

Preliminary Program



Bring It

H  **ME!**

NNA Convention 2016 • Franklin, TN
September 22-24



Wednesday, Sept. 21, 2016

9 a.m. – Noon **NNA Executive Committee Meeting**

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

Thursday, Sept. 22, 2016

9 a.m. – 11 a.m. **NNA Board of Directors Meeting**

Noon – 6 p.m. **NNA Registration Desk Open**

11 a.m. – 12:15 p.m. **Libel Insurance Workshop**

Want to save some money on your libel insurance? All who attend this workshop will receive a 5 percent discount on their NNA libel insurance policy.

Hosted by Walterry Insurance.

11:30 a.m. – 4 p.m. **PNRC Best Practices Symposium**

This is a half-day symposium on promoting and defending newspaper public notices. The range of public notice begins with local government finances and continues through foreclosures and contract bids, storage auctions and unclaimed property. These are currently located in newspapers and on newspaper websites. They cover a wide territory of public accountability and transparency rights that belong to the general public. The right to know ends when a legislature or other body decides to eliminate transparency through newspaper notices.

2 p.m. – 5 p.m. **Trade Show Soft Opening** – *Sponsored by Editor & Publisher*

Join the exhibitors for some casual conversation with old friends in the exhibit hall as the exhibitors unveil their products and services for newspapers. The hall is open to all to browse and enjoy.

2:30 p.m. – 3:30 p.m. **NNAF Board Meeting**

6 p.m. – 8 p.m. Exhibitors **Welcome Reception at the Franklin Theatre** (ticketed event) –

Sponsored by AMG | Parade.

Join friends old and new at the Franklin Theatre for the official ribbon cutting and an evening of cocktails and light fare. There will be some great prizes as you visit with the companies showcasing products and services that will benefit your newspaper.

Friday, Sept. 23, 2016

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

Flag Ceremony (ticketed event) – *Breakfast sponsored by Interlink Inc.*

Invited: Gov. Bill Haslam

Keynote: Steve Moore, Founder of the The Shalom Foundation. Steve has spent more than 25 years working as a tour promoter in the rock, country and Christian music industries. He is the former CEO of the Country Music Association, has served on the CMA board of directors and has taught as an adjunct professor at Belmont University in Nashville, TN. He has spent years working to improve the lives of underprivileged children in poverty-stricken areas through home building, health care and education initiatives.

10 a.m. – 5 p.m. **Exhibit Hall Open**

Flash Sessions 1 and 2 will take place in the Champion Ballroom. Entry is through the Exhibit Hall.

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

11:00 a.m. – 11:30 a.m. **Flash Session 1**

Flash Sessions are designed to give publishers an opportunity to share their insights and experiences on revenue, circulation, news-gathering and advertising topics. Discussions will be led by senior publishers, as well as other experts.

11:30 a.m. – 12:05 a.m. **Flash Session 2**

12:15 p.m. – 1:15 p.m. **Exhibit Hall Lunch** – *Sponsored by Walterry Insurance Brokers.*

Full registrations and those with a ticket may enjoy the light lunch that will be served in the exhibit hall.

2:30 p.m. – 3:30 p.m. **Membership and State Ambassador Committee Meeting**

All who are interested in NNA's contribution to the world of community newspapers are invited to this briefing.

2:30 p.m. – 3:30 p.m. **Postal Committee & Government Relations Committee Meeting**

Interested in efforts the U.S. Postal Service is making to handle rural mail? Max Heath and Tonda Rush will provide a brief overview.

2:35 p.m. – 3:05 p.m. **Flash Session 3**

3 p.m. – 5 p.m. **Newspaper Association Managers Session**

3:10 p.m. – 3:35 p.m. **Flash Session 4**

3:35-4:05 – **Trade Show Break**

4:10 p.m. – 5 p.m. **Legislative Update Session**

6 p.m. – 10 p.m. **Extravaganza**

At 5:30, the first bus will leave the Franklin Marriott Cool Springs to transport you to The Factory. We have secured a group of four Nashville-based songwriters to be our entertainment at the Extravaganza! They are ASCAP-award winning, Grammy-nominated folks who have written for the likes of Kenny Chesney, Diamond Rio, Darius Rucker, Rascal Flatts, Carrie Underwood, Billy Currington and more.

Be prepared to hear the popular songs you know from radio, and learn the stories behind those songs. *Have A Drink on Us sponsored by The Zinser Law Firm.*

Saturday, Sept. 24, 2016

6:30 a.m. – 7:15 a.m. **Exercise Class**

9 a.m. – 11 a.m. **Awards Breakfast**

You won! Let's celebrate your outstanding work by having breakfast together and announcing the awards during this lively session. Come see the winners of the Better Newspaper Editorial Contest, the Better Newspaper Advertising Contest and the Newspaper And Education awards. Invited: Williamson County Mayor Rogers Anderson
Keynote: A special guest star will entertain you after breakfast.

11:05 a.m. – 11:35 a.m. **Flash Session 5**

11:40 a.m. – 12:10 **Flash Session 6**

12:15 – 2:30 p.m. **Business Meeting & Amos, McKinney and Phillips Awards Luncheon** (Lunch ticketed)

Join us for the annual NNA business meeting followed by a ticketed lunch. We will honor the best of the best in community newspaper people with the Amos & McKinney awards and the Daniel M. Phillips Leadership Award. At the conclusion of the luncheon, John (Chip) Hutcheson, The Times Leader, Princeton, KY, will pass the presidential gavel to Matt Paxton, The News-Gazette, Lexington, VA.

2:45 p.m. – 4:15 p.m. **Great Idea Exchange** – *Sponsored by Lakeway Publishers Inc.*

Bring your great ideas along with SAMPLES to share with the crowd. Join your peers for the most popular session each year: an hour and a half of "new ideas" to take home and implement at your newspaper. This session will pay for your registration! Be sure to bring along at least one copy of your great idea if you plan to share with your peers. Many will want samples, so please bring all you can fit into your suitcase.

Moderated by Robert M. Williams Jr., Blackshear (GA) Times.

5 p.m. – 8 p.m. Enjoy a relaxing evening on your own. Visit the many restaurants and shops in historic downtown Franklin.

Preliminary Program

NNA's 130th Annual Convention & Trade Show

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NNA Convention 2016 • Franklin, TN



Photo courtesy of The Factory.



Karen and Chip Hutcheson, NNA's 'First Couple,' invite you to the Franklin Marriott Cool Springs in Franklin, TN.

Who

Owners, publishers and senior management dedicated to improving their newspapers' value to the community while helping their bottom line.

What

NNA's 130th Annual Convention and Trade Show. The only national meeting devoted to the challenges, opportunities and shared experiences of community newspaper management. The NNA trade show will be filled with suppliers who are ready to demonstrate cutting-edge technology available to community newspapers.

Why

Count on building relationships with your peers and suppliers, check out the latest goods and services, and learn new ways to be successful in the community newspaper profession. NNA's annual conferences bring together community newspaper publishers from across the country to share their best ideas. Publishers can count on productive conversations with their peers as they share insights and ideas to propel community newspapers to reach their business goals.

Where

The headquarters hotel is the Franklin Marriott Cool Springs in Franklin, TN. All meetings and the trade show events will take place at the hotel's convention center that is attached to the Marriott.

How

Register for NNA convention online at:

nna.formstack.com/forms/nnaconvention2016

For more information: 217-241-1400, ext. 300 or send your questions to Lynne Lance at lynne@nna.org.

Hotel

Franklin Marriott Cool Springs
700 Cool Springs Blvd.
Franklin TN 37067
Call: 615-261-6100

Or make reservations on NNA's website www.nnaweb.org/convention
Mention the National Newspaper Association to qualify for the NNA group rate of \$140 for a single/double room.

The cutoff date for this room rate is Aug. 26, 2016.

Trade Show & Sponsorships

Contact Wendy MacDonald
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