



Missouri Press Association 146th Annual Convention Schedule

Holiday Inn Executive Center
2200 I-70 Drive S.W., Columbia, Missouri

Thursday, Sept. 20

- 12:30 p.m.** MPA and MPS Board Luncheon
1:30 p.m. MPA and MPS Board Meeting
6:30 p.m. Reception and Gallery Hop in the North Village Arts District. Bus to Orr Street Studios (appetizers and beverages), visit Perlow-Stevens Art Gallery (wine tasting & dessert provided by Les Bourgeois), and enjoy music and beverages at The Bridge, all in The District (downtown Columbia).
9 p.m. Bus returns to the hotel.

Friday, Sept. 21

- 8 a.m.** Breakfast with speaker: **Bryna Krauth**. "Inspirational Leadership Starts with You!"
9:15 a.m. Forum, Missouri Gubernatorial Candidates
10:45 a.m. Forum, U.S. Senate Candidates
12:15 p.m. Annual MPA Business Meeting and Election of Officers
12:30 p.m. Luncheon with speaker **Paul Steinle**. "Who Needs Newspapers?"
A word from our sponsors John Sondag from AT&T and Dan Lennon from Branson-Lakes Area Convention & Visitors Bureau
2:00 p.m. Breakout: **Max Heath**, NNA Postal Guru
2:00 p.m. Breakout: **Bryna Krauth**. "Become a Brand Expert for your Advertisers"
3:15 p.m. Documentary Film Screening: "Deadline in Disaster," Featuring The Joplin Globe
6 p.m. MPA Newspaper Hall of Fame Reception
6:30 p.m. MPA Newspaper Hall of Fame Banquet

Saturday, Sept. 22

- 8 a.m.** Breakfast by Regions. Enjoy visiting over breakfast with MPA members from your area. Speaker: TBA
9:30 a.m. Breakout: **Rudi Keller**, Columbia Daily Tribune. "Covering the Civil War: Quick Tricks to Find Good Stories for the Sesquicentennial"
Breakout: Digital Innovations Panel. Hear from **Mike Jenner**, **Jon Rust**, **Andy Waters**, **Jeff McNiell** and **Jane Haslag** about the latest cutting-edge ideas they are using at their newspapers.
10:45 a.m. Lightning Round Roundtables. All in one room, six "stations" with discussion leaders at each station, various newspaper and social media topics. Fifteen minutes each, then switch. Discussion leaders and topics:
- **Jean Maneke**, *Maneke Law Group* -- Talk legal issues with your Media Attorney
- **Jim Robertson**, *Columbia Daily Tribune* -- Newspaper Coverage and Policies on Sensitive Editorial Issues
- **Mike Beatty**, *The Joplin Globe* -- Does your Newspaper have a Disaster Plan?
- **Greg Baker**, *Missouri Press Service* -- Selling Political Ads and Newspaper Network Ads to Make Money
- **Phill Brooks**, *Missouri School of Journalism* -- Covering the Statehouse
- **Kelly Schultz**, Director of the Office of Child Advocate -- News Reporting on Child Abuse and Neglect
12 noon Better Newspaper Contest Awards Luncheon





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SEPTEMBER 20 - 22, 2012
 HOLIDAY INN EXECUTIVE CENTER
 2200 I-70 DRIVE S.W.
 COLUMBIA, MISSOURI 65203
 573-445-8531

Newspaper or Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Visa Mastercard Credit Card Number _____ Exp. Date _____

Check Signature of Card Holder _____

Printed Name of Card Holder _____

Register Today! — Bring Your Staff!

STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID ONE REGISTRATION FEE

For Hotel Reservations Call 573-445-8531 or 1-800-HOLIDAY by August 14, 2012
Ask for Missouri Press Association Rate of \$89.95 per night

Registration Fee

Select One Category for your Group
 (pay registration fee once per group)

Active Member
 Newspaper
 \$175

MPA Associate or
 Friend Member \$185

Non-
 Member
 \$200

Retired
 Member
 \$50

Registration
 Fee
 \$ _____

Name/Newspaper (as it will appear on name badge) Please list names of all attending, even for free sessions	Thursday Night Downtown Columbia Tour/ Reception \$35	Friday Breakfast with Bryna Krauth \$25	Friday Luncheon with Paul Steinle \$35	Friday Hall of Fame Banquet \$55	Saturday Breakfast \$25	Saturday Awards Luncheon \$35	*Saturday Only Sessions & Luncheon \$45	Total Per Person

*Saturday Only - Skip Registration Fee and pay only \$45 per person to attend sessions and lunch

CONVENTION CANCELLATIONS: Cancellations received by Friday, August 20, 2012 WILL be entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after August 20, 2012 are NOT entitled to a refund.

Spouses are welcome with no additional registration fee, just pay for meals and events.

Grand Total Due: _____

Featured Speakers



Bryna Krauth has spent much of the last 15 years working in the media industry. She specializes in developing marketing strategies for revenue growth across mediums like newspapers, magazines, television and the Internet. She was also the president and part-owner of PRWatchdog, an online reputation management and social media marketing company. In addition, she ran an online recruitment company and several recruitment verticals for CEO Ventures headquartered in Atlanta, GA.

Bryna began her career in the media industry in 1994. Most recently, she was the publisher of Steamboat Pilot & Today, Steamboat Today, and Hayden Valley Press. In addition, she was the publisher of numerous magazines and Web sites including Yampa Valley Real Estate, At Home in Steamboat, Colorado Hunter, steamboatpilot.com and exploresteamboat.com. She has worked and lived in Northwest Colorado since December, 1996, and during that time specialized in implementing new revenue generating products for the news organization and leading a team of advertising consultants. She has held nearly every management position in the newspaper business and was also the publisher of the Craig Daily Press, in Craig, CO. She is a past member of the board of directors for the Colorado Press Association.



Paul Steinle is a veteran journalist and news media manager who has been teaching journalism since 1991. He launched graduate journalism programs at the University of Miami and Quinnipiac University. Since 2001 he has taught journalism and subsequently served as associate provost at Southern Oregon University in Ashland, Ore. From 1995-2000, Steinle served as president of the Sigma Delta Chi Foundation.

Previously, Steinle had a 29-year career as a professional reporter and news manager. He was the president of UPI and the Financial News Network; he was a TV news director at KING-TV in Seattle; and he reported from Saigon and Hong Kong for Group-W news. Steinle has an M.B.A. from Harvard and an M.S. from Syracuse University.



Max Heath is a semi-retired postal consultant for Publishing Group of America (American Profile/Relish/Spry), and for Landmark Community Newspapers Inc., Shelbyville, KY, a division of Landmark Communications, Norfolk, VA. For 21 years he was executive editor and for 23 years corporate circulation director as well. He writes a monthly Postal Tips column for Publishers' Auxiliary. He was named to the Postal Service Mailer's Technical Advisory Committee, representing the National Newspaper Association, in 1989 and is also on the national Periodical Operations Advisory Committee, and the rulemaking Periodicals Advisory Group. He received the NNA President's Award in 1989 and 1997, Ambassador Award in 1992, and coveted Amos Award for service to NNA in 1994, and President's Award in 2007. The Postal Service presented him a Special Achievement Award Sept. 2, 1998 at the National Postal Forum. He conducts seminars on "Maximizing Postal Savings and Delivery" for newspaper associations and groups as part of NNA's outreach to the industry. He is past NNA director for Region 3. He has served on many MTAC work groups to help shape rules that are useful for newspapers, or minimize any harm.



Rudi Keller is the politics and state government reporter for the Columbia Daily Tribune. He worked for the Tribune for more than 12 years in the 1980s and 1990s, and was a reporter covering city government, business and politics at the Southeast Missourian from 2005 to 2010, when he returned to the Tribune. A native of Louisville, Ky., Keller graduated from the University of Missouri School of Journalism in 1986.

