



Missouri Press Association 145th Annual Convention Schedule

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

Thursday, Sept. 8

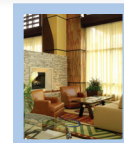
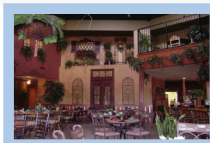
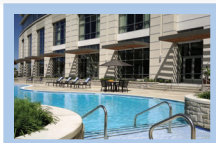
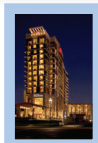
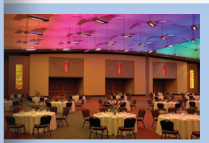
- 7:30-11:30 a.m.** Registration open
8:00-11:00 a.m. Missouri Press Association and Missouri Press Service Boards meet
Noon Golf at Payne Stewart Golf Club, a tribute course honoring the life and legacy of golf legend Payne Stewart
6:00-8:00 p.m. Registration open
8:00 p.m. Viva Las Vegas! Reception 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 McNiell, 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; Kevin Jones, St. Louis American.
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 \$90	Thursday Viva Las Vegas Reception \$35	Friday Breakfast with Tech Panel \$25	Friday Spouses Stone Hill Lunch Outing \$35	Friday Luncheon with Sammy Papert \$35	Friday Hall of Fame Banquet \$60	Saturday Breakfast Weeklies or Dailies \$25	Saturday Awards Lunch \$35	Saturday Only Sessions & Lunch \$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 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: _____