



## THURSDAY, NOVEMBER 3

- 8AM VENDORS SET UP, DELTA POINT ROOM
- 9AM REGISTRATION OPENS, MAGNOLIA ROOM
- 11AM-1PM LUNCH AVAILABLE IN CASINO BUFFET
- 1:00PM WELCOME AND OPENING PROGRAM, MAGNOLIA ROOM  
SESSION: "MAKE WORK/LIFE FUN"  
**PRESENTATION BY GAY SAXON,**  
DIRECTOR OF TRAINING, EAGEL RIDGE CONFERENCE ROOM
- 1:30PM SESSION: "*GROWING YOUR NEWSPAPER AUDIENCE*"  
**PRESENTED BY STEVE WAGENLANDER,**  
DIRECTOR OF AUDIENCE DEVELOPMENT,  
*THE POST & COURIER*, CHARLESTON, SC MAGNOLIA ROOM
- 3:00PM BREAK WITH VENDORS, DELTA POINT ROOM
- 4:00PM SESSION: "*GROWING YOUR NEWSPAPER AUDIENCE*" CONTINUED
- 5:30PM HOSPITALITY HOUR WITH VENDORS, DELTA POINT ROOM
- 7:00PM DINNER ON YOUR OWN
- 

## FRIDAY, NOVEMBER 4

- 7:30AM CONTINENTAL BREAKFAST — SPONSORED BY ATHLON SPORTS
- 8:00AM HOT IDEAS SESSION, (DON'T FORGET TO BRING DOOR PRIZES),  
MAGNOLIA ROOM
- 9:00AM BREAK WITH VENDORS, DELTA POINT ROOM
- 9:15AM MAX HEATH, POSTAL UPDATE
- 10:00AM ROUND TABLE DISCUSSION, MAGNOLIA ROOM
- 11:30AM CONFERENCE WRAP-UP, MAGNOLIA ROOM

INDIVIDUAL POSTAL SESSIONS AVAILABLE THURSDAY AND FRIDAY  
WITH MAX HEATH, POSTAL CONSULTANT FOR NATIONAL NEWSPAPER ASSOCIATION  
AND PUBLISHERS GROUP OF AMERICA. SIGN UP FOR A TIME AT THE REGISTRATION DESK  
AND REMEMBER TO BRING COPIES OF YOUR USPS POSTAGE STATEMENTS FOR REVIEW.