

Arkansas Press Association 2012 Ad Conference



March 8-9
Holiday Inn Presidential
Conference Center
Little Rock, Arkansas

Guest Speakers:

Tony Casale Currently CEO of American Opinion Research (AOR), Casale was on the planning and startup team of *USA TODAY* as well as its first national editor and served as director of research for Gannett Co., Inc. Casale worked as a reporter and editor for several newspapers in Pennsylvania before moving to Rochester, N.Y., where he rose from suburban reporter to deputy managing editor of *The Times-Union*.



Casale, who presented research results of the AOR-conducted newspaper readership study at the annual Arkansas Press Association SuperConvention in Hot Springs in July, will discuss how to use the findings to increase advertising sales.

Kent Dean With more than 20 years of experience in the advertising and marketing industry, his expertise includes concept creative for newspaper, magazine, radio and television advertising on local, regional and national platforms. Dean worked in a full-service ad agency for more than 10 years as a senior account executive. He is currently director of field marketing for Rosa's Cafes in Texas and Oklahoma. He is responsible for directing the staff and developing the initiatives to foster community relations for the purpose of generating greater sales.



His True Colors presentation will focus on speaking the right language internally and externally to be more effective in sales. Working together with others can be a motivating, rewarding and fulfilling experience. There can also be numerous opportunities for stress and frustration if clear lines of communication, effective leadership and commitment are not present. Since each of us has his own style, preference and ways of operating – this interactive session will show how we can all work synergistically to accomplish our mission.

Conference Schedule

THURSDAY, MARCH 8, 2012

- 5:00 p.m. Early Registration
- 6:00 p.m. Reception & Dinner (Dutch Treat), Little Rock River Market

FRIDAY, MARCH 9, 2012

- 8:00 a.m. Registration
- 8:00 a.m. HOT Ideas Breakfast
- 9:00 a.m. **“Strength in Numbers”**
Presented by Tony Casale,
American Opinion Research
Bush/Reagan Room
- 10:30 a.m. Break
- 10:45 a.m. **Round Table Discussions**
“Tools to Sell Our Story”
Bush/Reagan Room
- 12:30 p.m. Lunch
“True Colors”
Presented by Kent Dean,
Director of Field Marketing,
Rosa's Cafes
Clinton Room
- 1:30 p.m. **2012 APA Better Newspaper Advertising Awards**
Bush/Reagan Room
- 2:30 p.m. Adjourn

Holiday Inn Presidential Conference Center

600 Interstate 30, Little Rock AR

Room Rate: \$98.99

For reservations, Call 501-375-2100
or 866-900-7625

Group Name:

AR Press Association

Deadline to reserve room with
APA rate is February 8.

Arkansas Press Association 2012 Ad Conference



Sign up today!

Newspaper: _____

Mailing address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Attendee Name: _____ Email: _____

1. _____

2. _____

3. _____

4. _____

Please list any additional names on a separate sheet.

Total attendees: _____ x \$70 (full conference) = \$ _____

Check enclosed Bill me

Credit Card # _____ Expiration date _____ VCN# _____

**Send registration and payment by Monday, March 5 to:
Arkansas Press Association, 411 South Victory, Little Rock, AR 72201
or Fax 501.374.7509.**