



2016 NPA Annual Convention Agenda

April 22-23, 2016 Holiday Inn & Convention Center, Kearney, NE

“Adapt and Advance”

(3/14/16 - agenda subject to change)

THURSDAY, APRIL 21

3:00-5:00 p.m.

NPA & NPAS Board Meetings

6:00 p.m.

NPA Foundation Fundraiser Event
TOUR OF CLASSIC CAR MUSEUM

FRIDAY, APRIL 22

7:30 a.m.

Registration Desk Opens

8:00 a.m.

Daily Publishers Meeting

9:00-10:30 a.m.

NEWSPAPER DESIGN - License to Print Money - Design concepts to generate increased revenue
Ed Henninger

10:00-11:00 a.m.

ASSOCIATED PRESS
Kia Breaux, KS/MO Bureau Chief

10:45-11:45 a.m.

NEWSPAPER DESIGN - 25 Design Things They Say You Can't Do... But You Really Can
Ed Henninger

10:45-11:45 a.m.

SELLING AGAINST SOCIAL - Sales strategies to show the power of print vs social
Chris Rhoades

10:45-11:45 a.m.

RURAL FUTURES INSTITUTE - Learn about RFI, programs they provide & how they engage in rural communities
Chuck Schroeder & Connie Reimers-Hild

12:00 Noon-1:30 p.m.

AWARDS LUNCH
Keynote Speaker: Coach Tim Miles
Young Journalist, Leadership Awards

1:45-2:45 p.m.

NEWSPAPER DESIGN - You Call the Shots - Bring your design questions
Ed Henninger

1:45-2:45 p.m.

NEBRASKA NEWS SERVICE - Five Years & Counting (Panel) - Find out about this free news service available to news-

papers, with ready-to-run stories covering state government topics
Bureau Chief, Mary Kay Quinlan, student reporters & papers that use the service

1:30-4:30 p.m.

Writing Contest
(Collegiate Only)

1:30-4:30 p.m.

Omaha World-Herald
Photojournalism Contest
(Collegiate Only)

3:00-4:00 p.m.

LEGAL WORKSHOP Q&As
Shawn Renner, NPA Legal Hotline Attorney

3:00-4:00 p.m.

SPORTS PHOTOGRAPHY - Tips & tricks for taking great sports photographs
Jeff Bundy - Omaha World-Herald

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: Morley Piper
Lifetime Members Awards
Hall of Fame Inductees - Announcement
Master Editor-Publisher Award

9:30 p.m.

Master Editor-Publisher Reception

SATURDAY, APRIL 23

7:30 a.m.

Registration Desk Opens

8:00-9:00 a.m.

GREAT IDEA EXCHANGE
(session w/moderator - no breakfast)

9:15-10:15 a.m.

SALES - Getting Properly Prepared for Your Sales Call
Mike Centorani

9:15-10:15 a.m.

ADOBE - Quality Photos From Any Camera - Russell Viers

10:30-12 Noon

SALES - Making the Sale During the Needs Analysis
Mike Centorani

10:30-12 Noon

ADOBE - Photoshop
Russell Viers

10:30-12 Noon

NEWS WRITING/REPORTING - Beyond Just the Facts: Telling Stories by Reporting the News -
Ralph Hanson & Terri Diffenderfer,
UNK Journalism Professors

12:00 Noon-1:30 p.m.

AWARDS LUNCH
NPA Foundation Scholarships, Collegiate Writing & Photojournalism winners

1:45-2:45 p.m.

SALES - Developing Effective Solutions & Proposals
Mike Centorani

1:45-3:15 p.m.

ADOBE - InDesign Techniques to Get Your Newspaper Out Faster
Russell Viers

1:45-3:15 p.m.

SOCIAL MEDIA STRATEGY
Industry trends, what's new in social media & digital marketing
Chris Rhoades

3:30 - 5:00 p.m.

NETWORKING ROUNDTABLES
Share ideas/solutions with colleagues on a variety of topics:
Sales, writing/reporting, circulation, postal, etc (move from table to table every 15 minutes for a different topic)

5:30-6:30 p.m.

Social Hour-Cash Bar

6:30 p.m.

NPA CONTEST AWARDS BANQUET
BNC Winners, Installation of Officers
NPA Foundation Raffle Drawing & Silent Auction Winners