

2013 Iowa Newspaper Association Convention & Trade Show

MARRIOTT HOTEL, DES MOINES • FEBRUARY 7-8, 2013



THURSDAY, FEBRUARY 7

- 11:00 a.m. **Registration and Trade Show open**
- 12:00 p.m.-1:15 p.m. **Student/Professional Networking Luncheon "Media Industry Opportunities"**
Chuck Peters, SourceMedia Group
- 1:15 p.m.-1:30 p.m. **Networking Break**
- 1:30 p.m.-2:45 p.m. **"Not As I Pictured"**
John Kaplan, Pulitzer-Prize Winning Photographer
- 2:45 p.m.-3:15 p.m. **Networking Break**
- 3:15 p.m.-4:15 p.m. **"The Newspaper As A Community Leader"**
Dolph Tillotson, Southern Newspapers
- 4:15 p.m.-4:30 p.m. **Networking Break**
- 4:30 p.m.-5:30 p.m. **Annual Meeting; Publishers' Idea Exchange**
- 5:30 p.m.-7:30 p.m. **Trade Show Reception**
- 9:00 p.m.-11:00 p.m. **Presidential Reception**

For additional information about each session and presenter as well as hotel accommodations, visit www.INAnews.com.

FRIDAY, FEBRUARY 8

8:00 a.m. **Registration and Trade Show open** ***Free Continental Breakfast in Trade Show served until 9:00***

9:00-10:30 a.m. ... **Kick-off: "Committed to the Core"** *Charlie Wittmack, internationally renowned explorer*

10:30-10:50 a.m. ... **Refreshments in Trade Show**

10:50-11:50 a.m. ... **Concurrent Sessions:**

Winging it Doesn't Produce Sales
Kelly Wirges, ProMax Training & Consulting

Creative Design and Practices For Newspapers
Russell Viers, Atomic News Tools

Smartphones, Smart Journalism: Reporting Today With Phones and Tablets
Julia Thompson, Des Moines Register

"Breaking News" Postal Update
Max Heath, Landmark Community Newspapers

Photo Review: An Up-Close Look At Your Work
John Kaplan, Pulitzer-Prize Winning Photographer

12:00-1:30 p.m. **Past Presidents' Awards Luncheon** Distinguished Service Awards • 50-Year Club Awards
Jay P. Wagner Prize for Young Journalists • Bill Monroe INA Innovation Award
Keynote Presentation: "America's Darling: The Story of Jay N. 'Ding' Darling" *Samuel Koltinsky, Marvo Entertainment Group*

1:30-2:00 p.m. **Refreshments in Trade Show**

2:00-3:00 p.m. **Concurrent Sessions:**

Prospecting that Pays
Kelly Wirges, ProMax Training & Consulting

Investigative Reporting that Boosts Your Newspaper's Value
Lyle Muller, Iowa Center for Public Affairs Journalism

How Production Changes Now Can Save You Money and Prepare You For The Future
Russell Viers, Atomic News Tools

To Pay Or Not To Pay: Subscription Model Panel

3:00-3:45 p.m. **Ice Cream Break in Trade Show** ***INF Silent Auction bidding closes at 3:30 p.m.***

3:45-5:00 p.m. **Concurrent Sessions:**

Suds & Sodas: Roundtables

Leading Ad Sales Through Change
Kelly Wirges, ProMax Training & Consulting

Processing Your Digital Photos Faster With Photoshop and Bridge
Russell Viers, Atomic News Tools

5:30-6:30 p.m. **Awards Reception**

6:30 p.m. **Awards Banquet** Master Editor-Publisher Awards • Heritage Plaque Presentations • Young Iowa Journalists Awards
Iowa Better Newspaper Contests Winners and Newspaper of the Year

Register early! There's no program like this offered at such a reasonable rate!

REGISTRATION

Complete the registration form below
or register online at www.INAnews.com



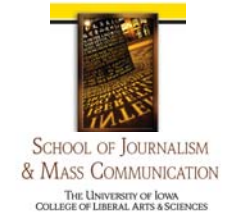
(Name of newspaper)

(Mailing Address)

(City, State, ZIP) ()
(Telephone number)

(Email)

Industry Sponsor:



Presenting Sponsor: **IOWA STATE UNIVERSITY**
Greenlee School of Journalism and Communication

Early Registration:

Registrations **postmarked** by January 31 or delivered to INA by 4:30 p.m., January 31 will receive reduced rates on convention registration

- \$70 for 1st Registrant by **January 31 (\$80 after January 31)**
- \$20 for Additional Registrants from same newspaper

WHEN REGISTERING, PLEASE FILL IN APPLICABLE RATES BELOW

Please check the following, if applicable:

New publisher Guest of INA/INF Past President (Friday Lunch fee waived)

Cancellation Policy:

Refund requests will be honored if received in our office by 4:30 p.m. January 31. The INA has purchased Event Cancellation Insurance for this event. In cases where inclement weather causes this insurance to go into effect, advance registration fees will be refunded.

Please PRINT names as they should appear on name tags	Email address (for registration confirmation)	1st Registrant by 1/31/13 \$70	1st Registrant after 1/31/13 \$80	Each Additional Person from same newspaper \$20*	Thursday Luncheon (no charge)	Meal Package \$52* (includes Friday Luncheon & Banquet)	Friday Luncheon \$25*	Friday Night Banquet \$30*	Per Person Total

* Anyone attending any convention function is required to pay the registration fee (for the first registrant) or additional person fee, even if attending the Luncheon or Banquet only.

FOR INA OFFICE USE ONLY TOTAL AMOUNT DUE: _____ TOTAL AMT. PAID: _____ BALANCE DUE: _____	Credit Card Payment 	Credit card # _____ Exp. ___/___ VISA/Mastercard only
	Address _____ Zip _____ (must be address/zipcode where billing is sent)	
	Amount to be charged: \$ _____	
	Authorized signature: _____	
	Date: _____	

GRAND TOTAL DUE: \$ _____

Payment enclosed _____

Please bill the newspaper _____

IMPORTANT: Return form and make checks payable to:



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