

Agenda

NEWSPAPER ASSOCIATION MANAGERS

• Annual Conference •

August 4-7, 2009

Indianapolis, IN

Tuesday, August 4

- Golf at The Brickyard, a great course with four holes in the infield of the Indy 500 track. Tee times TBA but expected to be between 10:00-11:00 a.m. **David Thompson** is organizing this event. Cost is \$90 per person, including cart and GPS system.
- Early Bird Reception – 6:00-7:30 at the Marriott.

Wednesday, August 5

- 9:00 a.m. NAM Board of Directors.
- Noon ONE System luncheon meeting.
- 1:00 p.m. General Sessions begin with keynote speaker TBA. Seeking high-profile speaker to discuss where newspapers and press associations are going.
- 2:00 *Wolves at the Door...David Thompson*, Kentucky Press, discussion leader.
- 3:00 *Positive Spin on Negative Perceptions...Greg Sherrill*, Tennessee Press, discussion leader.
- 4:00 Association Response to Statewide/Regional Disasters...**Layne Bruce**, Mississippi Press, discussion leader.
- 5:30 Reception at the Marriott...then at 6:15 buses go to the Indy 500 track for a tour (6:30-7:30) of their museum and track. Buses return to the Marriott around 7:30 – dinner on your own.

Thursday, August 6

- 7:30 a.m. Family Breakfast.
- 9:30 *Reaching High School Students...David Bordewyk*, SDNA, discussion leader.
- 10:00 *Online Social Networking...Bill Will*, WNPA, discussion leader.
- 11:00 *Online News Site Memberships...Doug Crews*, Missouri Press, discussion leader.
- Noon Luncheon
- 1:00 p.m. *Working with Other Associations* (Webinar shares, joint conventions, ad sharing, etc.) ... **Doug Anstaett**, Kansas Press, discussion leader.
- 2:00 *The Top 10 Member Services...Michael MacLaren*, Michigan Press, discussion leader.
- 3:00 PM Break
- 3:30 *What's Not Working – Services We've Dumped...Jack Bates*, CNPA, discussion leader.
- 4:30 National Legislative Updates...NNA and NAA.
- 6:00-7:30 Reception at NCAA Hall of Champions. Buses will leave the Marriott at 5:45, return around 7:30. Dinner on your own.

Friday, August 7

- 8:00 a.m. Continental Breakfast
- 9:00 *The Association Structure (501 (c) (6) – 501 (c) (3)...for profit-building ownership, leasing, staffing)...Dean Ridings, Florida Press, discussion leader.*
- 10:00 *What's New in Technnology...Steve Nixon, Saskatchewan, discussion leader.*
- 11:00 *What Are You Doing That You've Never Done Before?...Discussion leaader TBA.*
- Noon NAM Annual Business Meeting/Luncheon – Free Afternoon.
- 6:00 p.m. Closing Reception and Banquet. One of highlights will be performance by "Straight No Chaser," an a capella choral group from Indiana University, very popular, widely acclaimed. Plus resolutions and the usual NAM antics.
