

Northwest International Circulation Executives

80th Annual Sales Conference

**at The Red Lion Hotel at the Park
in Spokane, Washington
Hosted by *The Spokesman-Review***

“Diversifying for the Future”

Business Program

Tuesday, May 27, 2003

6:00 p.m. - 7:30 p.m.
Corbin Room

Pre-Conference Greeting
—*Sponsored by NICE*

8:30 p.m. - 10:30 p.m.
Audubon/Manitou Rooms

Preliminary Promotion Set Up
—*Coordinated by Larry Karmil & Bill Fuzak*

Wednesday, May 28, 2003

7:30 a.m. - 10:00 a.m.
Audubon/Manitou Rooms

Promotion/Business Displays Set Up
—*Coordinated by Larry Karmil & Bill Fuzak*

9:00 a.m. - 11:30 p.m.
Riverside Boardroom II

Pre-Conference Directors Meeting
—*Board Chair Steve Schurkey presiding*

10:00 a.m. - 1:00 p.m.
Conference Office

Registration
—*Desk staffed by The Spokesman-Review*

10:00 a.m. - 1:00 p.m.
Audubon/Manitou Rooms

Promotions Judging and Scoring
—*Coordinated by Larry Karmil & Bill Fuzak*

1:00 p.m. - 7:00 p.m.
Audubon/Manitou Rooms

Promotion/business Displays Open

1:00 p.m. - 2:30 p.m.
Riverfront Ballroom A

General Session
Call to Order—*Sandra Hollenbeck*
Invocation—
National Anthems— *Lewis & Clark Chorale Group*
Welcomes to Spokane— *Bob Thomas, Stacey Cowles*
Conference Format—*Joe Rehbein*
Workshop format— *Mark Bryan*
Sponsor Recognition— *Mark Bryan*
Drawings—*Scot Turner & Dave Jacobsen*
Committee Reports, Recognition, Appointments—*Sandra Hollenbeck*
Necrology—
Introductions—*Sandra Hollenbeck & Joe Rehbein*
E-value-ation— *Sandra Hollenbeck*

2:30 p.m. - 3:00 p.m.

Ice Breaker Welcome

Riverfront Ballroom A
Wednesday, continued

3:00 p.m. – 4:15 p.m.
Riverfront Ballroom A

4:15 p.m. – 5:30 p.m.
Riverfront Ballroom A

6:00p.m. – 7:00 p.m.
Skyline Ballroom I

Thursday, May 29, 2003

7:00 a.m. - 7:00 p.m.
Audubon/Manitou Rooms

7:00 a.m. - 8:30 a.m.
Audubon/Manitou Rooms

7:07 a.m. – 7:47 a.m.
Audubon/Manitou Rooms

8:15 a.m. – 9:45 a.m.
Riverfront Ballroom A

9:45 a.m. – 10:15 a.m.
Audubon/Manitou Rooms

10:15 a.m. - 11:30 a.m.
Riverfront Ballroom A

11:30 a.m. – 12:00 p.m.
Riverfront Ballroom A

12:15 p.m. – 12:40 p.m.
Riverfront Ballroom A

12:30 p.m. – 1:45 p.m.
Skyline Ballroom

2:00 p.m. – 5:00 p.m.
Willow Room I

Willow Room II

Comstock Room

6:00 p.m. - 7:00 p.m.

— *Sponsored by PDI Plastics, Steel City & TeleDirect International*

**“Subscriber Concierge –
Customer Online Self-Service for Newspapers”**
— *Mick Cohen, Customer Relationship Manager,
San Francisco Chronicle*

“Listen Up!”
— *Mark Few, Head Basketball Coach, Gonzaga University*
— *Sponsored by Church Rickards, Whitlock & The Spokesman-Review*

Ice Breaker Hospitality
— *Sponsored by Wilson Gregory Agency*

Evening Free

Promotion/Business Displays Open

Continental Breakfast
— *Sponsored by Lyon Enterprises & Mobile Merchandisers*

Early Bird Drawing
— *Hosted by Steve Schurkey & Dave Jacobsen*

**“Getting 70-90% Penetration in Apartments
(Not A Third Party Program) Plus A Couple of Third Party Ideas”**
— *Ken Cogswell, Circulation Director, Kalamazoo Gazette*

Refreshment Break
— *Sponsored by Blake Webber & Hamilton Circulation Supplies*

“Legal Matters”
— *Mike Zinser, NICE Legal Counsel, The Zinser Law Firm*

“Busting Bugs— How Newspapers Work For Car Dealerships”
— *Chris Marr, Managing Partner, Foothills Auto Group*

Business Meeting (newspaper members only)
— *Board Chair Steve Schurkey presiding*

Buffet Luncheon
— *Co-sponsored by Bellatrix Systems & Schermerhorn Brothers*

Workshop Sessions
Group I: Under 20,000 circulation
— *Facilitated by*
Group II: 20,000 to 50,000 circulation
— *Facilitated by*
Group III: 50,000 and above circulation
— *Facilitated by*
— *Refreshments sponsored by Circulation Development, Inc.*

Hospitality Hour

Skyline Ballroom

—Sponsored by *The Zinser Law Firm*

Thursday, continued

7:00 p.m. - 9:00 p.m.
Skyline Ballroom

Annual Banquet (semi-formal)
—Sponsored by *Kaspar Sho-Rack*

Introduction of reserved tables— *Steve Schurkey*
Host recognition— *Steve Schurkey*
Sponsor Recognition— *Steve Schurkey*
Passport drawing— *Scot Turner & Dave Jacobsen*
Promotions Awards— *Larry Karmil & Bill Fuzak*
-Awards Plaques Sponsored by *IMI (USA)*
Burkheimer Scholarship Announcement— *Steve Schurkey*
President's Message — *Sandra Hollenbeck*
Introduction of new officers & board members— *Steve Schurkey*
Future Seminars and Conferences— *Steve Schurkey*
Entertainment— *ComedySportz*

Hospitality Suites Open

Friday, May 30, 2003

7:00 a.m. – 12:00 p.m.
Audubon/Manitou Rooms

Promotion/Business Displays Open

7:00 a.m. – 9:00 a.m.
Audubon/Manitou Rooms

Continental Breakfast
—Sponsored by *Motor Route Supplies*

8:15 a.m. – 9:00 a.m.
Audubon/Manitou Rooms

“A Hot Ideas Session Worth Much More Than The Price of Admission”
—Hosted by

9:15 a.m. – 10:30 a.m.
Riverfront Ballroom A

“Providing One-Stop Customer Service Satisfaction”
— *Shaun O’L Higgins, Director of Sales & Marketing,*
The Spokesman-Review

10:30 a.m. – 11:00 a.m.
Riverfront Ballroom A

“NAA Update: Circulation Federation At Work”
— *Valecia Quinn, Single Copy Director, The Cincinnati Enquirer*
& *NAA Circulation Federation President*

11:00 a.m. – 12:00 p.m.
Audubon/Manitou Rooms

Business Reception, Business Card Drawing & Closing Comments
Business Card Drawing— *Scot Turner & Dave Jacobsen*
Closing Comments & Adjournment— *Sandra Hollenbeck*
—Hosted by *the N.I.C.E. Board of Directors*
—Sponsored by *N.I.C.E.*

1:30 p.m. – 3:00 p.m.
Riverside Boardroom II

Post-Conference Directors Meeting
—Board Chair *Sandra Hollenbeck* presiding