



Wednesday, Sept. 15, 2010

- 2:45 p.m. **PNNA Board Meeting**, Weyerhaeuser Room
- 5:30 p.m. **Welcome Reception**, Multnomah Room
- 6:30 p.m. **PNNAEA Creative Ad Contest Dinner**, Weyerhaeuser Room

Thursday, Sept. 16, 2010

- 8:00 a.m. **Omelet Breakfast Presentation**, Multnomah Room
Presented by **Howard Helmer**, The Incredible Egg Man, sponsored by the Egg Producers of the Northwest 8:00 sharp! Be on time! Howard Helmer is the Guinness World Records "World's Fastest Omelet Maker." A three-time record holder for his high-speed eggs-perience, Helmer holds the record for the fastest omelet cooker in the world and can whip up a whopping 427 omelets in a mere 30 minutes. To earn his second and third world records, Helmer flipped an omelet an amazing 30 times in 34 seconds before it broke, and he cooked the fastest omelet ever recorded—42 seconds from when the egg was cracked to when it was cooked. Helmer believes that even a slowpoke can turn out a perfect omelet in 40 to 60 seconds by following his technique. Don't be late!
- 9:45 a.m. **Online Journalism: Where We've Come and How to Improve your Online Presence**
Multnomah Room
This presentation is an overview of where we've come in online newspapers over the past ten years, where newspapers are today and the tools that are helpful to take newspapers of all sizes to the next step. Using language that everyone can understand, Slimp will discuss all we need to know about this vital subject.
 - Presented by **Kevin Slimp**, syndicated columnist/adjunct professor for the University of Tennessee College of Communications, online trainer for Tennessee Press Association, and director of the Institute of Newspaper Technology.
- 11:15 a.m. **Creating your Digital Content Strategy and Adjusting your Content Staff to Fit Today's Digital Environment**, Multnomah Room
This discussion will focus on the critical role of creating content that goes beyond what's available to providing true value to existing and new audiences, the rules of content business, and most of all, adapting your end-to-end operates and editorial staff to adjust to the digital and multi-platform business.
 - Presented by **Patricia Handschiegel**, serial entrepreneur, and founder of first fashion social media company in 2004 (Stylediary.net), sold in 2007. Currently the founder/CEO of 9, a digital consulting and cross-platform content production company specializing in media, entertainment and Internet business, including web/broadcast television and women's market.
- 11:15 a.m. **PNNAEA Session**, Pendleton Room
The Multi-Media Challenge
Today's sales pros must offer proposals addressing the specific marketing challenges of local advertisers. The ad sales team members must be passionate and focused on every call. This presentation will discuss how to accomplish this profitably to guarantee the success of media companies and faithful advertisers.
 - Presented by **Gary Moore**, president/secretary, Insight Edge, Inc., which provides a broad range of advertising consulting services and marketing support strategies.
- 12:30 p.m. **Blethen Awards Luncheon**, C.B. Blethen Memorial Awards for Distinguished Reporting, Clackamas Room
Hosted by **Frank Blethen**, publisher, The Seattle Times
The annual awards were established in 1977 in honor of C.B. Blethen, publisher of The Seattle Times from 1915 to 1941. In 1987, he was inducted into the State Hall of Journalism Achievement at Washington State University for his contributions to the profession and his commitment to the belief that a newspaper's first responsibility is to its readers and to the community.
Baked Potato Luncheon Bar sponsored by Washington State Potato Commission. Remarks by **Karen Bonaudi**, assistant executive director.

- 2:30 p.m. **Preparing for the Mobile Shift**, Multnomah Room
Over the last 20 years, we have experienced a shift in information propagation. Newspapers, magazines and other print media are no longer our standard sources for written information and news—the Internet is. Where will the next shift take place? How can we prepare for it? Ninety-one percent of all Americans over the age of 18 have a cell phone. Thirty-five percent of all cell phones are smart phones (Internet-capable phones). That number is increasing by about 1 percent per month and is predicted to reach 50 percent by the end of 2011. Ninety-four of all text messages get read, 58 percent of them within two hours. Users are five times more likely to respond to a text message ad than an email ad. Before we know it, more people will be getting their Internet connections through their phones than through a standard computer. Will you be prepared to service these readers, or will you be left behind when the next shift happens?
• Presented by **Shane Petersen**, owner/programmer, Mohican Web Ware, Provo, Utah, and webmaster at The Valley Journals, Riverton, Utah.
- 2:30 p.m. **PNNAEA Great Ideas Roundtable**, Pendleton Room
Facilitated by **Doug Weber**, director of advertising, Bozeman Daily Chronicle
- 3:45 p.m. **Resource Roundtables**, Clackamas Room
Table discussion leaders will facilitate interaction with newspaper members introducing a vendor/sponsor and his/her product or new idea for use in the publishing cycle. New ideas may also come from members who have submitted a topic that is considered unique and of value to others. Vendor/sponsor and member resource ideas will be screened for merit as table topics.
Facilitated by **Heidi Wright**, PNNA president and publisher, Herald and News, Klamath Falls, Oregon, and **Doug Weber**, director of advertising, Bozeman Daily Chronicle
- 4:45 p.m. **AP Hour**, Multnomah Room
AP Northwest Bureau Chief **Nancy Trott** will talk about AP's new initiatives, including the News Registry to help newspapers track use of their online content and AP's college football website. Also, AP National Writer **Martha Mendoza** talks about the crucial role the media plays in our democracy, key stories that changed the course of history, stories that are impacting policy today and how it's more important than ever to hold governments and corporations accountable for their actions.
- 6:15 p.m. **Reception**, Clackamas Room
Silent showing of Associated Press photo winners
- 6:45 p.m. **Awards Dinner**, Clackamas Room
Featured speaker: **Linda Deutsch**, Associated Press Special Correspondent
Linda Deutsch is the nation's leading expert in coverage of high profile trials—from Charles Manson to O.J. Simpson, Sirhan Sirhan, Patty Hearst, and the Menendez brothers. Deutsch will talk about some of the interesting things that happened while covering these cases. Before joining the AP in Los Angeles in 1967, Deutsch worked for the Perth Amboy (N.J.) News and the Asbury Park (N.J.) Press.
• Ted M. Natt First Amendment Award
• Dolly Connelly Award for Excellence in Environmental Journalism
• Associated Press Staffer of the Year Award

Friday, Sept. 17, 2010

- 8:30 a.m. **Continental Breakfast**, Multnomah Room
- 9:00 a.m. **PNNA and PNNAEA Great Ideas Roundtable**, Multnomah Room
Facilitator: **Mi-Ai Parrish**, publisher, The Idaho Statesman.
Come prepared to discuss and share your best ideas, thoughts and concerns. Bring at least one idea on revenue generation or expense reduction. Remember to bring a tchotchke or two from your newspaper or hometown to share as giveaways for the great ideas.
- 10:45 a.m. **PNNA Business Meeting**, Multnomah Room
• President's Report
• Introduction of Officers and Board Members
• Treasurer's Report
- 11:45 p.m. **Adjournment**