



MINNESOTA
NEWSPAPER
ASSOCIATION

159th Annual MNA Convention & Trade Show

Jan. 28-30, 2026

Minneapolis Marriott Northwest, Brooklyn Park

Wednesday, January 28

Board & Committee Meeting Schedule

MNA & MNI Board Meetings

10 a.m.	MNI Board of Directors	Lake Superior Room
11 a.m.	MNA Board of Directors	Lake Superior Room
Noon	MNA Lunch	Lake Superior Room

MNA Committee Meetings

1:30 p.m.	Advertising/Digital Committee	Lake Erie Room
1:30 p.m.	Journalism Education Committee	Lake Ontario Room
2:30 p.m.	Member Services Committee	Lake Ontario Room
3:30 p.m.	Legislative Committee	Arbor Lakes Room

Guest Meeting: MNF, 2:30 p.m., Lake Erie Room

7 AM

Registration desk setup.

Noon-4 PM

Trade Show & Exhibitor move-in
Northland Foyer

10 AM-1 PM

MNI and MNA Boards of Directors meetings
Lower Level

1:30-5 PM

MNA Committee meetings
Lower Level

2-7 PM

Convention Registration Desk open
Northland Foyer

5-10 PM

MNA Convention Welcome Reception
Fireside Lobby

Trade Show vendors may exhibit during this time
Northland Foyer

Thursday, January 29

MAINLINE SESSIONS
8-9:30 AM

Trade Talk

8-9 a.m. Arbor Lakes

Trade Show Breakfast | Registration | MNI Silent Auction Bidding opens

Northland Foyer

BREAKOUT SESSIONS
9:30-11 AM

ADVERTISING **AI TO BOOST SALES**

The Star Tribune's Head of Digital Advertising will talk about how to implement cutting-edge technology to improve your sales success.

Presenter: Brian Kennett
Arbor Lakes

NEWS **POLISH AP STYLE**

Improve your understanding of AP Style, learn when "local style" comes into play and get advice on how to make great style a signature look for your news operation.

Presenter: Doug Hanneman
Minnesota Salon 1

MANAGEMENT **CUT COPYRIGHT RISK**

It's easier than ever for you (or anyone you work with) to run afoul of copyright. This session will cover key copyright concerns in the current media world.

Presenter: Mark Anfinson
Hennepin Salon 1

EMERGING TOPICS **TRANSITIONS: PREPPING FOR BUYERS**

A panel discussion highlights advice from recent buyers and sellers. What you need to do now to pass your publication on to its next steward.

Moderator: Matt McMillan
Hennepin Salon 2

EMERGING TOPICS **'LOCAL' ISN'T WHAT YOU THINK IT IS**

You can't define "local" with geography. Learn a new way of looking at 'local' to focus on what your readers care about.

Presenter: Bill Ostendorf
Hennepin Salon 3

PUBLISHERS/GMs MEET
11:15 AM-Noon

Details TBA: Hennepin Salon 1

MAINLINE SESSION
Noon-1:30 PM

Luncheon | Keynote: Minnesota Secretary of State Steve Simon | Distinguished Service Award

Northland Ballroom

BREAKOUT SESSIONS
2-3:30 PM

ADVERTISING **AD IDEAS ON TAP**

Bring your best ad sales ideas to share and win prizes! You'll also hear tips on making money for you and your paper with MNA network advertising.

Presenters: Tina McMillan & Patty Steele
Arbor Lakes

NEWS **HOW TO BUILD AN INVESTIGATIVE MINDSET**

This highly respected investigative editor breaks down techniques and approaches for small newsrooms to tackle the big stories – even if you think you don't have time.

Presenter: Tom Scheck
Minnesota Salon 1

STUDENT SESSION **STEPS TO EXCELLENCE FOR CAMPUS NEWS**

Award-winning Mankato Free Press Editor Robb Murray never left college journalism behind. He offers skills and inspiration to journalists who want to make their campus publications better.

Presenters: Robb Murray
Hennepin Salon 1

MANAGEMENT **HOT TOPICS**

A roundtable to share ideas, strategies and stories about your biggest challenges and opportunities.

Moderators: Justin Lessman and Crystal Miller

Hennepin Salon 3

MAINLINE SESSION
5:30-6:30 PM

Better Newspaper Contest Awards Reception | Student VIP Reception

Northland Foyer

MAINLINE SESSION
6:30-10 PM

Better Newspaper Contest Awards Banquet & Gala

Northland Ballroom

MAINLINE SESSION
10-11:30 PM

Better Newspaper Contest Afterparty

Northland Foyer

Friday, January 30

MAINLINE SESSIONS
7:30-9:30 AM

Trade Talk

8-9 a.m. Arbor Lakes

Trade Show Breakfast | MNI Silent Auction Bidding closes

Northland Foyer

BREAKOUT SESSIONS
9:30-11:15 AM

ADVERTISING

GET YOUR HEAD AROUND DIGITAL REVENUE, OR ELSE

Intimidated by digital sales? Get over it - and start making real progress for your clients and publications with easy-to-learn toeholds in the digital ad space.

Presenter: Leonard Woolsey
Arbor Lakes

NEWS

ELECTIONS 101

How to help your community shut out the national noise and make sense of who's running in their communities, what they stand for and how they'll serve the public

Presenter: Jim Pumarlo
Minnesota Salon 1

EMERGING TOPICS

I HAVE TO LIVE IN THIS TOWN, TOO: HANDLING THE HARD TOPICS

We've all been there: You cover a livewire community issue - and end up on everyone's enemies list. What's now? Let's talk.

Moderator: Per Peterson
Hennepin Salon 1

SPORTS

DIGGING DEEP ON BIG SPORTS STORIES

Little or big league, this long-time sports reporter, now editor, will help you build audience-pleasing sports stories.

Presenter: Kevin Allenspach
Hennepin Salon 3

MAINLINE SESSION
Noon-1:30 PM

Luncheon | Keynote: Rufus Friday, Center for Integrity in News Reporting

Northland Ballroom - Plus MNF

BREAKOUT SESSIONS
2-3:30 PM

EMERGING TOPICS

THE IMPORTANCE OF THE LOCAL NEWSPAPER

Get your swagger back. Learn how you are so much more to your community than simply a newspaper.

Presenter: Leonard Woolsey
Arbor Lakes

PHOTO

HOW TO CREATE BETTER IMAGES

This workshop will help everyone involved in the photo process improve your photo report. We'll focus on understanding what makes a compelling photo and how to get it.

Presenter: Bill Ostendorf
Minnesota Salon 1

MANAGEMENT & NEWS

MNA LEGAL UPDATE

The most-requested session for decades, don't miss this recap of new and emerging legal considerations for Minnesota newsrooms and publishers.

Presenter: Mark Anfinson
Hennepin Salon 1

CIRCULATION/DISTRIBUTION PRINT ROUNDTABLE

Publishers Logistics President Gary Glick will lead brainstorming on circulation and distribution solutions for print. Bring your challenges and solutions.

MODERATOR: Gary Glick
Hennepin Salon 2

ANNUAL MEETING
3:30 PM

Annual Meeting of the Minnesota Newspaper Association | Audit & Committee Reports | Election

Hennepin Salon 3

BY INVITATION
6:30-10 PM

MNA Past Presidents' Reception & Dinner

Fireside Lobby & Fireside Room