Arizona, but don't let that keep you from attending the National Newspaper Association's 127th Annual Convention & Trade Show in Phoenix.

As an attendee, hunting for new and innovative ideas for your newspaper will be easy... and it's legal! You will find a common theme in responses from past conventions on what attendees felt was their greatest take-away: Each year we ask our attendees for their best convention take-away and over and over we hear: "advertising ideas and inspiration to improve our newspaper • remembering the focus should be on the reader • great ideas—pays for the trip. • extremely useful ideas at the Great Idea Exchange. • inspired and energized by the sessions • ideas for new business opportunities • opportunity to meet and share ideas with peers • networking with people from throughout the U.S. • always a highlight for reinforcing the value of the community newspaper • hard to pick one. • session can easily pay for the cost of the convention • visiting face-to-face with vendors that we already do business with • learning about products/services I did not know about actually benefited me the most."

On pages 13 and 14 of this issue you will find the full agenda, information on how to register and make your travel arrangements. Don't delay as the NNA room block is due to be released on Aug. 9, after which we can no longer guarantee the rate of \$149 single/double or the additional services included: free Internet in your guest room, access to the state of the art fitness center and Oasis Water Park (only open on weekends), free parking and 10 percent off all services in the spa.

The exhibit hall is filling up nicely and we have a good mix of our tried and true supporters, old friends who will join us for the first time in several years and some new companies. We appreciate the commitment these companies make to join us at our annual meeting. Be sure to visit each and



TERI SAYLOR | PUBLISHERS' AUXILIARY

**National Newspaper Association members Deb McCaslin, Custer County Chief, Broken Bow, NE, foreground left, and Ron Slechta, Kolna (IA) News, take notes during the 2012 NNA Great Ideas Exchange at the association's 126th Annual Convention in Charleston, SC.**

every booth and see what is new and exciting for your newspapers. The Welcome Reception on Thursday evening will be held in the exhibit hall, and on Friday there will be a coffee break and light lunch with the exhibitors as well. You will find a listing of all the exhibiting companies—as of publication date—on Page 16 of this issue.

There are still seats on the bus for the tours on Thursday to the Desert Botanical Gardens and the Walter Cronkite School of Journalism. We also have a few seats left for the Sunday day trip to Sedona, AZ. Don't forget the low cost shuttle to Old Town Scottsdale on Saturday after the Toast to the Winners. Visit [www.experiencescottsdale.com](http://www.experiencescottsdale.com) where you can download a free brochure on things to do and see and restaurants in the area.

Here are a few more Arizona Fun Facts:

- 1) Arizona once had a navy consisting of two boats on the Colorado River:
- 2) The name Arizona comes from the Indian "Arizonac" which means "little spring."

- 3) Phoenix averages 211 days of sunshine per year. An additional 85 days per year are only partly cloudy, leaving an average of 69 days of cloudy or rainy days.

- 4) Sky Harbor International Airport, is the sixth busiest airport in the country.

- 5) A saguaro cactus will take between 50 and 100 years to grow an arm. The saguaro cactus flower is the official state flower of Arizona.

- 6) There are 11.2 million acres of National Forest in Arizona and one fourth of the state is forested. The largest forest is comprised of Ponderosa Pine.

- 7) Someone who lives in Arizona is referred to as an "Arizonan."

Your Phoenix Convention Committee and the Arizona Newspapers Association are ready to roll out the red carpet. We hope you will join us in Phoenix at the Arizona Grand Resort and join others in the We Believe in Newspapers campaign as NNA continues its mission to promote, protect, and enhance community newspapers. Visit [www.nnaweb.org](http://www.nnaweb.org) for more information.