



NEWSPAPERS

The Original Social Media

NPA Annual Convention, April 11-12, Midtown Holiday Inn, Grand Island, NE

Our convention theme this year is: "Newspapers - The Original Social Media." There's a great line up of workshop sessions, with quality presenters and relevant topics.

- **FRIDAY - UNL J-SCHOOL SESSION:** Professor Gary Keibel will demonstrate the new local news app that he's been testing with the *Aurora News Register* and Professor Matt Waite will report on UNL's drone journalism program.
- **FRIDAY - LEGAL WORKSHOP:** NPA Legal Hotline attorney, Shawn Renner, will answer questions & cover legal topics of concern to community newspapers.
- **FRIDAY & SATURDAY - POSTAL ISSUES:** Get updates on postal issues affecting our industry...from Intelligent Mail barcodes and Saturday mail delivery, to the Valassis sweetheart deal and "hub policies." Helen Sosniecki, longtime Missouri newspaper publisher, with a history of battling postal issues both as a community-newspaper owner and as a member of the National Newspaper Association. NNA Postal Consultant Max Heath has recommended Helen to present postal matters from the viewpoint of the local newspaper. Helen is the senior sales and marketing manager at Interlink, a Michigan-based circulation-software company serving the community-newspaper industry. She understands the view from the bottom up, and the rules and regulations governing community newspapers. **Newspapers can sign up (through the NPA office) to schedule a 15-minute one-on-one consultation with Helen** to discuss your specific postal questions or concerns.
- **SATURDAY - ADVERTISING SALES & REVENUE:** For over 25 years, Kelly Wirges, President of ProMax Training & Consulting, has assisted companies increase sales and revenue in all facets of business. Known for her ability to combine a dynamic presentation and lively interaction with the necessary information and tools to achieve the desired results, Kelly shares practical techniques that can be put-to-work immediately for increased success. Kelly will present three different workshops on prospecting, developing a competitive advantage and proven techniques to generate sales.
- **SATURDAY - ADOBE INDESIGN, PHOTOSHOP, CAMERA RAW, CLOUD:** Lisa Griffin is the IT Publishing Specialist for Boone Newspapers (TN) and a staff member at the University of Tennessee/Tennessee Press Association Institute for Newspaper Technology. She has conducted group training for press associations and newspapers and will present three different workshops covering Adobe InDesign favorite features/useful tips, Adobe Photoshop/Camera Raw & Adobe Cloud/new technology. Lisa is recognized as a pioneer in the areas of computer pagination and remote printing methods for newspapers. Attendees will find her sessions interesting, informative and applicable to their everyday workload.
- **MORE SATURDAY SESSIONS:** Social media & reporting; news reporting in an election year; photography panel offering valuable, practical tips & how-tos that daily & weekly newspapers photographers won't want to miss.
- **OTHER CONVENTION HIGHLIGHTS:** Thursday night Railroad Town Walking Tour NPA Foundation fundraiser event, Friday Awards Banquet, Saturday Contest Awards Banquet, exhibitors, Silent Auction, raffle & drawing prizes, The Great Idea Exchange and the Networking Roundtables!

OUR CONVENTION is the largest annual gathering of Nebraska newspaper people. Don't miss this opportunity to network with your peers, learn from the experts, share ideas and enjoy!



2014 NPA Annual Convention Agenda

April 11-12, 2014 - Midtown Holiday Inn - Grand Island, NE
Theme: *Newspapers - The Original Social Media*

THURSDAY, APRIL 10

NPA Foundation Fundraiser
Railroad Town/Stuhr Museum
Walking Tour
5:30-8:00 p.m.

FRIDAY, APRIL 11

All registrants welcome to attend any workshop

7:30 a.m.

Registration Desk Opens
Silent Auction Begins

8:00 a.m.

Daily Publishers Meeting

10:00-11:15 a.m.

Associated Press Meeting

NOON LUNCH

Outstanding Young Nebraska
Journalist Awards
Harpst Leadership Award
Golden Pica Pole Awards

1:30-4:30 p.m.

Butch and Nancy Furse Foundation
Collegiate Writing Competition
(Collegiate Only)

1:30-4:30 p.m.

Omaha World-Herald College
Photojournalism Contest
(Collegiate Only)

1:30-2:30 p.m.

Postal Issues - Updates & discussion on
postal issues affecting newspapers
Postal Expert: Helen Sosniecki

1:30-2:45 p.m.

UNL Presentation - local news app dem-
onstration & drone journalism report
Presenters: Gary Kebbel & Matt Waite

2:45-4:10 p.m.

Legal Workshop-NPA Legal Hotline
Attorney, Shawn Renner - Q&A and discus-
sion on legal issues affecting newspapers

4:15 p.m.

NPA Annual Meeting

4:45 p.m.

NPAS Annual Meeting

5:30-6:30 p.m.

Social Hour-Cash Bar

6:30 p.m.

AWARDS BANQUET
Omaha World-Herald Awards
Keynote Speaker: Gene Policinski,
Newseum Institute
Hall of Fame Inductees - Announcement
President's Award
Master Editor-Publisher Award

9:30 p.m.

Master Editor-Publisher Reception
(No Hospitality Suite Friday Night)

SATURDAY, APRIL 12

All registrants welcome to attend any workshop

7:00 a.m.

Registration Desk Opens
Silent Auction Begins

7:30-9:00 a.m.

BREAKFAST
Great Idea Exchange
Moderator: Mark Rhoades

9:15-10:15 a.m.

Winging It Doesn't Produce Sales
Learn proven techniques to create interest,
generate sales; learn how your products can
help them achieve their business goals.
Presenter: Kelly Wirges

9:15-10:15 a.m.

Life in the Adobe Cloud
Learn about cloud-based software,
services, technology
Presenter: Lisa Griffin

9:15-10:15 a.m.

Postal Issues - Updates & discussion on
postal issues affecting newspapers
Postal Expert: Helen Sosniecki

10:30-11:45 a.m.

Prospecting That Pays
Learn how to prepare a sales strategy for
each month; approach prospects in a way
that opens doors & keeps them open
Presenter: Kelly Wirges

10:30-11:45 a.m.

Adobe Photoshop/Camera Raw
Presenter: Lisa Griffin

10:30-11:45 a.m.

Social Media & Reporting
Panel Discussion

NOON LUNCH

NPA Foundation Scholarship
Presentations
Collegiate Writing Competition
Presentation
Omaha World-Herald College
Photojournalism Presentation
Announcement of Collegiate Awards

1:30-3:00 p.m.

Photography panel - learn from the
experts: useful tips, best practices, how to
carry your equipment and more

1:30-3:00 p.m.

Developing a Competitive Advantage
How to develop customized pkgs; learn
strategic timing for businesses to advertise
Presenter: Kelly Wirges

1:30-3:00 p.m.

Adobe InDesign Favorite Features
Favorite features, tips & tricks to help
you streamline your work, increase pro-
ductivity & release your creativity
Presenter: Lisa Griffin

3:15-4:45 p.m.

News Reporting in an Election Year
Presenter: Dave Kotok

3:15-4:45 p.m.

Networking Roundtables
Share ideas & experiences with peers
from similar size newspapers

5:30-6:30 p.m.

Social Hour-Cash Bar

6:15 p.m.

Silent Auction Ends

6:30 p.m.

NPA Contest Awards Banquet
Better Newspaper Contest Winners
Installation of Officers
NPA Foundation Raffle Drawing
& Silent Auction Winners

*Sign up for one-on-one 15-minute
consultation with postal expert
Helen Sosniecki
Times available:
Friday: 2:45-3:45 p.m.
Saturday: 10:30-11:30 a.m.
Contact NPA office to sign up!*

(agenda subject to change)

3/7/14

It's time to think about convention!

NPA Annual Convention - Midtown Holiday Inn, Grand Island

April 11-12, 2014

Reserve your hotel rooms now!

- NPA Convention room rate (single or double) - **\$85.00 per night (+ tax).**
- Call **1-800-548-5542** to make your reservations (*no online reservations accepted at special Convention room rate*).
- Be sure to mention you're with the **Nebraska Press Association Convention.**
- Don't delay! **Convention block room reservations close March 27** (*Convention room rate and room availability cannot be guaranteed after this date*).
- Complimentary parking.



Direct access to I-80 at Exit 314!

- Microwaves and Refrigerators in all rooms
- "Fast" Wireless Internet
- Heated Indoor Pool and Whirlpool
- Miniature Golf and Rec Area
- Convention & Meeting Space for 300+

Midtown Holiday Inn
2503 S. Locust St. Grand Island, NE
www.holidayinn.com/midtown
1.800.548.5542 or 308.384.1330

LEGAL QUESTIONS?
Do you have a specific newspaper-related legal question or issue that you'd like Shawn Renner to address during the **LEGAL HOTLINE SESSION on Friday (Apr. 11)**? **If so, submit it to Susan Watson, nebpress@nebpress.com by Fri., Mar. 28**, so Shawn has time to review prior to Apr. 11.

CONVENTION MENU:

FRIDAY, APRIL 11

FRIDAY LUNCH – two

choices:

Breaded Cod Sandwich on toasted bun, with cole slaw

OR

Chicken Cordon Bleu Sandwich – Grilled chicken breast w/sliced ham & swiss cheese, with cole slaw



FRIDAY DINNER – two choices:

Baked Salmon w/dill sauce, baby red potatoes, San Francisco Blend vegetables

OR

Pork Loin Medallions w/hazelnut sauce, baby red potatoes, San Francisco Blend vegetables
Includes garden salad, rolls & dessert (carrot cake)

SATURDAY, APRIL 12

(The Great Idea Exchange) SATURDAY BREAKFAST:

Down Home Breakfast Buffet - Includes: scrambled eggs, link sausage & bacon, hashbrowns, French toast, biscuits & gravy, seasonal fruit, oatmeal w/toppings, assorted muffins/pastries, juices

SATURDAY LUNCH:

Turkey Wrap – roasted turkey breast w/lettuce, tomato, cheddar, ranch sauce wrapped in a tomato basil wrap, w/homemade chips & pickle spear

SATURDAY DINNER:

12 oz. Prime Rib of Beef served w/Au Jus, baked potato, green beans w/bacon

Includes garden salad, rolls & dessert (chef's choice)

Please circle your meal selections on the convention registration form (attached).



Nebraska Press Association with Sponsorship from Nebraska Press Advertising Service
 Annual Convention, April 11-12, 2014 - Midtown Holiday Inn, Grand Island, NE
 Theme: *Newspapers - The Original Social Media*



REGISTRATION INSTRUCTIONS
 Please read carefully!

- Each convention registrant (newspaper employee) must pay a registration fee (\$10.00 one day; \$20.00 both days) before meal tickets are purchased.
- Make check payable to NEBRASKA PRESS ASSOCIATION. Mail THIS FORM and YOUR METHOD OF PAYMENT to-day. No Convention meals will be billed. Payment at time of registration: Check, Mastercard or Visa.
- Administrative Processing Fee of \$5 charged if you cancel convention reservations or meal tickets prior to April 2.
- REMEMBER - Registration and meal deadlines by April 2.**
- No Cancellations after April 2. No re-funds after April 2.
- Please circle which meals you are attending.
- If you are attending workshops at the convention, you must submit this registration form and registration fee even if you do not plan to attend any meal functions.
- Non-newspaper employee spouses and dependent children are exempt from registration fee, but need to register for meals. If non-employee spouses attend any workshops, they need to pay the registration fee. If anyone not registered attends workshops, they will be billed after convention. \$10.00 for one day; \$20.00 for both days. Affiliate and Associate Members must pay registration fee before meals are purchased.
- If you have not attended convention before, or have not attended in the last 15 years, please place an "X" next to your name.

Newspaper Name:

NAME (Please print/type) Please circle your meal selections NO SHOWS WILL BE CHARGED!	Convention Registration		Friday Lunch	Friday Banquet	Sat. Breakfast	Sat. Lunch	Sat. Banquet	Total all columns across for each registrant. Each registrant must pay a registration fee.
	Fri.	Sat.	Cod or Chicken Cordon Bleu Sandwich	Salmon or Pork Loin	Downhome Buffet	Turkey Wrap	Prime Rib	
1)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
2)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
3)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
4)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
5)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
6)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
7)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
8)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	
9)	\$10	\$10	\$15	\$32	\$15	\$14	\$34	

You may charge your NPA convention registration if your total is over **\$200.00**
 VISA _____ Mastercard _____ Expiration date: _____ Security Code: _____
 Card Number: _____
 Signature: _____
 Print Name as it appears on card: _____

Total

Please return this registration form and check to:
Nebraska Press Association
845 "S" Street, Lincoln, NE 68508-1226

On behalf of the **Nebraska Press Association Foundation,**

The Grand Island Independent cordially invites you to



At the Stuhr Museum
3133 West Highway 34 (Corner of Highway 281 and Highway 34)
Grand Island, NE
Thursday, April 10
Social Gathering 5:30 p.m. at the Train Depot
Welcome 6:00 p.m. also at the Train Depot

Railroad Town, Nebraska is a re-created 1890's Living History Community located on the grounds of Stuhr Museum, one of the top museums of its kind in the nation. Your tour will take you back in time to 1894, and you will be able to see the historic homes, trades, businesses and artifacts that made up the lives of the pioneer ancestors who settled the first towns in Nebraska. Highlights of the tour include:

The **Train Depot** - has a trackside bay window in the agent's office. This bay window offered the agent an excellent view of the activities on the depot's platform. The counter in the window has the telegraph equipment and a lever to operate the depot's order board.

The Platte Valley Independent – The newspaper office is full of artifacts including a working, hand-cranked press, individual typeset, signage and more.

The Lesher House and Milisen Houses – The two largest homes in Railroad Town are fine examples of upper and middle class accommodations, including elegant dining rooms, working kitchens and more.

The Planing Mill is a replica of an early 1900's planing mill where doors, stairs, bracket work and window sashes were produced for the construction industry.

Railroad Town features over 50 structures situated in nearly six city blocks worth of town. It's a Living History Experience like no other! For additional details about all of Railroad Town, please visit <http://www.stuhrmuseum.org/RailroadTown/>.

Your tour will also feature complimentary "savories" (appetizers) from 1894 and beverages.

This is a walking tour so please wear comfortable shoes and clothing. Western wear and cowboy boots are welcomed. Golf cart transportation will be available to those requiring assistance. A detailed map will be mailed directly to you prior to the event.

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Yes, I would like to attend the **Stuhr Museum-Rail Road Town walking tour, April 10, 2014!**

No of tickets \_\_\_\_\_ @ \$40 per person Total enclosed: \_\_\_\_\_

Names(s): \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please make your check payable to: Nebraska Press Association Foundation**

**Mail your payment & this form by Friday, April 4, to: Nebraska Press Association, 845 "S" St., Lincoln, NE 68508**

# SUPPORT THE NEBRASKA PRESS ASSOCIATION FOUNDATION 2014 SILENT AUCTION!

Proceeds from the Silent Auction provide support for NPA Foundation scholarships, educational endeavors and programs that benefit NPA members.

**Help make the NPA Foundation auction a success  
by donating an item (or items) for the auction.**

*We appreciate your support!*

(Items will be displayed for bidding April 11 through April 12. Auction ends April 12 at 6:30 p.m.)

**We ask that all items be valued at \$40 or more.**

**Some examples of popular items at past auctions have included:**

- gift baskets/gourmet foods from local businesses
- overnight stays (hotels, bed-and-breakfasts) or admission to local attractions
  - sports/Husker items
  - art work (framed or unframed)
  - newspaper heritage items

## 2014 NEBRASKA PRESS ASSOCIATION FOUNDATION SILENT AUCTION DONATION FORM

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Newspaper: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Auction Item: \_\_\_\_\_ Value: \_\_\_\_\_

Item Description: \_\_\_\_\_

**Email or fax this form to Susan Watson by April 4, 2014!!**

**(email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com); fax: 402-476-2942)**

**Bring your item(s) to the NPA Convention Registration Table  
at the Holiday Inn-Midtown, Grand Island, NE,  
before 8:00 a.m., Friday, April 11.**