

Two days of workshops, awards and networking planned!

2017 NPA Convention, April 21-22, 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.

Network with your peers. This is the largest annual gathering of Nebraska newspaper people.

Best deal around. NPA convention registration fees are some of the lowest (if not the lowest), compared to other press association conventions.

Relax, socialize, enjoy. Join in the Great Idea Exchange, Saturday afternoon Flash Sessions, awards presentations, Silent Auction, raffle prizes and more.



Ed Henninger - Henninger Consulting, Newspaper Design



Ed Henninger has been an independent newspaper consultant since 1989 and is the Director of Henninger Consulting in Rock Hill, SC. He is universally recognized as the leading design consultant for community newspapers. Ed's column on newspaper design appears regularly in Publishers' Auxiliary, the publication of the National Newspaper Assn, and in press organization newsletters throughout the U.S. and Canada.

Saving Public Notices: Giving Them Their Due. In this presentation, Ed offers ideas and approaches designed to give publishers the tools they need to bring added reader attention to public notices--in every issue. Ed recently received accolades from the Public Notices Resource Center for placing these ideas before publishers throughout the nation. These ideas are a breakthrough in our battle to retain public notices in newspapers. Your publishers will thank you for bringing this to them.

Designing Great Ads. Ed offers an ad design presentation that's fresh and full of ideas that will bring new direction and new excitement to newspaper advertising departments. We often create ads that are cluttered...with poor visuals...no focus...and no direction. This presentation gives a fresh outlook and a renewed sense of purpose to help your advertisers.

25 Things Every Publisher Needs to Know About the Design of His/Her Newspaper. 25 Things... is an opportunity for publishers to get valuable information they can use at their papers to make positive, pivotal changes--right away. This session will open your eyes and open your minds to methods that will help you develop newspapers that are more compelling, more concise and more comfortable to read, plus the knowledge and tools you need to markedly improve your product for your readers and your advertisers.

PLUS: One-on-one private design evaluations. Ed's an expert on the design of community newspapers. Ed will spend one-on-one time with anyone who signs up for an evaluation. **Contact Susan Watson in the NPA office to sign up for a one-on-one evaluation with Ed.**

Sign up for a
**ONE-ON-ONE
CONSULTATION
with Ed!**

Contact Susan
Watson (NPA
office) to sign up.

Kelly Wirges - ProMax Training & Consulting, Sales Training



For over 25 years, Kelly Wirges has helped media companies increase sales and revenue in all facets of business. In her career, she has enjoyed positions in sales, marketing and management and has been a partner at an advertising agency focusing on small business development. In 1993, she founded ProMax Training & Consulting, Inc. ProMax develops practical, customized solutions that help companies retain, develop and align talent with business strategies. Kelly is known for her ability to combine a dynamic presentation and lively interaction with the necessary information and tools to achieve the desired results.

RAVE -- Retain Advertisers by Providing Value & Expertise. Acquiring new clients is difficult. Keeping them is also a challenge. Join this session to learn how to establish effective client relationships and implement powerful retention techniques to ensure enthusiastic, long-term clients that RAVE about you, as well as provide you referrals to help you increase your customer base and commissions.

Share ideas, get ideas!

Great Idea Exchange - Saturday, 8:00 - 9:00 a.m.

Bring your best ideas that have worked for your newspaper. Learn & share.
Take ideas & solutions back to use at your paper.
(No breakfast served)

Flash Sessions - Saturday, 3:30 - 5:00 p.m.

Get info & ideas on a variety of topics. Each table/topic will have a moderator.
Three 30-minute sessions. Attendees move from one table to another.
(Flash Session topics & details to come)



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



Last year marked the 30th anniversary of the Nebraska Press Association's Legal Hotline, a free service provided to our member newspapers that provides solid, practical advice with the goal of preventing legal problems.

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. **Bring your legal questions!**

The Trump Era Begins: The Man, The Press, The World

Friday Awards Banquet - Keynote Speaker Shelby Coffey, vice chair, Newseum, Washington, D.C.



Currently a senior fellow of the Freedom Forum and vice chair at the Newseum, Coffey was president of CNN Business News and CNNfn. Prior to joining CNN, Coffey served as executive vice president of ABC News. From 1989 to 1997, he was the editor and executive vice president of the Los Angeles Times. Before joining The Times, Coffey was senior vice president and editor of the Dallas Times Herald, and earlier was editor for U.S. News and World Report. He began his journalism career at the Washington Post as a sports editor. He is a member of the Council of Foreign Relations and the International Press Institute.

Saturday Awards Luncheon - Keynote Speaker Bill Frakes, visual storyteller and educator



Bill Frakes, a fifth-generation Nebraskan and award-winning visual storyteller, has worked in every U.S. state and in more than 139 countries for a variety of editorial and advertising clients. His still photographs and short documentaries have appeared in nearly every major general interest publication, hundreds of websites and most major TV networks. Frakes was a visiting professor Spring through Fall 2016 at UNL's College of Journalism and Mass Communications, working with students on an in-depth report about small town Nebraska. He has given lectures at more than 100 universities in the last five years discussing multimedia and photojournalism. Through his production company, Straw Hat Visuals, Frakes prepares educational content that is distributed in 22 countries throughout North and South America.