

CONFIDENTIAL

Bulletin

Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

Calendar of Events:

January 31, 2014

NPA/NPAS Joint Board Meeting
Conference Call - 10:00AM (CDT)

March 12-14, 2014

NNA Leadership Summit
Washington, D.C.

April 11-12, 2014

NPA Annual Convention
Midtown Holiday Inn
Grand Island, NE

Deadlines:

December 27, 2013

Deadline for ad space
reservation for 2014 NPA
Directory (material deadline
is January 10)

January 31, 2014

Deadline to submit entries
for 2014 NPA Better Newspaper
Contest

February 17, 2014

Deadline to submit NPA award
nominations

**The NPA/NPAS office is
CLOSED TUES. & WED.,
DEC. 24 & 25
for the Christmas holiday.**

CONTACT INFO:

Telephone: 800-369-2850 or
402-476-2851

FAX: 402-476-2942,

Legal Hotline: 402-474-6900

E-mail: nebpress@nebpress.com

Web Site: <http://www.nebpress.com>



NPA award nomination forms available on the NPA/NPAS website

NPA award nominations are open for these awards now **through February 17, 2014:**

**Master Editor-Publisher Award
Hall of Fame
Harpst Leadership Award
Outstanding Young NE Journalist Award
Golden Pica Pole**

Nomination forms are available on the NPA website, www.nebpress.com.
Login to the MEMBERS area of the site and scroll down to MEMBER NEWS (award nominations), click on READ MORE to link to each forms.

If you have questions about these awards, please contact Susan Watson at nebpress@nebpress.com.

STILL MISSING RATE & DATA FORMS!

The following papers still have not turned in their 2014 Rate & Data form.

Please send to NPAS immediately to avoid receiving a bullet by your name in the Rate Book. Thanks!

Auburn Nemaha Co. Herald
Cambridge Clarion
Coleridge Blade
Crete News
Crofton Journal
Fairbury Journal-News
Greeley Citizen
Hyannis Grant Co. News
Kimball Observer
Laurel Advocate

Newman Grove Reporter
Niobrara Tribune
O'Neill Independent
Osmond Republican
Oxford Standard
Ponca Journal-Leader
Randolph Times
Wakefield Republican
Wausa Gazette
Omaha World-Herald

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Good Work!

The following newspapers sold Network ads! **To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads:**

Week of 12/16:

2x2

Bassett Rock Co. Leader - Cathy Doke (paper made \$467.50)

Hickman Voice News - Linda Bryant (paper made \$935.00)

Hickman Voice News - Nick Noren (paper made \$162.50)

Norfolk Daily News - Suzie Wachter (paper made \$162.50)

Norfolk Daily News - Denise Webbert (paper made \$162.50)

NCAN

Aurora News-Register - Dani Lemberg (NCAN Special Free Ad)

Broken Bow Chief - Pat Jackson (paper made \$149.50)

Broken Bow Chief - Deb McCaslin (2 ads) (paper made \$225.00)

Hickman Voice News - Linda Bryant (2 ads) (paper made \$119.50 & one NCAN Special Free Ad)

Kearney Hub - Becky Hilsabeck (paper made 112.50)

Nebraska City News-Press - Roxy Schutz (paper made \$112.50)

Notice regarding proof of publication filing fees

Starting January 1, 2014, the Secretary of State's office will begin assessing fees for filing proofs of publication. The fee structure is as follows:

- Nonprofit Corporation: \$10 fee plus \$5 p/addtl. page
- Limited Liability Company: \$15 fee plus \$5 p/addtl. page
- Business Corporation: \$30 fee plus \$5 p/addtl. page

Note this fee is separate from the proof of publication cost and should be paid directly to: Nebraska Secretary of State, Business Services Division, 1445 K Street, PO Box 94608, Lincoln, NE 68509. **Please include payment when filing the proof of publication.**

There is no fee for filing a proof of publication for a trade name.

The Secretary of State is authorized by law to charge the fee for filing proofs of publication as their volume has increased sufficiently where they need to cover costs with payment of the prescribed fee.

If you have any questions, or want to speak to a manager personally, please contact: Maggie Dolezal, Filing Officer, Corporate Division, Nebraska Secretary of State's Office, 402-471-4079, or MaggieDolezal@nebraska.gov.

New cigarette advertising regulations effective date in limbo

Hold off on telling local businesses who advertise tobacco products that effective December 22, 2013, they will have new regulations to abide by. The date references on the FDA's website have an * by them, as well as a disclaimer that the effective date - supposedly December 22 - is not final because of a lawsuit involving the R.J. Reynolds Company.

So for now, hold off making advertisers use the new "Warning" options that must be included on ads. Just stick with the usual option of one of the Surgeon General warnings as has been the regulation for the last 15 to 20 years, or more.

Feel free to check the FDA link, <http://www.fda.gov/syn/html/ucm259953>, to keep track of updates on the regulation and the new effective date, if in fact these are ever put into force. Keep the URL available and refer tobacco advertisers to it for their own information and verification of the laws.

- **Next issue of NPA Bulletin:**
DECEMBER 30

- **ARCHIVED ISSUES OF THE BULLETIN** available at www.nebpress.com. Login to MEMBERS area, click MEMBER DOWNLOADS, on drop-down menu click BULLETIN ARCHIVES.

2014-15 NPA Foundation scholarship applications now available

The NPA Foundation 2014-15 scholarship applications are now available for current college students and high school seniors.

We encourage member newspapers to publish this announcement in your paper(s) and have copies available at your front counter for students to pick up.

For 2014-15, the NPA Foundation will offer up to four scholarships of \$2,000 each. We can only give scholarships if we get applications. And we can only receive applications if our NPA newspapers promote this excellent scholarship opportunity to journalism students attending Nebraska universities and colleges.

Scholarship guidelines and application forms are available on our website, www.nebpress.com. Login to MEMBERS AREA, scroll down to MEMBER NEWS (scholarships) and click READ MORE to link to the application forms.

Thank you for helping to make the Foundation scholarship program a success!

It's Better Newspaper Contest time again!

The Call for Entries and Contest Entry Guide for the Nebraska Press Association's 2014 Better Newspaper Contest was emailed to all member newspapers on November 12.

Now is the time to begin selecting the items you want to submit. **The deadline for contest entries is Friday, January 31, 2014.**

Be sure to read the contest rules carefully since some details have changed from previous years.

The BNC information is also available on the NPA website, www.nebpress.com. Login to the MEMBER AREA and look under MEMBER NEWS for a link to the contest guidelines. If you have any questions, please contact Carolyn Bowman in the NPA office, cb@nebpress.com.




Nebraska Press Association



2014 Better Newspaper Contest

Deadline: January 31, 2014



EARLY DEADLINES!

NCAN(classified) Ads:


- Ads running wk of 12/30/13
 - DL Fri., 12/20/13 at 10 a.m.
- Ads running wk of 01/06/14
 - DL Mon., 12/30/13 at 10 a.m.

2x2/2x4 Display Ads:

- Ads running wk of 12/30/13
 - DL Thurs., 12/19/13 at 4 p.m.
- Ads running wk of 01/06/14
 - DL Fri., 12/27/13 at 4 p.m.

Please pass this information along to all employees.
There will be NO exceptions to these deadlines.
Our Office Will Be CLOSED Dec. 24 & Dec. 25, 2013
& CLOSED Dec. 31, 2013 & January 1, 2014.

If you have any questions regarding the above deadlines, please contact Carolyn Bowman (cb@nebpress.com).



Nebraska Press Association
Nebraska Press Advertising Service
800-369-2850 Fax: 402-476-2942
www.nebpress.com

Advertise in the 2014 NPA Directory!

Advertising in the NPA Directory/Ratebook provides an inexpensive way to reach the 173 Nebraska newspapers, NPA Associate members, legislative offices, advertising agencies and other businesses across Nebraska.

To advertise in the 2014 Directory, complete the attached reservation form and email or fax it to: Susan Watson, nebpress@nebpress.com, or (fax) 402-476-2942.

Space deadline: Fri., Dec. 27, 2013; Material deadline: Fri., Jan. 10, 2014.

Save the Dates

NPA annual convention - April 11-12, 2014
Holiday Inn-Midtown, Grand Island
DETAILS COMING SOON!

22 journalists and travel writers tour Northeast Nebraska

Nebraska Tourism Commission, December 5, 2013

Northeast Nebraska stepped into the national spotlight earlier this month as the state played host to a group of 22 journalists writing for national and regional media outlets. This was the fifth media tour sponsored by the Nebraska Tourism Commission. The tours are coordinated by advertising agency Swanson Russell in cooperation with Geiger & Associates, a national media tour developer, and designed to show selected media outlets what Nebraska has to offer visitors in various regions of the state.

The visiting journalists write for a wide variety of publications including Food & Wine, USA Today, Forbes, New York Post, Kansas City Star, American Cowboy, and Meetings Focus. The December tour included activities in Omaha, La Vista, Gretna, Ashland, Fremont and other stops in the northeastern part of the state.

Some 102 journalists have visited Nebraska on the four previous media tours, resulting in 144 articles or broadcast segments which have appeared in media outlets including Midwest Living, Saveur, American Cowboy, Huffington Post, Group Tour, Canadian World Traveler, Philadelphia Sun, National Public Radio, Orlando Sentinel, Minneapolis Star Tribune, Oklahoman, Fort Worth Star Telegram, Toronto Sun, Albuquerque Journal and the Coloradoan.

Some 84,188,810 potential visitors have been exposed to this coverage. If this editorial coverage had been purchased as paid advertising it would have cost \$1,864,057. National and in-state tourism sponsors have provided more than \$160,630 in goods and services including air transportation, lodging, meals and activities to support the Nebraska Tourism Commission's media tour program.

"Media tours give Nebraska's tourism industry an opportunity to get their message out to key writers and all of their readers. Travel writers need to experience the destination in order to write about it, and these tours allow many segments of the tourism industry to expose their offerings to these journalists. Earned media has a high degree of credibility with consumers, and the coverage has been extremely positive about Nebraska as a destination," said Kathy McKillip, Director of the Nebraska Tourism Commission.

The mission of the Nebraska Tourism Commission is to expand Nebraska's dynamic and diverse travel industry, making it more viable by creating awareness, attracting increased visitors which results in greater tourism revenue and economic gain throughout the state. To learn more, go to www.VisitNebraska.com.

Half-price subscription offer to the Newspaper in Education (NIE) Institute!

The Newspaper in Education (NIE) Institute is offering a half-price subscription offer of \$125.00 per year (circ. over 20,000), or \$62.50 per year (for papers with a circulation under 20,000). This offer is for new subscribers only.

The NIE Institute provides you a free subscriber website with over 340 NIE and editorial resources. Your website also includes Election Central, a Serial Story and Reader's Theatre Page (run them in-paper over several weeks), Parent and Student Education Page and Video and Audio Teacher Training Page. All resources are free with your subscription.

Take a look, with the understanding you'll only use the copyrighted materials if you subscribe, at www.nieteacher.org/testnie.

Now all materials may also be used as editorial content or as advertising supplements to increase the value of your subscription. Learn more at www.nieinstitute.org.

To subscribe, email your contact information to Doug Alexander, President, NIE Institute, dalexander@nieinstitute.org, or call 202-636-4847.

Attention all 2x2/2x4 Newspaper Participants:



TAKE NOTE!!

**Rate Increase To Take Effect
Starting the Week of January 6, 2014**

Nebraska 2x2 Display Ad Network Prices:

\$975 statewide

(Selling Newspaper keeps \$487.50, send NPAS \$487.50)

Rates for Regions will remain the same.

\$325 CE & NE Regions, \$300 SE & WE Regions

(Selling Newspaper keeps half & sends half to NPAS)

**ALSO AVAILABLE: 1x4 display ad
(1.833" wide x 4" deep)
at the same price as the 2x2!!**

**2x4 or 1x8 available also, at twice the price of a 2x2:
\$1,950 statewide, \$650 CE & NE Regions, \$600 SE & WE Regions**
(Selling Newspaper keeps half & sends half to NPAS)

Revised brochures will be distributed soon and will be available all year on the NPA website.

Thank you for your continued support of the ad networks!

*If you have any questions or would like to place an ad order,
please contact Carolyn Bowman (cb@nebpress.com).*



Nebraska Press Advertising Service

845 "S" St., Lincoln, NE 68508

800-369-2850 Fax: 402-476-2942

www.nebpress.com

Nominations for NPA awards now accepted through February 17, 2014

The forms for the following awards are now available on the NPA/NPAS website: www.nebpress.com. To download the nomination forms, go to MEMBER LOGIN, once logged in look under MEMBER NEWS for 2014 AWARD NOMINATIONS.

NPA Hall of Fame

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph. The Hall of Fame will honor persons who have distinguished themselves in printed journalism. It was one of the projects of the Jack Lowe Community Journalism Fund at the University of Nebraska College of Journalism and Mass Communications. Since the Hall of Fame has started, it has inducted 81 journalists.

It is time to nominate distinguished journalists for our Hall of Fame. This is a most appropriate way to honor those who have honored us by their contributions to our profession, to our state, and nation.

Here are the rules:

1. Persons living or dead may be nominated.
2. Nominees should have made a significant contribution to print, their communities and/or their state and nation.
3. Nominees may come from any facet of the newspaper business, such as news, business, management, photography or any combinations.
4. Nominees must have spent a significant percentage of their newspaper careers in Nebraska.

Master Editor-Publisher Award

Eligibility: This award may be given to any person who at the time of the selection is a present or former publisher or editor of a Nebraska newspaper, either weekly or daily. Nominations must come from an executive or employee of a Nebraska newspaper which is a member of the NPA; however, no family member may nominate another family member. The selection procedure: The president of the Nebraska Press Association shall name four other members to join him or her in the selection process.

Golden Pica Pole Award

If you know someone who has worked in the newspaper business for more than 50 years, they are eligible to receive the Golden Pica Pole Award.

Outstanding Young Nebraska Journalist Award

The Outstanding Young Nebraska Journalist Award was created and funded by Zean & Marilyn Carney, former publishers of four Nebraska newspapers and past president of the Nebraska Press Association. Both the Nebraska Press Association and the Nebraska Press Advertising Service will sponsor the award competition each year. Carney noted that "money isn't the only thing a journalist is after, they're after recognition of their craft and work." Others noted that this award is one way to nourish and keep our young journalists in community newspapers.

Each year two nominees will be selected from the weekly newspaper field and two nominees from the daily field with the first place nominees receiving a \$500 check and a plaque. The second place nominees will receive a plaque. Note, only weekly newspaper nominees will be considered in the weekly category, and only daily newspaper nominees will be considered in the daily category.

The nominee must be a reporter, editor, photographer, graphic designer, production or advertising professional who has worked for at least one year with a legal Nebraska newspaper and for his or her current employer in Nebraska. The young journalist nominee must be under the age of thirty (30) years as of December 31 the year prior to award presentation (contest year). The nominee is not eligible to apply the following year after winning first place in the competition.

Leadership Nebraska Award

The Leadership Nebraska Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. The Harpst Family wishes "that this award be given to the best newspaper coverage for future and present community leaders."

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors "believe it is important to develop leaders in Nebraska at all levels" and this "is consistent with Governor Heineman's leadership program that is active in many Nebraska communities and is a further incentive for our newspapers to promote and develop future leaders."

The deadline to submit nominations for these awards is Monday, February 17, 2014.

If you have any questions about these awards, please contact Susan Watson at nebpress@nebpress.com.

Classified Advertising Exchange

Dec. 16, 2013

FT ADVERTISING SALES CONSULTANT for Lincoln and several villages south of Lincoln. Skills required: outgoing, energetic, self-motivated, organized, self-confident person to call on existing customers and build new business, selling and designing ads with new and existing customers. Selling ads in Lincoln and small towns as well as selling statewide newspaper ad network to businesses small and large, across the state. Sales experience preferred. 75% phone calls in Hickman office, 25% in person sales calls.

Salary plus commission, benefits + 401K. Now the largest independent weekly newspaper in southeast Nebraska. EOE. Send resume to: voicenews@inebraska.com.

GENERAL ASSIGNMENT NEWSPAPER REPORTER:

The Chadron Record, a weekly newspaper in rural northwest Nebraska, has an excellent opportunity for a full-time General Assignment Reporter. The candidate should have a demonstrated ability at writing, research and analysis; a willingness to work flexible hours (may include nights and weekends), be a self-starter, motivated individual with a basic knowledge of sports, agriculture and government as a plus. Basic photography skills desired, along with a familiarity with QuarkXpress, Adobe Photoshop and InDesign, Microsoft Office products also a plus. Capabilities with social media, including Facebook and Twitter also desired.

This full-time position offers a competitive wage and one of the best benefit packages in the area including health, dental, vision, and 401(k). Applications are only accepted online at www.rapidcityjournal.com/workhere. Location: choose South Dakota; click on "search for job."

SOUTH CENTRAL NE NEWSPAPERS FOR SALE:

The Arapahoe Public Mirror and Elwood Bulletin, weekly newspapers, are for sale. Located in south central Nebraska, with good schools and business districts. Solid, turn-key operations with updated equipment and software. For more information contact Gayle Schutz, 308- 962-7261 or 308-962-6305 or email arapmir@atcjet.net.

NORTH CENTRAL NE NEWSPAPER FOR SALE:

The Holt County Independent, a weekly newspaper, is for sale. Located in north central Nebraska, with good schools and business district. Solid, turn-key operation with equipment and software. For more information, contact Tom or Terry Miles, 402-336-1220, or email news@holtindependent.com.

ATTACHED TO THIS WEEK'S BULLETIN: Classified Advertising Exchange; Happy Holiday flyer; NPA Foundation Christmas Letter; 2014 NPA Directory Ad Reservation Form; Ad Sales Webinar Series flyer.

FOR SALE:

Luggage Tags:	\$5.00
Credit Card Case	\$7.00

Postage for mailing extra.
Contact NPA for more information.

Reporter's Handbooks For Sale

Single cost: SMALL \$3.00 (includes tax). Pocket size. If you are ordering more than one copy, please call NPA to get the correct cost for postage.
1-800-369-2850.

The Reporter's Handbook covers press rights relating to open meetings, open records, privacy, court access and Bar Press Guidelines.

Advertising in the Classified Advertising Exchange is only \$4.00 per week for non-members. (Approximately 25 words, if you have a longer ad, there is an additional charge of \$1.00 for the ad with a 50 word maximum.) It's a great way to sell or find equipment, hire a new employee, advertise a service which you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements.

Just mail, email or fax us your ad copy by noon Friday to get it in for the week's Bulletin. If you have questions, call NPA, (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.



Happy Holidays!!

From all of us
at the
Nebraska Press Association
and
Nebraska Press
Advertising Service

Allen Rob
Jenelle Carolyn
Susan Violet



Nebraska Press Association Foundation, Inc.

"We make a living by what we get, but we make a life by what we give."

~ Winston Churchill

Dear Colleagues, Employees and Friends of Nebraska newspapers:

As 2013 comes to a close, I respectfully and sincerely ask you to consider supporting the work of the Nebraska Press Foundation through a year-end charitable gift.

Our mission consists of providing support - both financially and through staff resources - to working journalists, student journalists, adult literacy initiatives, summer high school journalism workshops, grants to high school journalism programs, as well as annual scholarships to college and high school journalism students.

Simply put, we could do much more with additional funding from friends like you - people who care about the future of print journalism, people who care about the important role newspapers serve in their local communities, and people who care about the generations of young people - future journalists - who will follow in our footsteps.

Thank you in advance for your consideration and generosity, and best wishes for a joyous holiday season and new year.

Sincerely,

Russ Pankonin

Chairman, Foundation Trustees

845 "S" Street
Lincoln, Nebraska 68508-1226
(402) 476-2851 / NE 800-369-2850
Fax (402) 476-2942
Web Site: <http://www.nebpress.com>
E-mail: nebpress@nebpress.com



Nebraska Press Association

Nebraska Press Advertising Service

Are you looking for an inexpensive year-long advertising opportunity?

Advertise in the 2014 Nebraska Newspaper Directory and Rate Book.

The Directory is distributed to:

- All 173 newspapers in Nebraska
- All Associate members of the Nebraska Press Association
 - Other State Newspaper Associations
 - Legislative offices
 - Advertising agencies
 - Colleges
 - Libraries
- Many other businesses across Nebraska

***If you'd like to advertise in the 2014 Directory, simply fill out
the attached reservation form, and email or fax to
Susan Watson, NPA, nebpress@nebpress.com,
or (fax) 402-476-2942 by DECEMBER 27, 2013.***

***Please call Susan Watson at 402-476-2851 with any
questions, or for additional information.***

Nebraska Press Advertising Service
2014 Newspaper Directory & Rate Book
Ad Reservation Form

Name _____

Company Name _____

Company Address _____

City, State, Zip _____ Phone _____

Fax _____ Email _____

Yes, we want to advertise in the 2014 Nebraska Newspaper Directory. Please reserve the following ad space:

- ___ Full Page, 3 col. (8-1/2" x 11", Back Cover, Full-Color, Bleed \$495.00
- ___ Full Page, 3 col. (7-1/2" x 10" Black & White \$370.00
- ___ Half Page, 3 col. (7-1/2" x 4-7/8" \$195.00
- ___ 1 col. (2-3/8" x 7-3/8" **OR** 3 col. (7-1/2" x 2-1/2" \$100.00
- ___ 1 col. (2-3/8" x 3-3/4" \$60.00

SEE ATTACHED PAGE FOR AVAILABLE AD SIZES & SPECS.

___ We will send NEW AD COPY **no later than January 10, 2014.**

___ We will REPEAT THE SAME COPY as our 2013 Directory ad.

I hereby authorize the insertion of the above display ad, ordered at the above rate, to be published in the 2014 Nebraska Newspaper Directory & Rate Book.

Signature _____ Date _____

Return this entire form to:
Nebraska Press Advertising Service
845 "S" Street, Lincoln, NE 68508
402-476-2851; NE: 800-369-2850,
Fax: 402-476-2942

___ Please bill me.

___ Payment Enclosed.

<p>2014 Advertising Deadlines: Space Reservation: <u>December 27, 2013</u> Camera Ready (PDF) Copy: <u>no later than January 10, 2014</u></p>
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This is the correct size
for the
(1 col. [2-3/8"] X 3-3/4").

This is the correct
size for the
(1 col. [2-3/8"] X 7-3/8").

This is the correct
size for the
(3 col. [7-1/2"] X 2-1/2").



High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

How to find, close and keep more customers

Three-part webinar series

Prospecting Digitally: How to Warm-up Leads and Quit Cold-Calling

Thursday, January 9 • 2-3 p.m. EST ~ 1-2 p.m. CST

People are harder to reach today through traditional approaches. Social selling and business-to-business selling are working today and you need those tools in your tool box. Social media selling is all about opening doors to people and opportunities. In this session, we'll introduce simple and easy ways to execute tactics you can put to use immediately, including how to warm up leads, how to get known for what you do and how to create credibility.

Registration deadline January 6

Qualifying Opportunities: Quit wasting time on deals that won't close

Thursday, January 23 • 2-3 p.m. EST ~ 1-2 p.m. CST

We've all been there. The prospect asks for a proposal, claims they want to do it, promises you're the one they'll buy from, and as soon as they get your proposal, they disappear. Qualifying is about asking questions. In this session, we'll identify the specific questions that must be asked in order to completely qualify your opportunities. You'll learn how to feel more confident about opportunities closing, understand the possible threats to an opportunity, be more consistent closing, move opportunities in your pipeline and better understand solutions.

Registration deadline January 20

Preventing Competitors From Stealing Your Customers

Thursday, February 13 • 2-3 p.m. EST ~ 1-2 p.m. CST

Your best customers are your competitor's best prospects. Today there is increased competition for your customer's budget and it is harder to protect your customers from being swayed by the "new latest thing." In this session we'll identify account management opportunities and requirements and develop strategies to accomplish both. You'll learn how to retain and grow more accounts, develop your relationships, generate referrals and introductions, cross-sell and up-sell and ultimately, generate more revenue.

Registration deadline February 10

Pick the session(s) best suited for you or take them all for one low price!

Registration fee:
\$35 per session or
\$99 for the entire series

Group discounts are available. Visit our website for more information. Registrations submitted after the deadline date are subject to a \$10 late fee.

The presenter...



Jim Lobaito

Jim Lobaito, founder and president of the Performance Group, started his sales career during the 1980 recession. In a market where the unemployment rate went to 17.8 percent and interest rates skyrocketed to 20 percent, he

became one of the top sellers in his industry. Since then he has set sales records and successfully grown companies during the recessions of 1991 and 2001. This track record of success during turbulent times makes him uniquely qualified to provide insight into how to grow a company regardless of the economic conditions. Lobaito is known for his ability to take what appears to be complex issues around sales, marketing, and personnel performance and give easily executable real world solutions.

Presented in partnership with:



REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation