

KPA ANNUAL CONVENTION, APRIL 11-12 @ HILTON GARDEN INN, MANHATTAN

LIVIN' IT UP IN THE LITTLE APPLE



SPONSORED IN PART BY THE FOLLOWING



A Touchstone Energy® Cooperative 

THURSDAY, APRIL 10

6 p.m.

KPA BOARD OF DIRECTORS MEETING

FRIDAY, APRIL 11

9 A.M. - 9 P.M.

REGISTRATION AND CONTEST DISPLAY

9 A.M.

KNF TRUSTEE MEETING

11:30 A.M.

PAST PRESIDENT'S LUNCHEON

3 - 5 P.M.

USING CREATIVE SUITE AS A SINGLE APPLICATION WITH RUSSELL VIERS

Most creatives have an application they rely on the most, be it InDesign, Photoshop or Illustrator. Used individually one can do great things...but use all three as the Creative Suite, magic happens. Not only can one work faster and smarter, but by tapping into each application's strength, coupled with the integration power of the Suite, new design potential comes to life. See when, and when not, to use the applications in Creative Suite for various purposes. See how the new Adobe Touch Apps are starting to change the way we work remotely and in groups as well.

6-7 P.M.

PRESIDENT'S VIP RECEPTION AT THE FLINT HILLS DISCOVERY CENTER (additional fee)

7 P.M.

PRESIDENT'S DINNER AT THE FLINT HILLS DISCOVERY CENTER (additional fee)

Enjoy a sit-down dinner as we recognize this year's recipients of the KPA special awards. We'll also induct new members into the Kansas Newspaper Hall of Fame.

9-11 P.M.

PRESIDENT'S HOSPITALITY RECEPTION

Join KPA President Dena Sattler for a reception celebrating her year as KPA president.



Russell Viers is a Transition Expert in the publishing world. Since 1997 he has helped newspapers and magazines adapt to changes in the industry. Russell is always on the leading edge of the technology, empowering his customers to reap the benefits of transition, instead of incurring the expense of falling behind. Russell is an Adobe Certified Instructor.



Richard Farrell is the president of Tangent Knowledge Systems, an international sales training and development firm based in Chicago. He has been featured on PBS, NBC, The Wall Street Journal, Businessweek, and INC. He has an upcoming book, "Selling has Nothing to do with Selling."



Mike Bova spent seven years in the newspaper business. He was an Account Executive for Gannett, an Advertising Director for Eagle Newspapers in Syracuse, and the Publisher of M3P Media's Madison County Courier. Mike has 20-plus years of sales, marketing and management experience.

SATURDAY, APRIL 12

7 A.M. - 6 P.M.

REGISTRATION AND CONTEST DISPLAY

7:30- 8 A.M.

BREAKFAST AND ANNUAL MEETING

Join us as we address KPA business and elect representatives to the KPA Board of Directors.

8 A.M. - 3 P.M.

SPONSOR TRADESHOW

Join us as we thank our annual convention sponsors by visiting with those who choose to attend the KPA Convention.

8-9 A.M.

“HUMOR AND MARKETING... LAUGH AND LEARN” WITH MIKE BOVA

This session is going to be eye opening. You will learn how your website ranks among the websites of the world, who your competition is, how to better optimize your website in order to achieve Top Ten Google rankings, how to get more traffic to your website, how to best utilize social marketing tools like Facebook, Twitter and YouTube and more.

9-9:15 A.M.

BREAK

9:15 - 10:45 A.M.

“SELLING HAS NOTHING TO DO WITH SELLING” WITH RICK FARRELL

Most sales organizations are very good at a game no longer being played. They have perfected the ability to consistently hit the target; the problem is it is the wrong target in today's new economy. The way customers buy, select suppliers, build relationships and view sales people has dramatically changed with the internet. Yet most sales organizations continue to sell as if they were in a quaint Norman Rockwell painting. Learn about alternative sales strategies for your sales team that help minimize commoditization, reduce long selling cycles and decrease rampant sales force inefficiencies.

10:45 - 11 A.M.

BREAK

11 A.M.- 12:45 P.M.

AOE AWARDS LUNCHEON

Join us for a celebratory luncheon that honors you and your newspaper's accomplishments in 2013. Everyone who attends will be eligible to win an Apple iPad Mini! You must be present to win!

1 - 2 P.M.

BREAKOUTS

“AN UPDATED LOOK AT THE CAPOTE BOOK” WITH TOM EBLER

A Pulitzer Prize-winning Wall Street Journal reporter fits the latest revelation into a new context — storytelling at its best.

“SIMPLE TYPE TRICKS TO ADD EXCITEMENT TO YOUR DESIGNS...WITH NO EXTRA EFFORT” WITH RUSSELL VIERS

“GOOD TO GREAT STORYTELLING” WITH STEVE HAYNES

Need to attract and hold readers? Want to know how to make every inch in the paper count?

Sharpen your storytelling skills, clarify your word choices and give some thought to how you make every inch of copy in your paper the best it can be.

“NEW BUSINESS DEVELOPMENT AND UP SELLING” WITH RICK FARRELL

Learn how to look different and sound different with new prospects. Learn how to qualify and determine if they have probable intent and a true motivation to change or buy. Learn how to ask better questions with existing clients to determine which ones are likely candidates that you can upsell.

2 - 2:15 P.M.

BREAK

2:15 - 3:15 P.M.

DAILY AND NONDAILY ROUNDTABLES

Take a few minutes to network with your fellow newspaper people at this annual favorite.

3:15 - 3:30 P.M.

BREAK

3:30 - 4:30 P.M.

SPEED TOPICS - PICK YOUR TOP 4!

1. CRISIS MANAGEMENT - WHAT DO I DO WHEN.....?

2. FREE BACKUP WITH KPA MEMBERSHIP - LEARN HOW!

3. PUBLIC NOTICES - HOW TO KEEP THEM IN YOUR NEWSPAPER

4. THE IMPORTANCE OF LOCAL EDITORIALS

5. HOW A SMALL NEWSPAPER CAN GO

DIGITAL

6. KPA TRADE DESK - HOW IT CAN HELP YOU PUT MORE MONEY IN YOUR POCKET

7. ASK THE MEDIA LAW ATTORNEY

REGISTRATION FORM

CONTACT INFORMATION

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

Name of Attendee Print clearly for name badges and check box if first time attendee.	Registration Fees please check one	President's Banquet \$50 per person	Sat. Breakfast free w/ registration <small>\$25 if not registered for full or Sat. convention</small>	AOE Awards Luncheon free w/registration <small>\$25 if not registered for full or Sat. convention</small>	Speed Topics free w/registration	Total Fees
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$130 <input type="checkbox"/> Friday only - \$70 <input type="checkbox"/> Saturday only - \$100	<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"/>	<input type="checkbox"/> Full registration - \$115 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$90	<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	
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PAYMENT INFORMATION

- 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 _____ Zip _____

TOTAL AMOUNT

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 Wednesday, April 2 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. Wednesday, April 2. Substitutions will not be allowed on registrations.

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 Capital Plaza Hotel until March 12. For reservations, call (785) 532-9116 and mention the Kansas Press Association Room Block. The room rate is \$99/ plus tax per night. Or, you may book online at http://hiltongardeninn.hilton.com/en/gi/groups/personalized/M/MANGIGI-KPA-20140410/index.jhtml?WT.mc_id=POG.

Registrations are requested no later than Wednesday, April 2.

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