

**2015 MNA Annual Convention-DRAFT-
Thursday, January 29**
Program Agenda—all meeting rooms subject to change

Updated: 9-Jan-15

<p>THURSDAY 8:00—9:30 am Grand Ballroom East</p>	<p>Tradeshow Time & Breakfast Silent Auction & Wall of Wine Registration</p>					
<p>9:30—11:30 am Breakout rooms— Verandas, Edina, Bloomington, Atriums 1, 7</p>	<p>Bloomington</p> <p>Jaci Smith Native Advertising What it is, what it isn't and why your clients will want it. <i>Jaci is Managing Editor, Faribault Daily News and a RJI Fellow.</i></p>	<p>Edina</p> <p>Jill Geisler</p> <p>Feedback with Impact: From the Delightful to the Difficult <i>Jill is head of Poynter's leadership and management programs.</i></p>	<p>Veranda 1-2</p> <p>Jim Pumarlo</p> <p>Developing Sources & Beats and covering sensitive issues.</p>	<p>Veranda 5-8</p> <p>Tim Smith</p> <p>Classified and display sales session. How to communicate to your customers in person, on the phone, through e-mail and texting.</p>	<p>Atrium 1</p> <p>9:30—10:30 Brad Hill USPS Changes/Mailing Savings</p> <p>10:45-11:45 Matthew Wolcanski Carrier Recruitment/Route Profitability</p>	
<p>Noon Grand Ballroom W/C</p>	<p>Luncheon Speaker: Dr. Michael Osterholm An internationally recognized expert in infectious disease epidemiology. Mike is the Director of the Center for Infectious Disease Research and Policy.</p> <p>Dessert with Trade Show Vendors + Silent Auction /Wall of Wine, following lunch (Grand Ballroom East)</p>					
<p>2:15—3:45 pm Breakout rooms— Verandas, Edina, Bloomington, Atrium 1</p>	<p>Bloomington</p> <p>Tara Brandl A *new twist* on the advertising idea exchange</p>	<p>Edina</p> <p>Jill Geisler</p> <p>Managing Your Multi-generational Team</p>	<p>Veranda 1 -2</p> <p>Mark Anfinson & Sandy Neren</p> <p>Public Notice: what you need to know.</p>	<p>Veranda 5-8 Tim Smith</p> <p>How to Prospect the top 25 businesses that use print and answer the "I have Facebook" objection.</p>	<p>Atrium 1</p> <p>Joe Suttner</p> <p>Consumer Sales</p>	<p>Atrium 7</p> <p>Tech Tools for the Newsroom Moderated by Lisa Schwarz, Real tools for real newsrooms.</p>
<p>5:30—6:30 pm Banquet Reception (Grand Ballroom East) 6:30—9:00 pm College and Professional Better Newspaper Contest Banquet (Grand Ballroom W/C)</p>						

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<p>9:30—11:30 am Breakout rooms— Verandas, Edina, Bloomington, Atrium 1</p>	<p>Bloomington Diane Ciotta <i>“Good-bye Salesper- son” ... “Hello Consult- ant”</i> (objection-proof ap- proach) <i>This One’s For You!</i> (focus on prospect’s spe- cific business needs)</p>	<p>Edina Kevin Slimp Tips for ad and page design</p>	<p>Veranda 1-2 Julie Bergman Small Newspaper Session</p>	<p>Veranda 5-8 Business and Economic Reporting Nuts & Bolts Presented by the J-Ed Com- mittee, moderated by Joe Spear.</p>	<p>Atrium 7 9:30—10:30 Ben Garvin Take Better Photos and Video with your Mobile Device 10:30—11:30 Brian Basham Tips and tools for better pho- tos. Photo roundtable.</p>
<p>12:00—1:45 pm Grand Ballroom W/C</p>	<p>Luncheon Speaker: Norwood Teague –University of Minnesota Athletics Director Norwood Teague will talk about the athletics programs at the University of Minnesota and provide an overview of Gopher programs, facilities update and campaigns.</p>				
<p>2:00—3:30pm Breakout rooms— Verandas, Edina, Bloomington, Atrium 1</p>	<p>Veranda 1 & 2 3:30 MNA Annual Meeting</p>	<p>Bloomington Diane Ciotta <i>Confidence is The Cure for the Common “No!”</i> (handling rejec- tion with conviction)</p>	<p>Veranda 5-8 Mark Anfinson 2015 Legal Update</p>	<p>Edina Kevin Slimp Photo editing and color correction</p>	
<p>Trade Show: Closes at noon. BNC Winners Display: Closes at 2pm.</p>					