

**National Newspaper Association Foundation  
139th Convention and Trade Show  
Minneapolis, MN  
DRAFT AGENDA – subject to change**

Day	Date	Start	End	Event Type	Event	#	Room
TUES	10/7	Noon		Office	Office/storage		Director's Row 4 (3 <sup>rd</sup> floor)
WED	10/8						
		6:00 AM	11:59 PM	OFFICE	Office/Storage		Director's Row 4 (3 <sup>rd</sup> floor)
		10:00 AM	4:30 PM	Workshop	Interlink User Group Workshop		Duluth?
		3:00 PM	4:00 PM	Meeting	Pre-Con		
		6:30 PM	9:30 PM	Dinner	Board & Staff Dinner	50	The Local
		9:30 PM	11:30 PM	Drinks	Meet and Greet at Bar	50	Hotel Bar
THURS	10/9						
		6:00 AM	11:59 PM	OFFICE	Office/Storage		Director's Row 4 (3 <sup>rd</sup> floor)
		8:00 AM	NOON	Exhibits	Setup		Marquette Ballroom
		8:00 AM	6:00 PM	Registration	Registration Desk Open		Marquette Foyer (2 <sup>nd</sup> Floor)
		9:00 AM	10:30 AM	Meeting	NNA BOD Meeting	15	Duluth
		11:00 AM	12:30 PM	Meeting	NNAF BOD MEETING	15	Duluth
		11:30 AM	12:30 PM	Sessions	Breakout Session: Can podcasting work for your newsroom?	30	Marquette Ballroom
		12:40 PM	1:10 PM	Sessions	Flash Sessions 1-5	50	Marquette Ballroom
		1:30 PM	3:30 PM	Exhibits	Ice Cream Social in Trade Show	50	Marquette Ballroom
		3:30 PM	4:30 PM	Session	Solutions Start Here	50	Marquette Ballroom
		4:30 PM	6:00 PM	Exhibits	Trade Show Grand Opening	100	Marquette Ballroom
		6:30 PM		BUS?	To Mall of America	150	Hotel Lobby TBD
		7:00	9:00 PM	Dinner	Extravaganza at Fair on 4th	150	TBD
FRI	10/10						
		6:00 AM	11:59 PM	OFFICE	Office/Storage		Director's Row 4 (3 <sup>rd</sup> floor)
		7:30 AM	3:00 AM	Registration	Registration Desk Open		Marquette Foyer
		8:00 AM	3:05 PM	Exhibits	Trade Show Open		Marquette Ballroom
		8:00 AM	9:30 AM	Session	Opening Ceremony with keynote	120	Marquette Ballroom
		9:45 AM	10:45 AM	Session	Libel Workshop with Waltery	50	Marquette Ballroom
		11:00 AM	11:35 AM	Exhibits	Break in the Trade Show	75	Marquette Ballroom
		11:40 AM	12:10 PM	Session	Flash Session #6-10	80	Marquette Ballroom
		12:15 PM	1:45 PM	Break	Lunch with Exhibitors	120	Marquette Ballroom
		1:50 PM	2:20 PM	Session	Flash Sessions 11-15	80	Marquette Ballroom
		2:25 PM	2:55 PM	Session	Flash Sessions 16-20	80	Marquette Ballroom
		3:00 PM	3:30 PM	Exhibits	Refreshments in the Trade Show/ Exhibitor Draw Prizes (75)	80	Marquette Ballroom
		3:30 PM	4:30 PM	Break	Breakout Session	50	DULUTH
		4:30 PM	5:30 PM	Session	Great Idea Exchange	50	DULUTH
		6:30 PM	7:00 PM	BAR	Bar opens early	50	Marquette Ballroom
		7:00 PM	8:30 PM	Dinner	Closing Dinner/Annual Meeting/Contest	90	Marquette Ballroom



# Details of the 139<sup>th</sup> Annual Convention & Trade Show

*Check back for regular updates*

## **Wednesday, Oct. 8**

### **SPECIAL PRE-CONVENTION WORKSHOP**

10:30 a.m.-4:30 p.m. **Interlink User Workshop** *Brad Hill, CEO, Interlink, Berrien Springs, Michigan*

## **Thursday, Oct. 9**

11:30 a.m.-12:30 p.m. **Breakout Session: Can podcasting work for your newsroom?** *Kris Kerzman, Forum Communications Company, Fargo, North Dakota*

Podcasts are all the rage for sports talk and national political commentary, but can they help your newsroom deliver local and regional news? In this seminar, we'll go over some of the pros and cons of podcasting for a small newsroom and look at some low-risk strategies to get a podcast off the ground.

12:40-1:10 p.m. **FLASH SESSIONS** Block #1

Join the conversation, ask questions, and pick up some new ideas. Your industry peers will lead discussions on timely topics in: *Admin, Advertising, Circulation, Digital, and Editorial.*

3:30-4:30 p.m. **Solutions Start Here**

An exchange that provides three (3)-minute time slots for newspaper partners & exhibitors to share examples of their products and/or services being used to increase circulation and/or revenue.

#### 4:30-6 p.m. **Trade Show Grand Opening Reception**

Welcome! We're a casual bunch; mingle, grab some appetizers and drinks, chat with newspaper partners around the Trade Show, and say *hello* to as many people as you can – the Foundation rewards friendliness with the Mr./Ms. X incentive of \$139!

#### 6:30 p.m. **Transportation to Extravaganza**

#### 7–9 p.m. **EXTRAVAGANZA at the Mall of America**

Since opening in 1992, the Mall of America has become a global leader in retail, entertainment, and attractions. More about the mall here:

<https://mallofamerica.com/>



## Friday, Oct. 10

8:30-9:30 a.m. **Opening Ceremony** *Minnesota Governor Tim Walz (invited)*

9:45-10:45 a.m. **Libel Workshop with Walterry**

11:40 a.m.- 12:10 p.m. **FLASH SESSIONS** Block #2

Join the conversation, ask questions, and pick up some new ideas. Your industry peers will lead discussions on timely topics in: *Admin, Advertising, Circulation, Digital, and Editorial.*

1:50-2:20 p.m. **FLASH SESSIONS** Block #3

2:25-2:55 p.m. **FLASH SESSIONS** Block #4

3:30-4:30 p.m. **Breakout Session TBA**

4:30-5:30 p.m. **Great Idea Exchange** *Robert M. Williams Jr., director of creative resources, NNA, Blackshear, Georgia*

Results that pay off your event registration, members have said in past years. Led by longtime publisher and NNA Past President Robert M. Williams Jr. of Blackshear, Georgia, members will share their top advertising, circulation and good-will ideas that have succeeded for them — some projects are new and many are evergreen.

# Session Leaders, A-Z

## **Brad Hill**

Brad Hill is CEO at Interlink and one of NNA's representatives on USPS' Mailer's Technical Advisory Committee.  
Email: [brad@ilsw.com](mailto:brad@ilsw.com)

## **Kris Kerzman**

Kris Kerzman is the digital editor/podcast network manager for The Forum of Fargo-Moorhead, North Dakota. As digital editor for InForum, Kris is focused on providing trustworthy information and compelling stories about the Fargo-Moorhead region through the InForum website and other online platforms. Kris has worked in social and digital media since the inception of the social internet, filling roles in marketing, public relations and non-profit journalism before coming to The Forum. He is drawn to quirky stories that speak to human creativity and perseverance. When he's not at work, Kris is a husband to a talented wife, a dad to two curious kids, a vinyl record collector, a middling music producer and a student of BBQ.

## **Robert M. Williams Jr.**

Leading the Great Idea Exchange is Robert M. Williams Jr., longtime community newspaper publisher from Blackshear, Georgia. He was NNA president in 2013-14 and is now acting as NNA director of creative resources, moderating the Great Idea Exchange – revenue ideas shared among NNA members. He is available for consultation on how to create more revenue, help you deal with inevitable newspaper issues or be a sympathetic ear for NNA members looking for an experienced publisher to listen. Email him at [robert@nna.org](mailto:robert@nna.org) or call at (912) 281-5438 from 10 a.m -3 p.m. ET, Monday-Friday.