



# 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 (food and beverages), visit Perlow-Stevens Art Gallery (wine), and enjoy music (dessert 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?"  
**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 Weeklies and Dailies \$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.

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: \_\_\_\_\_