

**HEADLINING
TOMORROW**



**151ST ANNUAL
MISSOURI PRESS CONVENTION**

UNIVERSITY PLAZA HOTEL
333 S. John Q Hammons Parkway
Springfield, MO 65806
SEPTEMBER 28-30, 2017

AGENDA

THURSDAY, SEPTEMBER 28

Noon | MPF Board Lunch Meeting

2PM | MPA/MPS Board Meeting

6:30-10:30PM | Shuttle to Mother's Brewery making trips to and from University Plaza's North Ballroom Entrance

7-10PM | Mother's Brewery with Twisted Mikes Food Truck. Music provided by local musician Barak Hill.

FRIDAY, SEPTEMBER 29

(Breakfast at hotel restaurant is included in sleeping room rate)

8AM-4:30PM | Trade Show / News Café / Better Newspaper Contest displays in the hotel lobby/registration area

8:30 AM | Welcome from Ken McClure, Mayor of Springfield

General Session: Leading your Future Leaders, Chris Zervas. Strategizing and discuss hiring, assimilating and building relationships with your future leaders.

9:45AM | Business Meeting

10AM | Breakout Sessions

- Building Next Generation Loyalty through Sustaining Innovation, Zach Ahrens of the *Topeka Capital-Journal*. The Newspaper industry is experiencing tremendous disruption. But we also hold the vital components that will keep us relevant and thriving into the future. This presentation will discuss audience engagement, attracting/retaining/reaching millennials as employees and customers and innovative solutions that can be applied at the smallest weekly or the largest daily newspaper.
- 13 "Wow"erful Communication Tips to Springboard your Sales and Leadership, Chris Zervas Are you looking to build long-term relationships with your customers and avoid single transactions? Do you want to connect more with your team? Come learn how to communicate powerfully and uncover tips to be relaxed before stressful meetings, learn the number one question to ask in communication and discover skills to engage your audience.

11AM General Session: Three Surefire Revenue Ideas that Get Results, Zach Ahrens of *Topeka Capital-Journal*

11:45AM - 1PM | Luncheon Program: Jerald Andrews of the Missouri Sports Hall of Fame Presentation

1PM | General session: Remarks from Secretary of State, John R. "Jay" Ashcroft followed by remarks from Speaker Pro Tem Elijah Haahr

2PM | Public Notice Panel Discussion hosted by Liz Irwin with Panelists: Jay Wasson, State Senator (Nixa); Mike Cunningham, State Senator (Marshfield); Crystal Quade, State Representative (Springfield) and Lyndall Franker, State Representative (Marshfield)

3PM | General session: The rise of Regional Magazines Panel Discussion

John Fennell as Moderator, Panelists: Catherine Neville of Feast Magazine; Gary Whitaker of 417 Magazine; Missy Pinkel of LO Profile; and Jennifer Hall of Tom Foolery and Josephine Magazines

5:30PM | Hall of Fame Reception

6:30PM | Hall of Fame Banquet and awards ceremony

Est. 8:30PM | Hospitality suite open

SATURDAY, SEPTEMBER 30

(Breakfast at hotel restaurant is included in sleeping room rate)

8:30AM | General Session: "Reporting by Storytelling" Jennifer Moore of Missouri State University

9:30AM | General Session: Taking Flight: Ethics, Liability and Best Practices of Drone Journalism, Prof. Leonard Horton of Missouri State University and Jason Preston of 417 Drone Imaging

10:15AM | General Session: "Politics 101, the Insiders Game!" with moderator Jeff Schrag and panelists Jon Ratliff of Palm Strategic Group, Travis Smith of Axiom Strategies, James Harris of the J. Harris Company and Joe Lakin of Victory Enterprise.

11:45AM | Better Newspaper Contest Awards Lunch