



SDNA Basic Ad Skills for Community Newspapers Workshop July 23 & 24 / Pierre

Go to www.sdna.com to register.

The fee is \$75 per person. The workshop will run from 1-5 p.m. on Wednesday, July 23, and from 8:30 a.m. to 3 p.m. on Thursday, July 24. Thursday lunch and break refreshments included in the registration fee.

Among the topics to be covered at this workshop:

- The basics of making effective sales calls
- Finding extra dollars on Main Street
- Ad ideas that work
- Creating a good sales presentation
- ABCs of digital advertising
- Staying motivated
- Overcoming rejections
- And more

We have an impressive lineup of presenters and topics shaping up.

Mike Gackle and Jill Denning Gackle own BHG Inc., based in Garrison, No.D. They publish 12 North Dakota newspapers and two shoppers. They also print other newspapers and have a screen printing and embroidery business. Mike is the financial manager while Jill is the people manager.

Chris Rhoades works for Enterprise Publishing Company in Blair, a family-owned company with 13 newspapers in Nebraska and Iowa. He is the associate publisher, with his main duties focused on new revenue opportunities and sales. Chris was named "Outstanding Young Journalist" by Nebraska Press Association in 2011.

Also presenting at the workshop will be **Publisher Steve Baker and Advertising Director April Thompson** of the Pierre Capital Journal, plus **Tara Brandl**, advertising director at the Marshall Independent in Marshall, Minn.

Contact SDNA's David Bordewyk (daveb@sdna.com)
for information about overnight accommodations in Pierre.