



# Missouri Press Association 145th Annual Convention Schedule

*Hilton Branson Convention Center  
200 East Main Street, Branson, MO*

## Thursday, Sept. 8

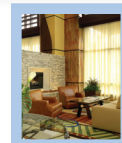
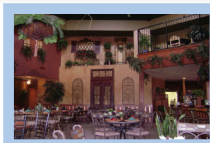
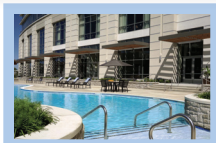
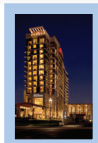
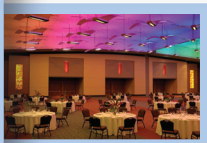
- 7:30-11:30 a.m.** Registration open  
**8:00-11:00 a.m.** Missouri Press Association and Missouri Press Service Boards meet  
**Noon** Golf at Payne Stewart Golf Club, a tribute course honoring the life and legacy of golf legend Payne Stewart  
**6:00-8:00 p.m.** Registration open  
**8:00 p.m.** Viva Las Vegas! Reception and Live Entertainment with Dave "Elvis" Ehlert

## Friday, Sept. 9

- 7:30 a.m. - 4:00 p.m.** Registration open  
**8:00-9:30 a.m.** Breakfast Program "Technology Discussion" Panel, (Jane Haslag, Jeff McNeill, Jon Rust, Andy Waters; moderator Mike Jenner) discussing cutting edge issues involving social media, paid content, Deals of the Day, to maximize profits and gain more clients and subscribers  
**9:45-10:45 a.m.** Breakout Session 1: "The Ins and Outs of Non-Compete Agreements," Attorney Jay Dade  
Breakout Session 2: "Avoiding Advertising Scams," Better Business Bureau of St. Louis  
Breakout Session 3: "101 Easy Ways to Boost Your Bottom Line," Ken Blum  
**10:00 a.m. - 2:00 p.m.** Spouses Event: Tour Stone Hill Winery, then enjoy lunch at The Gardens Restaurant  
**10:45-11:00 a.m.** Refreshment break  
**11:00 a.m. - Noon** Breakout Session 4: "Sales by Numbers," Tim Smith  
Breakout Session 5: "Intellectual Property Issues," Attorneys Jean Maneke and Jay Dade  
**Noon - 12:30 p.m.** MPA Business Meeting and Election of Officers and Directors  
**12:30-1:45 p.m.** Luncheon. "The Things I Believe About Newspapers," Sammy Papert  
**2:00-3:45 p.m.** Breakout Session 6: "Sales Time and Territory Management," Tim Smith  
Breakout Session 7: "You're on the Jury: Is Print a Dead Duck?," Ken Blum and Bill Miller, Jr.  
**4:30-6:00 p.m.** Registration open  
**6:00 p.m.** MPA Newspaper Hall of Fame Reception  
**6:30 p.m.** Hall of Fame Banquet, 21st Annual Induction Ceremony  
**9:30 p.m.** Mizzou Football Watch Party, University of Missouri Tigers vs. Arizona State

## Saturday, Sept. 10

- 8:00 a.m. - Noon** Registration open  
**8:00-9:30 a.m.** Missouri Associated Dailies Breakfast. Discussion led by Sammy Papert  
Weekly Newspapers Breakfast. "Dr. Blum's Group Therapy for Community Newspapers," Ken Blum  
**9:40-11:00 a.m.** Breakout Session 8: "Best Advertising Ideas" Panel. Marty Goodnight, Springfield News-Leader; Jane Haberberger, Washington Missourian; Jim Card, The Smithville Herald; Scott Grissom, The Monett Times.  
Bring samples of your Best Ad Ideas for a chance to win \$\$\$!  
Breakout Session 9: "Get Close, Shoot Fast and Don't be Afraid to Bite the Dust," Ken Blum  
(Reporter/photographer multi-taskers, bring your cameras to this session!)  
**11:00 a.m.** Missouri Press Better Newspaper Contest Awards Luncheon  
Tornado: Through the Eyes of The Joplin Globe, Michael Beatty, publisher. Outstanding Young Journalists of the Year Awards, College Media Association Awards, Scholarship Presentations, BNC Awards Presentation





# 145th Annual Missouri Press Association Convention

SEPTEMBER 8 - 10, 2011  
 HILTON BRANSON CONVENTION CENTER  
 200 EAST MAIN STREET  
 BRANSON, MO 65616  
 417-336-5400

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 417-336-5400 by August 5, 2011**

**Ask for Missouri Press Association Rate of \$109 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 Golf Payne Stewart	Thursday Viva Las Vegas Reception	Friday Breakfast	Friday Spouses Stone Hill Lunch Outing	Friday Luncheon	Friday Hall of Fame Banquet	Saturday Breakfast	Saturday Awards Lunch	Saturday Only Sessions & Lunch	Total Per Person
	\$90	\$35	\$25	\$35	\$35	\$60	\$25	\$35	\$45	

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

CONVENTION CANCELLATIONS: Cancellations received by Friday, August 26, 2011 WILL be entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after August 26, 2011 are NOT entitled to a refund.

Deduct \$75 from Active/Friend/Associate Grand Total or \$20 for retired member if registration is postmarked or received by August 5th.

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

Grand Total Due: \_\_\_\_\_