

Northwest International Circulation Executives
81st Annual Sales Conference
at The Red Lion Bellevue Inn
Bellevue, Washington

Tuesday, May 11, 2004

11:00 AM ñ 5:00 PM
Location: TBA

N.I.C.E. Golf Tournament

1:00 PM ñ 4:00 PM
Location: Hotel Lobby

Seattle Times North Creek Production Facility Tour

6:00 PM ñ 7:30 PM
Location: Jonahís Lounge

Pre-Conference Greeting
--Sponsored by N.I.C.E.

8:30 PM ñ 10:30 PM
Location: Yarrow Point

Preliminary Promotion Set Up
--Coordinated by Larry Karmil/Russ Davis

Wednesday, May 12, 2004

7:30 AM ñ 10:00 AM
Location: Yarrow Point

Promotion/Business Display Set Up
--Coordinated by Larry Karmil/Russ Davis

9:00 AM ñ 11:30 AM
Location: Medina Room

Pre-Conference Directorís Meeting
--Board Chair, Sandra Hollenbeck presiding

10:00 AM ñ 1:00 PM
Location: Foyer

Registration
--Desk staffed by The Seattle Times

10:00 AM ñ 1:00 PM
Location: Yarrow Point

Promotions Judging and Scoring
--Coordinated by Larry Karmil/Russ Davis

1:00 PM ñ 7:00 PM
Location: Yarrow Point

Promotion/Business Displays Open

1:00 PM ñ 2:30 PM
Location: Evergreen Point

General Session
Call to Order ñ Joe Rehbein
InvocationóJim Crowl
National Anthems---Shelley Pomberg
Welcome to Bellevue ñ Carolyn Kelly
Conference Format ñ Mark Bryan
Workshop Format ñ Dave Jacobsen
Sponsor Recognition ñ Mark Bryan
Drawings ñ Larry Karmil/Russ Davis
Committee Reports, Recognition, Appointments ñ Joe Rehbein
Introductions ñ Joe Rehbein and Mark Bryan

E-value-ation ñ Joe Rehbein

2:30 PM ñ 3:00 PM
Location: Hunts Point

Ice Breaker Welcome
--Sponsored by TBA

3:00 PM ñ 4:15 PM
Location: Evergreen Point

Keynote Speakers ñ Jim Copacino and Betti Fujikado
Copacino+Fujikado Advertising Agency

Wednesday, continued

4:15 PM ñ 5:30 PM
Location: Evergreen Point

- Marilyn Grey ñ Grey Matter
--a light-hearted look at ourselves and others, teambuilding and dealing with change.

6:00 PM ñ 7:00 PM
Location: Hunts Point

Ice Breaker Hospitality
--Sponsored by Wilson Gregory Agency

Evening Free

Thursday, May 13, 2004

7:00 AM - 7:00 PM
Location: Yarrow Point

Promotion/Business Displays Open

7:00 AM - 8:30 AM
Location: Hunts point

Continental Breakfast
--Sponsored by TBA

7:15 AM - 7:45 AM
Location: Hunts Point

Early Bird Drawing
--Hosted by Mark Bryan/Larry Karmil/Russ Davis

Thursday, continued

8:15 AM - 9:45 AM
Location: Evergreen Point

Audit Bureau of Circulations ñ Diane Ruznak
--Combo Copies, 3rd Party Bulk, results of March Board Mtg.

9:45 AM - 10:15 AM
Location: Yarrow Point

Refreshment Break
--Sponsored by TBA

10:15 AM - NOON
Location: Evergreen Point

Deanna Turner
Increasing Sales performance and Customer Loyalty

12:15 PM - 12:35 PM
Location: Evergreen Point

Business Meeting (newspaper members only)
--Board Chair, Sandra Hollenbeck presiding

12:30 PM - 1:45 PM
Location: Jonahís Upper

Buffet Luncheon
--Sponsored by TBA

2:00 PM - 5:00 PM

Location: Evergreen Point

Workshop Sessions

Group I: Under 20,000 circulation

--Facilitated by *Steve DeVore*

Location: Medina Room

Group II: 20,000 to 50,000 circulation

--Facilitated by *Bud Neslin*

Location: Hunts Point

Group III: 50,000 and above circulation

--Facilitated by *Bob Thomas*

--Workshop Visits by *Conference Speakers*

6:00 PM - 7:00 PM

Location: Lake Washington
Ballroom

Hospitality Hour

Sponsored by The Zinser Law Firm

7:00 PM - 9:00 PM

Location: Lake Washington
Ballroom

Annual Banquet (semi formal)

--Sponsored by *Kaspar Sho-Rack*

Introduction of reserved tables ñ *Sandra Hollenbeck*

Host Recognition ñ *Sandra Hollenbeck*

Sponsor Recognition ñ *Sandra Hollenbeck*

Passport Drawing ñ *Larry Karmil/Russ Davis*

Promotions Awards ñ *Larry Karmil/Russ Davis*

--Awards Plaques Sponsored by *TBA*

Necrology ñ *Jim Crowl*

Burkheimer and Presidentís Awardsñ *Sandra Hollenbeck*

Thursday, continued

Presidentís Message ñ *Joe Rehbein*

Introduction of new officers and board members - *Sandra Hollenbeck*

Future Seminars and Conferences ñPortland 2005, *Jodi Krueger*

Entertainment ñ *TBA*

Hospitality Suites Open

Friday, May 14, 2004

7:00 AM - 12:00 PM

Location: Yarrow Point

Promotion/Business Displays Open

7:00 AM - 9:00 AM

Location: Hunts Point

Continental Breakfast

--Sponsored by *TBA*

8:15 AM - 9:00 AM

Location: Hunts Point

Hot Ideas Free-For-All!

--Facilitated by: *Mark Bryan*

9:15 AM ñ 10:30 AM

Location: Evergreen Point

NAA

10:30 AM - 11:30 AM
Location: Evergreen Point

Mike Zinser ñ
The Zinser Law Firm

11:30 AM ñ 12:00 PM
Location: Hunts Point

Business Reception, Business Card Drawing & Closing Comments
Business Card Drawing ñ *Russ Davis and Larry Karmil*
Closing Comments and Adjournment ñ *Joe Rehbein*
--Hosted by the N.I.C.E. Board of Directors
--Sponsored by N.I.C.E.

12:30 PM ñ 2:00 PM__
Location Medina Room

__Post-Conference Directorís Meeting
--Board Chair, Joe Rehbein presiding