

NewsFlash

**Kansas Press Association
120th Annual Convention**
April 20-21, 2012
Doubletree Hotel in Overland Park, KS

Registration deadline is Friday, April 6.
Hotel Deadline is Saturday, March 17.

Exciting speakers will include Kevin Slimp, Charles Marshall, and John Baetz!

Speed topics are back by popular demand!

New for 2012!

Advertising Awards luncheon

Bring the kids to the Family Breakfast on Saturday!

One-on-one technology sessions with Ron Fields

Personalized hotel reservation website

awards, sharing best practices

...and much more!



Friday, April 20

9 a.m. - 9 p.m.

Registration and Contest Display

The registration desk and contest display room will open at 9 a.m.

10 a.m. - Noon

KPA Board Meeting

Noon - 1:30 p.m.

KNF Trustee Meeting

1 - 2 p.m.

Daily Roundtable - 1

Nondaily Roundtable - 1

2 - 2:30 p.m.

Afternoon Break

2:30 - 5:30 p.m.

Newspaper Speed Topics

Come and get a short presentation on numerous topics and then ask the experts! All speed sessions will last 30 minutes. Session topics are below. Pick your top 6!

- How Did My Legislator Vote? with KanFocus
- Going Postal with Steve Haynes
- Facebook and Your Newspaper with Dan Thalmann
- AOE Best Practices with Ron Fields
- Ask the Media Lawyer with Mike Merriam
- Community Newspaper Leadership with Doug Anstaett
- Community Management Tune-Up with Murrel Bland
- The KDAN and KCAN Networks: How You Can Make Money!
- From Writing a Column to Writing a Book with Darrel Miller
- The 5Ws and H of Health Reform with Bob Hanson
- How KU's Bold Aspirations Will Benefit Students and the State with KU Chancellor Bernadette Gray-Little
- Q&A on QuickBooks with Amy Blaufelder
- Reporting on Safety with AAA of Kansas

6 - 7 p.m.

President's Reception

7- 9 p.m.

President's Banquet

Enjoy a sit-down dinner as we recognize this year's recipients of the Clyde M. Reed Jr. Master Editor Award, Boyd Award for Community Service, Victor Murdock Award, and the Gaston Outstanding Mentor Award. We'll also induct new members into the Kansas Newspaper Hall of Fame.

9 - 11 p.m.

President's Hospitality Suite

Join President Patrick Lowry as we toast to his year as president of the Kansas Press Association.

FEATURED SPONSORS



Saturday, April 21

7 a.m. - 4 p.m.

Registration and Contest Display

The registration desk and contest display room will open at 7 a.m.

8 - 9 a.m.

Annual Meeting and Family Breakfast

Bring the kids (15 and under) for free!

9:15 - 10:45 a.m.

General Session

Staying On Top of New Technology

KEVIN SLIMP

Join Kevin Slimp as he discusses the latest technology available to newspapers, much of it low-cost or free, that you can buy today and implement tomorrow.

11 a.m. - 12:30 p.m.

AOE Advertising Awards Presentation and Program

Living the Intentional Life

CHARLES MARSHALL

Real success is never accidental! Are you the author of your destiny or do you let circumstances determine your direction and focus? Are you where you have chosen to be or where you have allowed yourself to be? Only you have the power to create and implement positive change in your life. Learn to identify the artificial limitations you unknowingly allow to direct your personal and professional lives and use the Power of Choice to actively control your fate. Great for your sales staff!

11:30 a.m. - 12:30 p.m.

Past President's Lunch

12:45 - 1:45 p.m.

Breakout Sessions

Customer Service Isn't a Joke

CHARLES MARSHALL

How to make sure your customer service isn't a joke? With the practiced eye of a professional humorous speaker, Charles examines common blunders and questionable customer-service practices that prevent your newspaper from growing.

Sales Training 101

JOHN BAETZ

Back by popular demand! This session was featured at the 2011 mini-convention and was so popular, we brought him back! The session will focus on the "nuts & bolts" or sales. From pitch to proof, Baetz will use his years of sales experience to help you and your staff close more print sales, generate more revenue and most importantly, help more advertisers find success in your products.

What I've Learned From Successful Newspapers

KEVIN SLIMP

Join Kevin as he examines what newspapers are doing right and, more importantly, what they are doing wrong.

1:45 - 2 p.m.

Afternoon Break

2:15 - 3 p.m.

Breakout Sessions

Advertising Best Practices

JOHN BAETZ

Join John as he talks with you about your best advertising ideas. Bring samples of your best special sections or advertising pieces. All members will be able to participate in this unique session (no speaking is required). Be prepared to share and/or learn about the best advertising ideas Kansas newspapers have to offer. If you have the best idea you will win a Kindle Fire!

Photo Editing and Color Correction Tips to Increase the Quality of Your Publication

KEVIN SLIMP

Join Kevin as he gives you easy tips you can use tomorrow to help improve the quality of your newspaper.

The Absolute Essentials: What I Need to Have a Successful Newspaper

TOM EBLEN

Time and money are precious commodities in today's economic state. What are the essentials for a successful newspaper? Some ideas cost money, others simply require sound decision making. Join Tom as he shares the absolute essentials you need to make your newspaper a successful venture.

3:15 - 4 p.m.

Daily Roundtable - 2

Nondaily Roundtable - 2

4 - 4:30 p.m.

Awards of Excellence Reception

4:30 - 6 p.m.

Awards of Excellence Presentation

FEATURED SPONSORS



KANSAS GAS SERVICE

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FEATURED SPEAKERS



Kevin Slimp

Kevin Slimp serves as director of the Institute of Newspaper Technology - a training program for newspaper designers and publishers housed on campus at The University of Tennessee. He's best known for his work leading to the development of the PDF Remote Printing Method in the early

1990s, now the standard for file transfer and design in the publishing world. Kevin is an adjunct professor at the University of Tennessee College of Communication and Information. In addition to his live training events, Kevin provides online training for groups throughout the U.S. and Canada. Each year he speaks at approximately 100 conferences and events in the newspaper industry.



Charles Marshall

Charles is the author of the modern day motivational classic Shattering the Glass Slipper, whose central message is that success is available for all who harness, develop and apply their Seven Powers.

Charles is the founder and president of M Power Resources, a company dedicated to providing growth resources for business and individuals. He has more than 15 years of full-time experience as a motivational speaker and comedian and is recognized by meeting planners as one of the top corporate comedians and humorous keynote speakers in the nation.

Registration Form

CONTACT INFORMATION

Newspaper/Company _____ Contact Person _____
 Address _____ City _____ State _____ ZIP Code _____
 Area Code/Phone _____ Fax _____ E-mail _____

Registration Fees

Convention registration fees include admittance to all sessions on the day(s) for which you have paid a registration fee. Additional fees, indicated on the registration grid at left, may apply for some special activities and meals. Discounts for multiple registrations from the same newspaper apply, and are listed on the grid at left.

Late Registrations

Registrations received after April 6 will be accepted as space permits. Late and on-site registrations will be assessed a \$20 late fee.

Nonmembers

Rates listed are for KPA members. For nonmember rates, please call the KPA office at (785) 271-5304.

Refunds and Substitutions

Refunds will be issued on changes and cancellations received by 5 p.m. Thursday, April 12. Substitutions will not be allowed on registrations. If the registered person is unable to attend, the person will still be charged even if another person comes in their place.

How to Register

Mail: 5423 SW 7th, Topeka, KS 66606
 Fax: (785) 271-7341
 E-mail: ebradbury@kspress.com

Overnight Accommodations

Sleeping rooms are being held for KPA convention attendees at the DoubleTree in Overland Park until Saturday, March 17. For reservations, call 1-913-451-6100 or register online at http://doubletree Hilton.com/en/dt/groups/personalized/MCMCMSDT-KPA-20120419/index.jhtml?WT.mc_id=POG#reservation. The room rate is \$92 per night.

Registrations are requested no later than Friday, April 6.

Questions? Contact the KPA office at 785-271-5304 or ebradbury@kspress.com

Name of Attendee <small>Print clearly for name badges</small>	Registration Fees <small>Please check one</small>	Friday Banquet <small>\$40 per person</small>	Sat. Breakfast <small>free w/ registration</small>	Saturday Lunch <small>free w/registration</small>	AOE <small>free w/registration</small>	Total <small>Fees</small>
	<input type="checkbox"/> Full registration - \$130 <input type="checkbox"/> Friday only - \$70 <input type="checkbox"/> Saturday only - \$80	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
	<input type="checkbox"/> Full registration - \$100 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$75	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
	<input type="checkbox"/> Full registration - \$95 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$75	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
	<input type="checkbox"/> Full registration - \$90 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$75	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
TOTAL AMOUNT						

PAYMENT METHOD

- Check enclosed (made payable to KPA)
- Please invoice me at the address above or send e-invoice to the following email: _____
- Charge to Visa, MasterCard or American Express
 - Credit Card # _____
 - Expiration Date _____
 - V-Code (three-digit code on back of card) _____
 - Cardholder's Name _____
- Corporate Card (billing address as listed above)
- Personal Card
 - Please provide billing address below.
 - Street Address _____
 - City, State _____
 - Zipcode _____

Family Breakfast

- I will have family members accompany me to the breakfast on Saturday.
 - Adults _____
 - Children _____
- Adults will be charged \$25. Children under 15 are free!