## *Two full days planned for NPA Convention, Friday & Saturday, April 29 & 30, 2022, in Kearney*

### *Finally - we meet again!*
Catch up & network again with newspaper friends & peers.

### *Meet the experts.*
Sessions with top-notch professionals, and fellow newspaper people - a chance for you and your staff to learn from some of the industry's best and brightest.

### *Get inspired.*
Take home actionable ideas and solutions to implement at your newspaper right away - to help boost revenue, improve newspaper content and benefit your community.

### *Socialize, celebrate and enjoy!*

- ***'Trivia Night' - NPA Foundation fundraiser***
***Thursday evening, April 28 - 7:00-9:00 p.m.***

at the Younes Conference Center North
NPA members & the Kearney community invited. Details coming soon!

- ***Friday Luncheon, April 29 - Networking Luncheon w/members***

Casual lunch with peers, vendors & convention sponsors.

- ***Friday Banquet, April 29***
***Omaha World-Herald Community Service & Service to Agriculture Awards***

***Plus...***

- ***'A Toast to Allen Beermann'***
***Friday Banquet, April 29 - Retirement Event***

Allen retired in 2020, but this is the first chance NPA members could meet in-person for an event honoring Allen's 25-year service to NPA as executive director!
Emcee Mark Thomas (Exec. Dir., Oklahoma Press Assn.) and a few NPA members will take us down memory lane with stories, surprises, and a few toasts with Allen & Linda Beermann. Don't miss it!

- ***Saturday Awards Luncheon, April 30***
***Outstanding Young Nebraska Journalist & Harpst Leadership Awards***
***Journalism students from Northern Plains Collegiate Media Assn. have been invited to join us at the luncheon and meet our publishers and editors.***

- ***Saturday Banquet, April 30***
***NPA Better Newspaper Contest Awards Presentation***

***PANEL SESSION W/COLLEGE JOURNALISM STUDENTS! (Sat afternoon)***

College/University students from Chadron, Concordia, UNK, Peru, Wayne and Doane will discuss journalism curriculums, and their expectations as they look for their first job after graduating. ***Great opportunity for Q&A with our members.***

**AND**

***STUDENTS/PUBLISHERS NETWORKING***

(following panel session)

**Looking to hire staff or a summer intern? Don't miss the chance to connect with students & set up interviews.**

## *Convention Presenters & Sessions*

***KEVIN SLIMP -*** Always a popular presenter at our conventions, Kevin is a leading spokesperson for community newspapers. ***His Friday and Saturday sessions will cover topics on InDesign, Adobe, effective ad design and more!***

***MIKE BLINDER - SALES -*** As a veteran in newspaper ad sales and media consulting, Mike authored 'Survival Selling," a business-to-business sales guide. He's a sought-after conference speaker, and is Owner/ Publisher of Editor & Publisher Magazine. ***Mike kicks off our convention Friday morning with his talk, 'Keep Your Eye on the Ball.' (pending)***

***TOM SILVESTRI - EDITORIAL/ADVERTISING/RELEVANCE -*** Executive Director of the Relevance Project, an initiative founded in 2018 by Newspaper Association Managers to help empower local newspapers and promote the importance of community journalism. With nearly 45 years in the newspaper industry, including 15 years as president and publisher of the Richmond (VA) Times-Dispatch, ***Tom's Friday and Saturday sessions will cover: story structure secrets, building lasting customer relations, tips on winning back advertisers, and more.***

***TARA SIEBEL - DIGITAL AD SALES /MKTG. -*** Tara founded In the Green Marketing with three key principles in mind: creativity, transparency and results. ***With a strong sales and marketing background working for a publicly traded media company for nearly 20 years, she provides digital ad sales and marketing training, including video, text, email and banner ad sales for small to medium sized businesses. Don't miss her Friday and Saturday sessions!***

***JEREMY BUSS - PHOTOGRAPHY -*** A Nebraska native, Jeremy is an accomplished award-winning photographer. Whether shooting sporting events, community happenings or the beauty of nature, ***Jeremy will offer tips on how your photos can stand out from the crowd. Friday and Saturday sessions.***

***LUKE MULLIN - IMPROVE LOCAL HIGH SCHOOL SPORTS COVERAGE -*** Lincoln Journal Star high school sports writer/reporter, Luke Mullin was recently named NE Sports Writer of the Year by the Natl. Sports Media Assn. ***Luke will share ways to include social media, videos and podcasts with sports reporting to grow a loyal following of sports readers. Saturday session.***

***PUBLIC NOTICES -*** The Nebraska Press Association launched a new public website in June 2021 to provide greater public access and notification of all government agencies and courts in Nebraska. ***NPA Executive Director, Dennis DeRossett will provide a demo of the new website – www.nepublicnotices.com - with updates on public notice news in other states. Friday and Saturday sessions.***

***(Sat) GREAT IDEA EXCHANGE, (Fri & Sat) FLASH SESSIONS, AND MORE!***

# *Make your NPA Convention hotel reservations now!*

The 2022 NPA Convention is Friday & Saturday, April 29 & 30, in Kearney at the Younes Conference Center North/Crowne Plaza Hotel.

***This new conference center and hotel just opened in January 2022.***

- **NPA CONVENTION STANDARD ROOM RATE: $114.95 p/night + tax**
- **TO MAKE RESERVATIONS: Call the main (Kearney) hotel switchboard at 308-238-7000.** ***(NPA rate not available through worldwide reservations or online).***
- **BE SURE TO MENTION** "Nebraska Press Association Convention" when you register to get group room rate.
- **BLOCK ROOM RESERVATIONS CLOSE EARLY APRIL.** *Don't know yet if you can attend? Make reservations now - you can cancel 24 hrs. prior (by 6pm) - with no penalty.*
- **FREE HOTEL PARKING.**

## Younes Conference Center North & Crowne Plaza Hotel

## 707 W. Talmadge St., Kearney, NE 68845

***Just off I-80 on the Younes Campus***

## 308-238-7000

***Check out photos of the new hotel/conference center north: https://younes.com***