

THURSDAY 8:00—9:30 am Grand Ballroom East	Tradeshow Time & Breakfast Silent Auction & Wall of Wine Registration					
9:30—11:30 am Breakout Sessions	<p style="text-align: center;">Edina</p> <p style="text-align: center;"><u>Video on the go: How to get the most from your phone's video capability</u></p> <p style="text-align: center;">Dave Schwarz, St. Cloud Times Bea Chang, KARE-11</p>	<p style="text-align: center;">Atrium 4</p> <p style="text-align: center;"><u>Rewriting the Rural Narrative</u></p> <p style="text-align: center;">Kelly Asche, Center for Small Towns—University of MN Morris</p>	<p style="text-align: center;">Bloomington</p> <p style="text-align: center;"><u>Ethics 2.0: Making ethical decisions in the modern newsroom</u></p> <p style="text-align: center;">Moderator: Joe Spear, Mankato Free Press</p>	<p style="text-align: center;">Atrium 6</p> <p style="text-align: center;"><u>6 Easy Ways to Add Digital Revenue to your Newspaper</u></p> <p style="text-align: center;">Jeremy Mims, OwnLocal</p>	<p style="text-align: center;">Veranda 1-4</p> <p style="text-align: center;">9:30—10:30 <u>Independent Contractor Legal Issues</u> Glenn Plosa</p> <p style="text-align: center;">10:45-11:45 <u>USPS Changes/ Mailing Scoop</u> Brad Hill</p>	
Luncheon 12:00—2:00 pm Grand Ballroom W/C	<p>Luncheon Speaker: <u>Jim Brandenburg</u> Minnesota native Jim Brandenburg has traveled the globe as a photographer with National Geographic Magazine for more than three decades.</p> <p>Dessert with Trade Show Vendors + Silent Auction /Wall of Wine, following lunch (Grand Ballroom East)</p>					
2:15—3:45 pm Breakout Sessions	<p style="text-align: center;">Atrium 4</p> <p style="text-align: center;"><u>Advertising Ideas on Tap</u></p> <p style="text-align: center;"><i>Advertising/ Revenue Idea Exchange</i></p>	<p style="text-align: center;">Edina</p> <p style="text-align: center;"><u>10,000 deadlines: “So, that was yesterday. What do you have for me today?”</u></p> <p style="text-align: center;">John Cross</p>	<p style="text-align: center;">Bloomington</p> <p style="text-align: center;"><u>Social Media Nuts & Bolts</u></p> <p style="text-align: center;">Presented by J-Ed Committee. Moderat- ed by Lisa Schwarz</p>	<p style="text-align: center;">Veranda 1-4</p> <p style="text-align: center;"><u>Carrier Recruitment and Retention</u></p> <p style="text-align: center;">Matt Wolcanski</p>	<p style="text-align: center;">Atrium 6</p> <p style="text-align: center;"><u>What do employees want from us?</u></p> <p style="text-align: center;">Becky Lyons, Forum Communications Company</p>	
<p>5:30—6:30 pm Banquet Reception (Grand Ballroom East)</p> <p>6:30—10:00 pm College and Professional Better Newspaper Contest Banquet (Grand Ballroom W/C)</p>						

FRIDAY 8:00—9:30 am Grand Ballroom East	Tradeshow Time & Breakfast Silent Auction & Wall of Wine Registration				
9:30—11:30 am Breakout Sessions	<p style="text-align: center;">Bloomington</p> <p style="text-align: center;"><u>Selling in the “Real World”</u></p> <p style="text-align: center;">Mike Centorani, Co-Founder Sales Transformation Now, Inc.</p>	<p style="text-align: center;">Edina</p> <p style="text-align: center;"><u>Photoshop Tips and Tricks</u></p> <p style="text-align: center;">Karl Kuntz, Picture Editor The Columbus Dispatch</p>	<p style="text-align: center;">Veranda 5-8</p> <p style="text-align: center;"><u>Political Coverage Bootcamp: Are you ready for 2016 elections?</u></p> <p style="text-align: center;">Jim Pumarlo, joined by a panel of experts</p>	<p style="text-align: center;">Atrium 7</p> <p style="text-align: center;"><u>Leadership and how to lead successfully</u></p> <p style="text-align: center;">Jeff Gau, CEO of Marco, a technology services company</p>	<p style="text-align: center;">MOVED TO THURSDAY PM ATRIUM 6</p> <p style="text-align: center;"><u>What do employees want from us?</u></p> <p style="text-align: center;"><i>Becky Lyons, Forum Communica- tions Company</i></p>
12:00—1:45 pm Grand Ballroom W/C	<p>Luncheon Speaker: <u>Vice President Walter Mondale, with welcome remarks from Governor Mark Dayton</u> Walter F. Mondale’s record of public service includes Vice President of the United States, U.S. Ambassador to Japan, U.S. Senator, and Attorney General for the State of Minnesota. He was also the Democratic Party’s nominee for President in 1984. Walter Frederick (“Fritz”) Mondale was born in Ceylon, Minnesota .</p>				
2:00—3:30pm Breakout Sessions	<p style="text-align: center;">Bloomington</p> <p style="text-align: center;"><u>Coaching in the Real World</u></p> <p style="text-align: center;">Mike Centorani</p>	<p style="text-align: center;">Edina</p> <p style="text-align: center;"><u>Photoshop: How to fix those bad files.</u></p> <p style="text-align: center;">Karl Kuntz</p>	<p style="text-align: center;">Veranda 5-8</p> <p style="text-align: center;"><u>2016 Legal Update</u></p> <p style="text-align: center;">Mark Anfinson</p>	<p style="text-align: center;">Veranda 1 & 2</p> <p style="text-align: center;">3:30 MNA Annual Meeting</p>	
<p>Trade Show: Closes at noon. BNC Winners Display: Closes at 2:30 pm. Front Desk: Closes at 3:00 p.m.</p>					