

## Advanced Circulation

The fee for Inland members is **\$300**. Non-member fee is **\$425**. Checks should be payable to Inland Press Foundation. Rooms can be reserved at the Radisson Hotel & Suites, 160 E. Huron St., Chicago, Ill., by calling (312) 787-2900. Rooms are **\$139** a night, single or double occupancy. The cut-off date for room reservations is **Oct. 11**.

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# Inland Press Foundation Advanced Circulation

## Management Workshop

### Nov. 10 - 11, 2005

*Thursday and Friday*  
Radisson Hotel & Suites  
Chicago, Illinois

## Thursday

November 10

8 a.m. / **Registration**

8:30 a.m. / **Welcome and Introductions**

9 a.m.

### **Delivery Partnerships to Grow Revenues**

Delivering niche publications, alternative products and other newspapers is fast becoming an important revenue stream for newspaper circulation departments. Some are even creating executive positions to manage the business. Find out how your paper can drive circulation department revenues through distribution. With **Steve Wagenlander**, circulation director, Post & Courier, Charleston, S.C.

10:30 a.m.

### **Subscriber Acquisition Initiatives through Database Marketing**

A step-by-step outline for profiling current subscribers, identifying top subscriber prospects, and designing a direct mail program to target them. The session will also look at:

- New resident programs
  - The importance of aligning sales territories, selecting prospects and developing category-specific programs
  - Targeted niche products
  - Single-copy programs
- With **Monica Bartling**, president, Marketing Solutions Group, Boulder, Colo.

Noon / **Luncheon**

1 p.m.

### **Navigating Third Party Sales Rules**

ABC's stronger requirements for third-party sales will bring about change at many newspapers. How is your paper going to handle it? This session will explain the new rules and how they will impact advertiser relationships and will also provide strategies for making the rules work for you. With **Steve Wagenlander**.

#### **Testimonial:**

Circulation Management Academy  
April 2005:

**"The most informative and valuable training I have ever received. Speakers made me excited to go back to work!"**

**Tyson M. Best**

Tri-City Herald, Kennewick, Wash.

## Friday

November 11

8 a.m.

### **The Tool Box for Team Building**

Building a team seems like a simple process, right? It's not. So many of our challenges require high levels of teamwork that effective team-building has become an essential part of any executive's skill set. This module will examine the necessary ingredients to create a great team. It will involve actual scenarios that will make you a teamwork pro in your organization. With **Dan Chiodo**, publisher, Joplin (Mo.) Globe.

10:15 a.m.

### **Networking and Idea Exchange**

An opportunity to discover new ideas, find solutions to problems and develop a network of valuable industry contacts to serve you now and in the future.

Noon / **Luncheon**

1 p.m.

### **Insert Process Improvements to Strengthen Credibility**

Circulation accountability has become the most important issue in the industry today. Ensuring insert accuracy can build credibility and trust with advertisers, leading to more revenue. This session will outline steps to revitalize the relationship between the newspaper industry and insert advertisers.

2:30 p.m.

### **Essential Update on Operational and Legal Issues**

Up-to-date information on the the latest hot-button issues including the resolution by the National Labor Relations Board of one of five pending cases raising the issue of employee status of newspaper distributors. What the issues mean for your paper's circulation practices and systems. With **Camille Olson**, partner, Seyfarth Shaw LLC, Chicago, Ill.

4 p.m. / **Adjourn**