

Northwest International Circulation Executives

Circulation Management Seminar

**The Holiday Inn
Spokane, Washington**
Hosted by *The Spokesman-Review*

“District Managers in Training”

Business Program

Wednesday, October 6, 2004

10:00 a.m. - noon
Conference Office

Registration

—*Desk staffed by The Spokesman-Review*

Noon - 1:30 p.m.

General Session

Call to Order—*Dave Jacobsen*

National Anthems—

Welcomes to Spokane— *Bob Thomas, Stacey Cowles*

Conference Format—*Bob Thomas*

Workshop format— *Richard Reed*

Introductions—*Dave Jacobsen*

E-value-ation— *Dave Jacobsen*

1:30 p.m. – 2:00 p.m.

Ice Breaker Welcome

Wednesday, continued

2:00 p.m. – 3:30 p.m.

“Circulation Challenges, in a Changing World”

Chuck Downing, Circulation Director, Eugene Register-Guard

3:45 p.m. – 5:00 p.m.

Workshop Sessions

Group I: Under 20,000 circulation (weekly publications)

—*Facilitated by*

Group II: Under 50,000 circulation (afternoon cycle)

—*Facilitated by*

Group III: 50,000 and above circulation

—*Facilitated by*

5:00p.m. – 6:00 p.m.

Ice Breaker Hospitality

Evening Free

Thursday, October 7, 2004

7:00 a.m. - 8:30 a.m.

Continental Breakfast

8:45 a.m. – 9:45 a.m.

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

9:45 a.m. – 10:15 a.m.

Refreshment Break

10:15 a.m. – 11:45 a.m.

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

Noon – 1:30 p.m.

Buffet Lunch

1:30 p.m.– 2:30 p.m.

“Diversify your Sales Efforts”
—*Bryan Naplachowski, Circulation Director, The Skagit Valley Herald*

2:30 p.m.– 3:00 p.m.

Closing Comments/Adjourn