

Celebrating NNA



Past • Present • Future

2010 Annual Convention & Trade Show, Sept. 30–Oct. 3, 2010
Omaha Hilton and Qwest Center, Omaha, NE

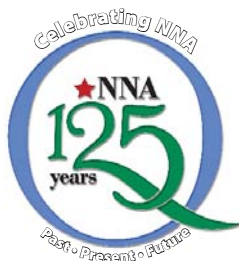
Educational Sessions

Two Preconvention Workshops
Great Idea Exchange
Five Roundtables-repeated
Opening Breakfast/Keynote Speaker
Eight Educational Sessions
Twelve Community Building Symposium papers

Networking and Social Events

Opening Reception in Exhibit Hall
Henry Doorly Zoo
Trade Show with the latest and greatest
Awards Luncheon
Toast to the Winners

For more information or program updates
visit www.nnaweb.org/acts/2010 or call 800-829-4662



NNA's 2010 Annual Convention and Trade Show

Sept. 30 – Oct. 3, 2010 | Omaha, NE | Omaha Hilton and Qwest Center

Tentative agenda

Wednesday, Sept. 29, 2010

1:00 – 5:00 p.m. **Board of Directors' Meeting**

Thursday, Sept. 30, 2010

8:00 – 10:00 a.m. **NNAF Board of Directors' Meeting**

9:00 a.m. – Noon **Board of Directors' Meeting**

Noon–4:00 p.m. **Exhibitor Set-Up**

1:00 – 5:00 p.m. **Workshops** (*Fee applies*)

- **API-Going Mobile**
Trainer: Steve Buttry, American Press Institute, Reston, VA
- **New Technologies for Newspapers: A look at the latest software & hardware for newspapers**
Trainer: Kevin Slimp, Institute of Newspaper Technology, Knoxville, TN

5:30 – 8:00 p.m. **Party with the Exhibitors**

One of the top requests we receive each year is that you need more time to visit the exhibit hall. Here is your opportunity to have some fun while checking out all the new and exciting opportunities the exhibiting companies have to offer. Don't miss this great exhibit hall party where there are bound to be a few surprises throughout the evening along with great fun, ideas and food.

Friday, Oct. 1, 2010

8:00 – 10:00 a.m. **Opening Breakfast and Flag Ceremony**
Keynote TBA

10:00 – 11:00 a.m. **Exhibit Hall Coffee Break**

11:15 a.m. – 12:15 p.m. **Concurrent Sessions**

- **Building Relationships to Get the Story**
Jim Litke, Associated Press, Chicago, IL
- **Best Ideas that Work in Tough Times**
Jason Taylor, Chattanooga Times Free Press, Chattanooga, TN
- **Community Building Symposium**

12:15 – 2:00 p.m. **Lunch with the Exhibitors**

Join us for your last look around the exhibit hall while you enjoy a light lunch. Be sure to visit each and every booth because you never know what products or services might be the latest and greatest to help your newspaper improve its bottom line.

2:15 – 3:15 p.m. **Concurrent Sessions**

- **Let's Eat Grandma: Why the Art of Editing Matters**
Charlyne Berens, University of Nebraska, Lincoln, NE
- **Kindling the Flame**
Steve Buttry, Allbritton Communications, Arlington, VA
- **Community Building Symposium**

3:30 – 4:30 p.m. **Concurrent Sessions**

- **The New Rules for Community Newspapers: How the Internet Has Changed the Law**
Rob Bertsche, Prince Lobel Glovsky & Tye LLP, Boston, MA (Attendees will receive a 5 percent discount on their newspaper's NNA libel insurance policy for attending this session)
- **Successful Selling in Hard Times**
Jeff Greene, The Greene Group Inc., Meridian, ID (this session ends at 5:00 p.m.)
- **Community Building Symposium**

4:30 – 5:30 p.m. **Committee Meetings**

6:30 – 9:30 p.m. **Extravaganza: Henry Doorly Zoo**

Be ready to be amazed! You will be transported to Omaha's Henry Doorly Zoo by bus. Attendees will enjoy dinner in Durham's Tree Tops Restaurant, which overlooks the world's largest indoor rainforest. Following dinner, you can stroll through the Lied Jungle and get lost behind waterfalls or swing with the monkeys and immerse yourself in the foliage that covers the jungle floor. Keep your eyes open because there is so much to see. The Scott Kingdom of the Seas Aquarium will also be open for attendees. There, you will find sharks, rays, penguins and other sea wildlife. (Penguins are technically an aquatic flightless bird.)

Saturday, Oct. 2, 2010

8:00 – 10:00 a.m. **Breakfast**

Self Promotion, Mark Rhoades, Enterprise Publishing, Blaire, NE, and **Great Idea Exchange**, moderated by Robert M. Williams Jr., Southfire Newspaper Group, Blackshear, GA

Be sure to bring your best idea (and a sample to leave behind) to share during our most popular session ever—the NNA Great Idea Exchange.

10:15 – 11:15 a.m. **Concurrent Sessions**

- **Postal Update**
Max Heath, NNA Postal Committee chair and consultant, Shelbyville, KY

- **Digital deliverance? What Works (and What Doesn't) for Community Newspapers**
John Rust, Southeast Missourian, Cape Girardeau, MO
- **Community Building Symposium**

11:30 a.m. – Noon **Business Meeting**

Noon – 1:45 p.m. **Amos, McKinney and Phillips Luncheon**

Join us for lunch when we honor the best of the best in community newspapers with the Amos Award, McKinney Award and the Daniel M. Phillips Leadership Award. At the conclusion of the luncheon, Cheryl Kaechele will pass the presidential gavel to Liz Parker.

2:00 – 3:30 p.m. **Roundtables**

(You will be able to attend two 45-minute sessions)

- **Circulation Building**
Max Heath, NNA Postal Committee chair and consultant, Shelbyville, KY
- **Getting the Most of Your Digital Camera**
Jeff Bundy, Omaha World Herald, Omaha, NE
- **Profitable Web Sites**
John Rust, Southeast Missourian, Cape Girardeau, MO
- **Special Sections that Work**
David McCollum, The Las Cruces Bulletin, Las Cruces, NM
- **Valuing your newspaper**
Gregg K. Knowles, Knowles Media Brokerage Services, Bakersfield, CA

4:00 – 6:00 p.m. **Puttin' on the Ritz**

Toast your newspaper's achievements and join in the celebration as we present the awards in all of NNA's newspaper contests. Enjoy a complimentary glass of bubbly and light munchies. Cash bar available.

6:15 p.m. – ?

The Nebraska Press Association is organizing three excursions for NNA attendees immediately following the awards ceremony. There will be no cost, but you will need to choose your excursion when you register. More details will be available in the registration brochure.

1. **A Visit to Borsheims** (one of the nation's largest, single-unit fine jewelry and gift retailers.)
2. **A Tour of Chip Davis' Studio** (Mannheim Steamroller)
3. **Old Market** with great arts, entertainment and dining