

# 2012

# Iowa Newspaper Association Convention & Trade Show



MARRIOTT HOTEL, DES MOINES • FEBRUARY 2-3, 2012

CELEBRATING  
the *Voice*  
of NEWSPAPERS

## THURSDAY, FEBRUARY 2

- 11:00 a.m. .... Registration and Trade Show open
- 12:00 p.m.-1:15 p.m. .... Student/Professional Networking Luncheon featuring panel discussion
- 1:15 p.m.-1:30 p.m. .... Networking Break
- 1:30 p.m.-2:30 p.m. .... "Paid content and a free press: A matter of dollars and democracy"  
Ken Paulson, First Amendment Center
- 2:30 p.m.-3:00 p.m. .... Networking Break
- 3:00 p.m.-4:15 p.m. .... "Achieving Excellence: A Panel of Pulitzer Prize Winners"  
Stephen Berry, University of Iowa  
Mary Chind, Des Moines Register  
Christine Willmsen, Seattle Times
- 4:15 p.m.-4:30 p.m. .... Networking Break
- 4:30 p.m.-5:30 p.m. .... Annual Meeting; Publishers' Idea Exchange
- 5:30 p.m.-7:30 p.m. .... Trade Show Reception
- 9:00 p.m.-11:00 p.m. .... Presidential Reception

For additional information about each session and presenter as well as hotel accommodations, visit [www.INAnews.com](http://www.INAnews.com).

## FRIDAY, FEBRUARY 3

8:00 a.m. .... Registration and Trade Show open *\*\*Free Continental Breakfast in Trade Show served until 9:00\*\**

9:00-10:30 a.m. ... Kick-off: **Freedom Sings®**

10:30-10:50 a.m. ... Refreshments in Trade Show

10:50-11:50 a.m. ... **Concurrent Sessions:**

<i>Photo Editing &amp; Color Correction Tips &amp; Tricks</i> Kevin Slimp, Institute of Newspaper Technology	<i>Breaking News Postal Update</i> Max Heath, NNA Postal Chair	<i>Selling Digital... Beyond Banners</i> Greg Swanson, ITZ Publishing	<i>Reposition Your Sales Strategy for More Revenue</i> Rick Farrell, Tangent Knowledge Systems	<i>Writing to Attract the Online Reader</i> Chris Snider, Drake University
---	---	--	---	---

12:00-1:30 p.m. .... **Past Presidents' Awards Luncheon** Distinguished Service Awards • 50-Year Club Awards  
Jay P. Wagner Prize for Young Journalists • Bill Monroe INA Innovation Award  
Keynote Presentation: "Committed to the Core" **Charlie Wittmack**, internationally renowned explorer

1:30-2:00 p.m. .... Refreshments in Trade Show

2:00-3:00 p.m. .... **Concurrent Sessions:**

<i>Staying on Top of New Technology</i> Kevin Slimp, Institute of Newspaper Technology	<i>Best Practices to MAXimize Postal Savings</i> Max Heath, Landmark Community Newspapers	<i>Going Mobile... Engaging Audiences &amp; Advertisers</i> Greg Swanson, ITZ Publishing	<i>Generating New Advertising Revenue</i> Rick Farrell, Tangent Knowledge Systems
---	--	---	--

3:00-3:45 p.m. .... **Ice Cream Break in Trade Show** sponsored by Picket Fence Creamery *\*\*INF Silent Auction bidding closes at 3:30 p.m.\*\**

3:45-5:00 p.m. .... **Concurrent Sessions:**

<i>Suds &amp; Sodas: Roundtables</i>	<i>Finding and Fixing Problem PDF Files</i> Kevin Slimp, Institute of Newspaper Technology	<i>Transforming Your Sales Strategy to Embrace Digital</i> Greg Swanson, ITZ Publishing
--------------------------------------	---	--

5:30-6:30 p.m. .... **Awards Reception**

6:30 p.m. .... **Awards Banquet** Master Editor-Publisher Awards • Heritage Plaque Presentations • Young Iowa Journalists Awards  
Iowa Better Newspaper Contests Winners and Newspaper of the Year

**Register early! There's no program like this offered at such a reasonable rate!**

# REGISTRATION

Complete the registration form below  
or register online at [www.INAnews.com](http://www.INAnews.com)

\_\_\_\_\_  
(Name of newspaper)

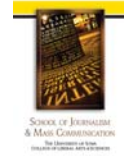
\_\_\_\_\_  
(Mailing Address)

\_\_\_\_\_  
(City, State, ZIP)

\_\_\_\_\_  
(Telephone number)

\_\_\_\_\_  
(Email)

Industry Sponsor:



## CELEBRATING the Voice of NEWSPAPERS

Presenting Sponsor:

**IOWA STATE UNIVERSITY**  
Greenlee School of Journalism and Communication

### Early Registration:

Registrations **postmarked** by January 26 or delivered to INA by 4:30 p.m., January 26 will receive reduced rates on convention registration

- \$70 for 1st Registrant **by January 26 (\$80 after January 26)**
- \$20 for Additional Registrants from same newspaper

WHEN REGISTERING, PLEASE FILL IN APPLICABLE RATES BELOW

### Please check the following, if applicable:

New publisher     Guest of INA/INF     Past President (Friday Lunch fee waived)

### Cancellation Policy:

Refund requests will be honored if received in our office by 4:30 p.m. January 26. The INA has purchased Event Cancellation Insurance for this event. In cases where inclement weather causes this insurance to go into effect, advance registration fees will be refunded.

Please <b>PRINT</b> names as they should appear on name tags	Email address (for registration confirmation)	1st Registrant by 1/26/12 \$70	1st Registrant after 1/26/12 \$80	Each Additional Person from same newspaper \$20*	Thursday Luncheon (no charge)	Meal Package \$52* (includes Friday Luncheon & Banquet)	Friday Luncheon \$25*	Friday Night Banquet \$30*	Per Person Total

\* Anyone attending any convention function is required to pay the registration fee (for the first registrant) or additional person fee, even if attending the Luncheon or Banquet only.

**GRAND TOTAL DUE: \$** \_\_\_\_\_

Payment enclosed \_\_\_\_\_

Please bill the newspaper \_\_\_\_\_

**IMPORTANT:** Return form and make checks payable to:



**IOWA NEWSPAPER FOUNDATION**

319 E. 5th Street • Des Moines, IA 50309  
515-244-2145 or FAX 1-866-593-7406