

# Check out the 2024 MPAME Best Ad Contest Winners | P6-17



Congratulations to this year's Dee Hamilton Memorial Sales Pro | P17

# **REGULAR FEATURES**



# The more things change ...

ne of my first editors at the newspaper, Jonathan Groves, recently asked me to come talk to a journalism class he teaches at Drury University in Springfield. His students were working on projects related to combating misinformation although we ended up spending most of the hour talking about the state of journalism more generally.

As an editor, Groves had a knack for asking the sort of questions that would cause the story (or a better version of what was sitting on the page) to start bubbling forth. I remember working on one early feature with him, about a skeleton a group of cheerleaders found in a former Odd Fellows lodge in Texas County. With that sort of set up, the story should have written itself but I was lost in all the detail and struggling to find a compelling, succinct lede.

As I recall, his line of questioning aimed to zero in on a great scene. Was it when the cheerleaders found the skeleton? Later, when it was shipped to Missouri State University to be analyzed?

No, I told him. The thing that jumped out was the way the coroner and sheriff described responding to the cheerleaders' report. Poking around in the old building, they found one skeleton that was fake. Then they opened another box and found the real deal.

"It was just like an episode of CSI, where they discover the body then spend the rest of the episode solving



The Sunday, Aug. 8, 2004, edition of the Springfield News-Leader. (Submitted/ Newspapers.com)

the case," I told him. Eureka! That was the lede, with the rest of the story structured just like a crime show.

When I went to talk to his class in late March, his first question had a similar effect.

"How has journalism changed since you've been at the *News-Leader*?"

How has it not changed? I thought, staring into the faces of students who

had not been born when I earned my first byline in 2004. But, as with that 20-year-old story, I fell back on setting the scene.

Here's some context, I told them: I was issued my first cell phone when I was hired full-time at the paper. I signed up for Facebook later that same year, when it was invite-only and still limited to college students and recent grads.

Those two things — smartphones and social media — have done as much as anything to twist and turn and rearrange the industry, at least from my perspective in the newsroom.

For folks under a certain age (and many over it), phones are now the platform through which they consume nearly all of their news. Over 20 years, the *News-Leader's* website has evolved from an afterthought that many editors and reporters viewed with suspicion, to the primary platform for all of our journalism. Paywall policies have ping-ponged back and forth — from free to all to limited to subscribers and endless variations between — and remain in a constant state of experimentation.

### **Continued on Page 3**





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# **OBITUARIES**



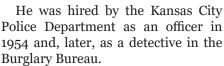
**Kansas City** 

# Harry Gallagher

Harry Gallagher, 92, former lobbyist for Missouri Press Association, died

March 27, 2024, in Prairie Village, Kan.

A U.S. Air Force veteran, Gallagher enlisted after graduating high school in 1950. From 1951-1954, he served in several roles in the American Zone of Occupation in Germany during the Korean War.



During his youth, Gallagher threw papers in Tonganoxie, Kan., just outside the Kansas City metro area. Later in life, he was always known for reading the newspaper.

In 1972, he was elected to the Missouri State House of Representatives and later worked as executive assistant for the Jackson County Executive in 1975, specializing in legislative affairs and

helping set the stage for more than 40 years of work as a political consultant.

Until he sold the firm in 2018, Gallagher Consultants was involved in numerous pieces of legislation passed in Jefferson City and helped launch the careers of many political consultants. His was

among the first independent lobbying firms in the state's capital.

In addition to Missouri Press Association, Gallagher represented the Missouri Broadcasters Association.

In addition to his wife, Karen, he is survived by eight children, 20 grandchildren and greatgrandchildren; and many more family, friends and colleagues from Kansas City to Jefferson City and beyond.

# Continued from Page 2: Adapt to what works for you

Facebook, once little more than a place to share pictures or catch up with college roommates, for a time was the primary means for getting our digital work in front of readers. Now the platform actively buries news (while they try to sucker you into paying to sponsor posts) and X is, well ... RIP Twitter.

Having only been in the business since 2004, I can't say whether the past two decades of disruption is more or less significant than what came before. My time with MPA has shown that we're not all on the same continuum with some of these technological shifts — what no longer works in Springfield may remain perfectly well-suited in Vernon County or Washington and elsewhere — but adaptation is part of the job description for us all.

As I ended my spiel, it was time for the students to ask their own questions and they did Groves proud. Did I think all that technological change was good or bad? Would I give up social media and smartphones to get back the 120-page papers that rolled off the presses when I first joined the newsroom?

Social media I could happily live without. And while I miss the folks who produced those rolled-up logs of newsprint, I can't say I'd give up the smartphone in my pocket — or the ability to push breaking news to readers in a matter of seconds — to turn back the clock. We are in the news business, after all. Whether you read it in print or on a screen, tomorrow's front page won't look the same as today's, and I'm grateful for that.



# **CALENDAR**

# May

**13** — Missouri Photojournalism Hall of Fame Nomination Deadline

### June

**6** — Kevin Jones 1st Amendment Golf Classic, Hermann

**7** — Missouri Press Association, Service and Foundation Boards Meetings, Hermann

7 — Show-Me Press Association Meeting, Hermann

**13** — Courtroom Training, Cape Girardeau County Courthouse, Jackson

**13** — Southeast Missouri Press Association Meeting

# **September**

**19-21** — Missouri Press' Annual Convention, Springfield **22-28** — Missouri Photo Workshop, Kennett

### October

**17** — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

# Did you know?

You can find all of the latest registration forms for Missouri Press' events online at www.mopress.com.

The website also has award nomination forms, board of director applications and much more.



# **2024 Kevin Jones 1st Amendment Golf Classic** The Loutre Shore Country Club • Hermann, MO

Name	Player #1		
Co./Newspaper	Player #2		
Address	Player #3		
	Player #4		
Email	Singles and partial teams are welcome and will be grouped into teams by MPF.		Mulligans may be purchased at the
Phone	Golf = \$75 per golfer	\$	course before teeing off.
Daily or Weekly Publication Daily Weekly	Mulligans \$10 Each	\$	Prizes will be awarded
lethod of Payment	Hole Sponsorship = \$75 each	n \$	after tournament.
Check Visa Discover MasterCard American Express	Prize Fund	\$	
	TOTAL: \$		
Credit Card # Exp. Date			Missouri Press
Name on Card			Foundation

# July postage rate increase proposed

### For Missouri Press News

Proposed Periodicals rate increases for July 2024 amounts to an almost 10 percent bump in postage costs for community newspapers. The rate increase means newspapers are paying about 50 percent more for postage than three years ago.

USPS is allowed to raise rates without direct approval by the Postal Regulatory Commission, with only some review by the Commission for illegalities and errors. This is the second increase in 2024, following a pattern of twice-a-year price hikes under Postmaster General Louis DeJoy with his Delivering for America plan, which *Missouri Press News* discussed in its November 2023 issue.

The 2022 Postal Service Reform Act was expected to lighten the need for major price increases as Congress relieved some of the burden on USPS for retiree health benefits; however, under DeJoy, the benefits relief and the aggressive price increases have all been part of his plan to raise revenue.

When the new rates went into effect in January, Missouri Press told members that a second increase was likely in 2024. Under DeJoy's Delivering for America plan, USPS has included twice-yearly increases for postage rates to raise capital for the agency to then develop products to better compete for package delivery business.

Last month, Congressmen Emanual Cleaver, D-MO, and Jake LaTurner, R-KS, were honored with the second annual "Benjamin Franklin Award for Distinguished Leadership in Postal Policy." The award is given to members of Congress by Keep US Posted for leading efforts to preserve and protect the U.S. Postal Service.

Most recently, Rep. Cleaver led a letter to the USPS Board of Governors questioning the onerous twice-a-year rate hikes that have led to alarming mail volume declines. Rep. LaTurner was recognized questioning inefficiencies in processing flats mail and concern for increased rates.

Keep US Posted is a nonprofit advocacy group that through its website, keepusposted.org, provides a way for anyone to contact their members of Congress about the need for better oversight of USPS.

This report was compiled with information from National Newspaper Association/Foundation, NewsMedia Alliance and prior reporting by Missouri Press News.



### **AGENDA**

11:30AM Lunch at the Wurst Haus | 234 E. 1st Street, Hermann

### MEETING AT TIN MILL RESTAURANT | CELEBRATION ROOM | 315 E. 15T Street, Hermann

12:30PM JEAN Talk! Libel, CaseNet, Legislative Roundup and Impact of Generative Al!

**1:15PM Balderdash!** There is no such thing as a dumb question! In 32 years, Jean has heard it ALL and will tell ALL! Did your question make Jean's top 10?

1:30PM Deal or No Deal! Bring the problems you are dealing with and together we'll DEAL the solution!

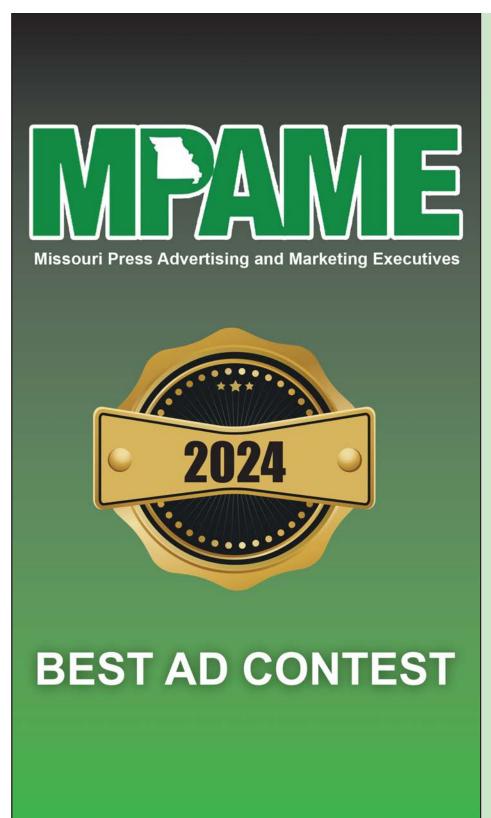
2:00PM Break

2:15PM Program To Be Announced

3:00PM Program To Be Announced

3:45PM Meeting Adjourns

4:00PM Happy Hour at Hofgarten/Black Shire Pavilion, Appetizers & Tasting | 111 Gutenberg St.



2024
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Interested in entering the Missouri Press Advertising and Marketing Executives 2025 Advertising Contest?

Please contact Missouri Press Association at kfortier@mopress.com or 573-449-4167.

# **BEST FULL PAGE AD**

### Class 1

First Place John Spaar & Pam Schuchner, Focus on Oak Grove



Second Place Jadyn Gilbert, Tribune & Times, Harrisonville



Third Place Phil Cobb, Maryville Forum



### Class 2

First Place Karen Payne, Richmond News



Second Place Regina Mozingo, Ozark County Times, Gainesville



Third Place Stephanie Schumer-Vandeven,

Perry County Republic-Monitor, Perryville

### Class 3



First Place Lillian Taylor & Michael Bushnell, The Northeast News, Kansas City



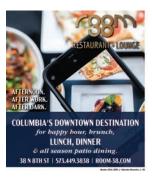
Second Place Amanda Zarecki, Webster-Kirkwood Times, St. Louis



Third Place Michelle Engelhardt, Jefferson Co. Leader, Festus



First Place Melody Cook, Columbia Missourian



Second Place Melody Cook, Columbia Missourian



Third Place Melody Cook, Columbia Missourian

# BEST AD SMALLER THAN A FULL PAGE - NO SMALLER THAN A 1/4 PAGE

# Class 1

**First Place** Tim Hager, Mexico Ledger





**Second Place** Twyla Martin & Skye Pournazari, Maryville Forum



**Third Place** Dennis Warden, Maries County Advocate, Belle

**Third Place** 

Ron Schott,

Mountain Grove

**Third Place** Michelle Engelhardt, Eureka Leader

### Class 2



**First Place** Stephanie Schumer-Vandeven, Perry County Republic-Monitor, Perryville



**Second Place** Stephanie Schumer-Vandeven, Perry County Republic-Monitor,

Perryville



### Class 3



**First Place** Debra Skaggs & Rob Schneider, Arnold-Imperial Leader



**Second Place** Mary Rayfield, Washington Missourian



# Class 4

**First Place** Melody Cook, Columbia Missourian





**Second Place** Melody Cook, Columbia Missourian



**Third Place** Melody Cook, Columbia Missourian

# BEST AD SERIES Weeklies Classes 2 & 3



First Place
Heather Mosley, Rebecca
Green & Katelyn Egger,
Springfield Business Journal



Second Place Heather Mosley, Springfield Business Journal

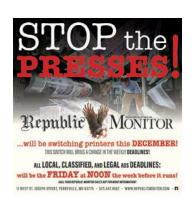


Third Place
Stephanie Schumer-Vandeven,
Perry County Republic-Monitor,
Perryville

# **BEST SINGLE HOUSE AD Class 2**



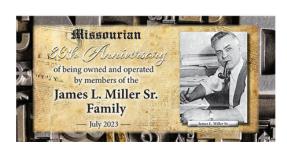
First Place Rebecca Green, Springfield Business Journal



Second Place Stephanie Schumer-Vandeven, Perry County Republic-Monitor, Perryville



Third Place Katelyn Egger & Tawnie Wilson, Springfield Business Journal



First Place Jeanine York, Washington Missourian



Second Place Debra Skaggs, Jefferson County Leader, Festus



Third Place Larry Saylor & Debbie Baker, St. Louis Call Newspapers

# **BEST AD SMALLER THAN A 1/4 PAGE**

### Class 1



First Place Dennis Warden, Maries County Advocate, Belle



Second Place Jadyn Gilbert, Tribune & Times, Harrisonville



Third Place Tim Hager, Mexico Ledger

### Class 2



Second Place
Stephanie
Schumer-Vandeven,
Perry County Republic-Monitor,
Perryville



Third Place Dennis Warden, Gasconade County Republican, Owensville



# Dennis Warden,

Gasconade County Republican, Owensville

**First Place** 

### Class 3



First Place Amanda Zarecki, Webster-Kirkwood Times



Second Place Michelle Engelhardt & Mark Grebe, Jefferson County Leader, Festus



Third Place Debra Skaggs, Jefferson County Leader, Festus



First Place Melody Cook, Columbia Missourian



Second Place Melody Cook, Columbia Missourian



Third Place Melody Cook, Columbia Missourian

# MOST CREATIVE USE OF FULL COLOR IN AN AD

# Class 1

First Place
Jadyn Gilbert,

Tribune & Times, Harrisonville



# Class 2



First Place Stephanie Schumer-Vandeven, Perry County Republic-Monitor, Perryville



Second Place Stephanie Schumer-Vandeven, Perry County Republic-Monitor, Perryville



Third Place Ron Schott, Wright County Journal, Mountain Grove

### Class 3

First Place Amanda Zarecki, Webster-Kirkwood Times





Second Place Melody Cook, Columbia Missourian



Third Place Melody Cook, Columbia Missourian

# **BEST SPONSORED CONTENT/NATIVE ADVERTISING**



First Place Melody Cook, Columbia Missourian Missouri Press News, May 2024



Second Place Melody Cook, Columbia Missourian www.mopress.com



Third Place Melody Cook, Columbia Missourian

# **BEST SPECIAL SECTION**

### Class 1

First Place Staff, Maryville Forum





Second Place Staff, Maries County Advocate, Belle



Third Place Karen Payne, Excelsior Springs Standard

### Class 2

First Place Stephanie Schumer-Vandeven Perry County Republic-Monitor, Perryville





Second Place Staff, Ozark County Times, Gainesville



Third Place Staff, Gasconade County Republican, Owensville

# Class 3



First Place Staff, Washington Missourian



Second Place Amanda Zarecki, Webster-Kirkwood Times



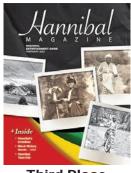
Staff, Washington Missourian



First Place Jackie Trujillo, Hannibal Courier-Post

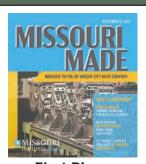


Second Place Staff, Columbia Missourian



Third Place Jessie Hamilton & Matt Hopf, Hannibal Courier-Post

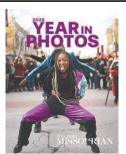
# **BEST COVER DESIGN FOR A SPECIAL SECTION Class 4**



First Place Melody Cook, Columbia Missourian



Second Place Staff, Columbia Missourian



Third Place Staff, Columbia Missourian

### Weeklies



First Place Stephanie Schumer-Vandeven, Perry County Republic-Monitor, Perryville



Second Place Stephanie Schumer-Vandeven, Perry County Republic-Monitor, Perryville



Third Place Stephanie Schumer-Vandeven, Perry County Republic-Monitor, Perryville

# BEST NEWSPAPER PROMOTION Weeklies & Dailies

First Place Erin Ashwell & Debbie Baker, St. Louis Call Newspapers



# BEST NEWSPAPER PRODUCED INSERT Class 3

Second Place Staff, Washington Missourian



First Place Lillian Taylor, Michael Bushnell & Dorri Partain,

The Northeast News, Kansas City





Third Place Rebecca Green, Springfield Business Journal

# **BEST SHARED/SIGNATURE PAGE Class 1**



First Place
John Spaar, Pam Schuchner &
Linda Ighoyivwi,
Focus on Oak Grove



Second Place Staff, Maryville Forum



Third Place Staff, Maryville Forum

### Class 2

First Place Katelyn Egger, Springfield Business Journal



Second Place Dennis Warden, Gasconade County Republican, Owensville



Third
Place
Stephanie
Schumer-Vandeven,
Perry County
Republic-Monitor,
Perryville

Third Place Advertising Team & Sharon Pruessner, Washington Missourian



### Class 3



First Place Larry Saylor & Debbie Baker, St. Louis Call Newspapers



Second Place Jeanine York, Mary Rayfield & Patty Brinker, Washington Missourian



# BEST CLASSIFIED SECTION Weeklies

First Place Staff, Washington Missourian



Second Place Larry Saylor & Debbie Baker, St. Louis Call Newspapers

www.mopress.com



# BEST ADVERTISING SALES TOOL Weeklies & Dailies



First Place
Amanda Zarecki,
Webster-Kirkwood Times

Second Place Amanda Zarecki, Webster-Kirkwood Times



Third Place Larry Saylor & Debbie Baker, St. Louis Call Newspapers



# BEST AD DESIGNER Class 4

First Place Melody Cook Columbia Missourian



Second Place Jackie Trujillo, Hannibal Courier-Post



### Weeklies



First Place Amanda Zarecki, Webster-Kirkwood Times



Second Place John Spaar & Pam Schuchner, The Odessan, Odessa



Third Place Jadyn Gilbert, Tribune & Times, Harrisonville

# BEST PRINT AD CAMPAIGN Weeklies Class 2 & 3



First Place Stephanie Schumer-Vandeven, Perry County Republic-Monitor, Perryville



Second Place Bryan Stalder & Michael Bushnell, The Norhteast News, Kansas City



Third Place Stephanie Schumer-Vandeven, Perry County Republic-Monitor, Perryville

# BEST ONLINE AD DESIGNER Class 3



First Place Lori Obermark, Washington Missourian



Second Place Melody Cook, Columbia Missourian Celebrate your husband, dod, son, brother, neighbor or boss with a yearly subscription to The Missourian!

\*\*Celebrate your husband, dod, son, brother, neighbor or boss with a yearly subscription to The Missourian!

\*\*Celebrate your husband, dod, son, brother, neighbor or boss with a yearly subscription to The Missourian Celebrate Service S

Third Place Sarah Cates, Washington Missourian

# BEST AD CONTENT ENTIRE PUBLICATION Weeklies

First Place Staff, Maries County Advocate, Belle



Second Place Ron Schott, Wright County Journal, Mountain Grove



Third Place Staff, Maryville Forum



# BEST MULTIMEDIA CAMPAIGN Class 3



First Place Staff, Washington Missourian



Second Place Erin Ashwell & Larry Saylor, St. Louis Call Newspapers



Melody Cook,
Columbia Missourian

# BEST IDEA TO GROW REVENUE Weeklies Class 2 & 3

First
Place
Staff,
Jefferson
County
Leader,
Festus



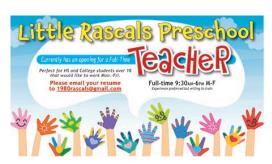
Second Place Staff, Jefferson County Leader, Festus



Third
Place
Heather Mosley,
Springfield
Business
Journal



### **BEST SINGLE CLASSIFIED DISPLAY AD** Weeklies



**First Place** Mary Rayfield, Washington Missourian



**Second Place** 

Stephanie Schumer-Vandeven,

Perry County Republic-Monitor, Perryville

Republic-Monitor. Perryville

**Third Place** 

Stephanie

Perry County



# BEST OF SHOW



Stephanie Schumer-Vandeven, Perry County Republic-Monitor, Perryville



# When a public figure doesn't want publicity

Sometimes you, as a reporter, hear rumors that fascinate you and your job is to search for the truth behind them. Sometimes that happens to the hotline attorney, too.

For the last year, media lawyers in the state have struggled with the new Supreme Court rules on redacting pleadings. Originally it seemed this was caused by a change in court rules, but fairly quickly we discovered that those rules were simply tracking statutory changes made by our Missouri legislature.

So, who was the source of the language that was added to a statute on court rules closing dates of birth in case information and names of victims and witnesses, and other information?

There were discussions internally with Missouri Press' legislative consultants. Then, the MPA Hotline Attorney began getting anonymous calls and tips about a case that should be looked at. None of this initially made sense and, frankly, originally some of this was ignored because some lawyers are not used to getting anonymous phone messages. (It's been a while since I was a reporter!).

Long story short, eventually the lawyer and the caller talked. The caller needed referral to a media lawyer who could defend the caller in a fight to open court records. Due to various reasons, the caller was referred to another firm. And fairly quickly, a lot of questions were answered.

The case was a lawsuit filed by Justin Hicks against Max Calfo. Hicks is a current state representative, serving in the St. Louis area, who has chosen to leave his current office to run for a position as Congressman for his area.

Calfo is a person who had already filed against Hicks for his legislative seat. As part of that campaign. Calfo put up a website detailing the reasons



legislative consultants. Then, the MPA Hotline Attorney began getting anonymous calls and tips about a case that should be looked at. None of this initially made sense and.

An example of a redacted court document from a court case filed by Justin Hicks against Max Calfo in St. Charles Circuit Court. Find more examples online at www. mopress.com or click this image in the digital politician, is a public figure. Such folks cannot complaint of the magazine. (Submitted)

Such folks cannot complaint of the magazine.

he believed Hicks should not be re-elected (or elected to any other position).

Among the materials on this website was details about a request for an order of protection filed against Hicks by a former girlfriend who alleged she suffered physical abuse inflicted by Hicks. The case was heard in 2010 and the Order of Protection entered against Hicks. That file was open to the public and visible for more than 10 years.

Then in 2021, Hicks, now a licensed attorney, requested a court seal the file. Nothing happened for two years until Hicks proffered the language now part of state law in Section 595.226, which closes, among other data, the dates of birth of court of parties in pleadings and the names of victims and witnesses.

Since that bill passed, reporters

across the state have struggled to get access to information they need to do their jobs accurately. Missouri Press Association joined media organizations and the Missouri Press-Bar Commission in urging the Missouri Supreme Court to look again at this policy change, not realizing at first that this required legislative change.

Now the industry is watching our legislature in this session, hoping that one of the bills now being considered might pass, resulting in changes to this policy that makes reporters' jobs so difficult.

In about two more weeks, we should know "the rest of this story."

Meanwhile, Calfo has fought in court to seek to re-open the specific court record that Hicks' bill targeted. Michael Nepple and others at Thompson Colburn, St. Louis, filed a brief pointing out to the court that Hicks, as an elected politician, is a public figure.

Such folks cannot complain when they are given publicity because that is what they seek in their effort to be elected to office. "Plaintiff has no right to deprive the public of that information. And Plaintiff has no right to prevent others, including Defendants, from bringing that information to light for the public's benefit," Calfo's attorneys argued.

The court hearing the case agreed, and now that information is open. Here's hoping that this is just the start of openness returning to court records and the elimination of these huge pages of darkness in connection with Missouri's court system.





# SEEKING NOMINATIONS

Missouri Photojournalism Hall of Fame





Sally Stapleton: Burundi refugee shivers in Southern Rwanda camp in January of 1994.

Nominations must be received by May 13.







# Missouri Press Convention & Tradeshow

September 19 - 21, 2024



HOTEL VANDIVORT 305 E Walnut St., Springfield, MO 65806

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