

Two days of workshops, awards and networking!

2018 NPA Convention, April 20-21, in Lincoln

Meet the experts. Sessions are packed with top-notch professionals, giving you the opportunity to learn from some of the industry's best and brightest.

Get inspired. Take home actionable ideas and solutions that you can implement at your newspaper right away to boost revenue, improve news content and benefit your community.

Networking. This is the largest annual gathering of Nebraska newspaper people.

Best deal around. Take advantage of NPA's low registration fees & discounted meal prices!
(Compared with other press association conventions)

Relax, socialize, enjoy. Thursday evening (4/19) NPA Foundation fundraiser event: TESLA TEST DRIVE; Saturday Husker Spring Game Tailgate, awards, raffle prizes and more.

Kevin Slimp - Newspaper Academy, InDesign & Photoshop Guru

Kevin Slimp was working in InDesign before it even had a name. He has become known as a leading spokesperson for the newspaper industry, and his syndicated columns can be found in more than 60 professional publications on four continents. He's gained attention through his research and surveys of newspaper executives across North America, and Publishers Auxiliary called him "The most popular and effective speaker among community newspaper publishers today." You will leave Kevin's sessions with a treasure chest of information.



Getting People to Pick Up Your Newspaper. Possibly Kevin's most requested topic, Kevin will reference research and focus groups to take a look at just about every area of our own papers and what we can do to make people want to pick up our papers. Bring two pens. You will need them.

Session - Friday, 1:45-2:45pm

InDesign: Keeping Up With Styles. Who has time to learn to use advanced tools and techniques in InDesign with all these deadlines? During this 60-minute class, Kevin will take you past the basic tools you use each day to teach you skills to improve your design and speed up your workflow. Sure, you know what libraries are – but do you know how to create and use various styles and how to make them work together to allow you to accomplish multiple tasks with the touch of a button? **Session - Saturday, 8:00-9:00am**

Color Correction and Photo Editing Tips for Newspaper Reproduction.

The name says it all. Kevin taught his first photoshop class to a group of 200 newspaper professionals in Lexington, Kentucky in 1995. There's not much he doesn't know about getting your pictures to look better on the page, and he'll share some of that knowledge during this session. **Session - Saturday, 9:15-10:15am**

Ad & Page Design Tips for Newspapers. For ad and design staffs and editors - tips your paper can immediately implement to improve sales and keep readers coming back for more. **Session - Saturday, 2:00-3:00pm**

Ryan Dohrn - Advertising Sales, Brain Swell Media

Ryan Dohrn is the founder of media sales strategy firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 5,000 ad sales reps in 7 countries. Ryan works with the sales teams at over 50 community newspapers per year and has a deep passion for the newspaper business. His 25-year career in media sales and marketing includes training sales and management teams for a variety of media companies, and business book author who's been featured in USA Today and on Forbes.com.



Prospecting for Success. This workshop is all about sales lead generation. Prospecting is a dying skill set and it is so important to sales success. Ryan will show how to create and executive your prospect list. **Session - Friday, 1:45-2:45pm**

Digital Sales Strategies for Success. Learn how to handle objections with facts and statistics; learn why advertisers think digital is a cheaper alternative, when it really isn't. **Session - Saturday, 2:00-3:00pm**

**Sign up for a
25-minute
ONE-ON-ONE
CONSULTATION
with Kevin!**

*Contact Susan Watson
(NPA office) to sign up.*

Ryan Dohrn - Brain Swell Media (cont.)

Selling Traditional Media to Haters. Every advertiser has a unique, “understanding,” of our community and media products. So, how do you convince a digitally focused business owner that our traditional, media-based products are viable and worth their time? Ryan will show you how to create a compelling media sales presentation that will inform and inspire even the harshest media critic. Ryan’s magazine and newspaper sales career has given him a unique perspective on the industry, and the right sales strategies vital for success. **Session - Saturday, 8:00-9:00am**

The 20 Minute Ad Sales Call. Stop wasting time with long sales presentations. Learn how to turn 20 minutes into a closed deal! Advertisers love it and sales reps are raving! This sales technique is so easy you will be able to use it immediately. Learn how to establish relevancy fast; how to grow trust by sharing success stories; to present ideas on the spot, ask critical questions, and close more deals on the first sales call. This is one of Ryan’s most popular workshops. It is packed with tactical and practical take away points that every sales rep can put into action right away. **Session - Saturday, 9:15-10:15am**

Helen Sosniecki - Postal expert (formerly with Interlink) & former publisher

Helen Sosniecki has presented postal-related programs in Kansas, Nebraska, Missouri, Alabama and the Dakotas plus to the tri-state ArkLaMiss Circulation Conference in Mississippi. Before retiring from full-time work, Sosniecki spent seven years as the Senior Sales and Marketing Manager at Interlink, a circulation-software company. She previously had a 34-year newspaper career that included working on dailies in Tennessee, Illinois and Kansas. She and her husband, Gary, owned three weeklies and published a small daily in Missouri.



Postal Issues Update. Helen knows the postal issues and at her Friday session she will help you find ways to save money on your postal costs and provide an overview of the current postal news and issues facing the newspaper industry. She understands all sides of the issue and has been on the front lines of the postal “war” for years. **Session - Friday, 10:45-11:45am**

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**Bring copies of recent
3541s**

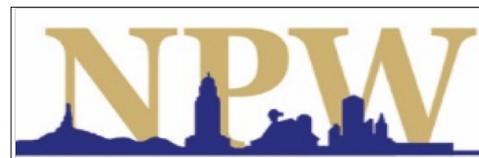
Contact Susan Watson
(NPA office) to sign up.

One-on-One Consultations. Helen will be available Friday and Saturday for 25-minute one-on-one meetings to discuss specific postal issues. **(Bring copies of your recent 3541s to the consultation).** **Call Susan Watson (NPA office) to sign up.**

Jill Claflin - Nebraska Press Women, professional development director



Jill Claflin spent 28 years in the newspaper business, including time as co-owner and editor of The Callaway Courier, general manager of The Lexington Clipper-Herald and managing editor and executive editor of The North Platte Telegraph in Nebraska. She was senior director of communications at Habitat for Humanity International headquarters in Georgia before retiring from full-time work in 2014 and returning to Nebraska. She continues to do communications consulting work and special projects for Habitat. She is active in Nebraska Press Women, currently serving as professional development director.



News: Who Can You Believe? Are Nebraska journalists affected by today’s fake-news environment? How about media organizations? Do consumers distinguish between what they may read from national outlets and their local news providers? Learning about “fake news” is the first step in combating it. During this session, participants will discuss this timely topic and learn about an educational resource available to them. **Session - Saturday, 9:15-10:15am**



What Newspapers Must Do to Keep Public Notices

Richard Karpel with the Public Notice Resource Center will lead this session via SKYPE.

Last year, a record number of bills in 25 states were introduced, dealing with public notices in newspapers. The newspaper industry has had success protecting public notice in the state legislatures, but collectively we’re on the defensive.

This session will focus on the state of public notices and the best practices that every publisher should follow to help the industry maintain its rightful position as the publisher of official notice of public actions. **Session - Friday, 10:45-11:45am**



Spring Game Tailgate Buffet & Networking

Embrace the Husker frenzy and talk shop with your friends in the business!

Enjoy a tailgate buffet (wings, mini hot dogs, pork sliders, nachos and more); Husker Spring Game streamed live on the big screen; cash bar (beer only) and caricatures by cartoonist Paul Fell. *Not into the Spring Game? Start a casual roundtable discussion. (Find the tables with assigned topics and question sheets to get a conversation started).* **Saturday 10:30am-1:30pm**

Finding, Recruiting and Retaining Young Talent - Panel Q&A

Hiring young people is an ongoing challenge for community newspapers, especially in rural areas. Panelists from UNL, Creighton University and Doane University will discuss how students are being prepared for the workforce, what graduates want in today's working world, what companies can offer them, etc...



Panelists: Leah Georges, Creighton University Leadership Program; Jeremy Fisher, Creighton University Career Center; David Swartzlander, Doane University; and UNL's Sales Center. They are in direct contact with students (new talent) on a

regular basis as they prepare for the working world. **Moderator:** Carrie Colburn, Publisher, York News-Times.

This session is for daily and weekly publishers and managers. Session - Friday, 9:30-10:30am

Send your recruiting/hiring questions for the panelists ahead of time to Susan Watson in the NPA office.

Rob Simon - UNL-College of Business Admin, Associate Professor of Practice/Marketing



Rob utilizes his past professional experience in retail (longtime Nebraska apparel store, Ben Simons), wholesale and e-commerce to bring real-world perspective to the classroom.

Retail From a Retailer's Perspective - and Q&A

From his retailing perspective, Rob will share what retailers look for from newspapers; how sales people can build better relationships with retailers; case studies and more. The last half of the session will open up for Q&A and group discussion. **Send your questions for Rob ahead of time to Susan Watson. Session - Friday, 10:45-11:45am**

Send your retail questions for Rob ahead of time to Susan Watson in the NPA office.



Legal Hotline Q&A - Shawn Renner, Cline Williams law firm

This always-popular session covers topics from the Nebraska Press Association's Legal Hotline, a free service to our member newspapers that provides solid, practical advice with the goal of preventing legal problems. **Bring your legal questions!**

Cline Williams' Attorney, Shawn Renner, advises media on free speech, open meetings and other issues. Join this informal Q&A session as Shawn reviews some of the more frequent questions and topics that the Legal Hotline has received from our newspapers over the past year. **Session - Friday, 1:45-2:45pm**

Share ideas, get ideas!

Great Idea Exchange - Friday, 3:00 - 4:15 p.m.

Bring your best ideas that have worked for your newspaper. Learn & share. Take ideas & solutions back to your paper that you can implement right away.

Roundtable Discussions (during Spring Game Tailgate) - Saturday, 10:30 a.m. - 1:30 p.m.

For those who want to network instead of watching the Spring Game, casual roundtables will be set up, each with a different topic (circulation, advertising, etc.) & accompanying question sheet to get the conversations started.

Flash Sessions - Saturday, 3:15 - 4:15 p.m.

Each table/topic will have a moderator. Choose TWO 30-minute sessions to sit in on and move from one table to another.