

Northwest International Circulation Executives
82nd Annual Sales Conference
Marriott City Center Hotel
520 SW Broadway, Portland, OR
Hosted by The Oregonian

“Attracting Readers in an ever-changing Circulation Landscape”

Tuesday, May 10, 2005

11:00 AM – 5:00 PM Location: Langdon Farms	N.I.C.E. Golf Tournament Organizers: Steve Sims, Doug Bryant- Schermerhorn Bros
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6:00 PM – 7:30 PM Location: Rogue Room	Pre-Conference Mixer - Texas Hold’Em Tourney <i>--Sponsored by N.I.C.E./Steve Sims</i>
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8:30 PM – 10:30 PM Location: Deschutes Room	Preliminary Promotion Setup <i>--Coordinated by Russ Davis/Kevin Hohnbaum</i>
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Wednesday, May 11, 2005

7:30 AM – 10:00 AM Location: Pre-Function Area	Promotion/Business Display Setup <i>--Coordinated by Promotions Chair</i>
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9:00 AM – 11:30 AM Location: Salmon Board Room	Pre-Conference Board of Directors Meeting <i>--Board Chair Joe Rehbein presiding</i>
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10:00 AM – 1:00 PM Location: Outside Willamette	Registration <i>--Staffed by The Oregonian</i>
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10:00 AM – 1:00 PM Location: Deschutes Room	Promotions Judging and Scoring <i>Coordinated by Russ Davis, Kevin Hohnbaum & The Oregonian</i>
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1:00 PM – 7:00 PM Location: Pre-Function Area	Promotion/Business Displays Open
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1:00 PM – 2:30 PM Location: River Ballroom	General Member Session Call to Order – Dave Jacobsen Invocation – National Anthem – Welcome to Portland – Oregonian Editor Sandy Rowe Conference Format/Housekeeping – Rick Sass Prize Drawings/Passport Explanation – Rick Sass Committee Reports/Recognition/Appointments – Dave Jacobsen Introductions – Dave Jacobsen
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Sponsor Recognition – Larry Karmil
Evaluation Process – Rick Sass

2:30 PM – 3:00 PM
Location: Rogue Room

Ice Breaker Welcome
Sponsored by Wilson Gregory Agency

3:00 PM – 4:15 PM
Location: River Ballroom

Attracting new readers – from a Publisher’s perspective
Stephen Johnson – Publisher Lima (OH) News

4:15 PM – 5:30 PM
Location: River Ballroom

“SBT – Coming to Stores near You Soon(if not already)”
Jude Shulte – Fred Meyer/Kroger

6:00 PM – 7:00 PM
Location: Red Star Tavern

Ice Breaker Hospitality
Sponsored by The Oregonian

Evening Free

Thursday, May 12, 2005

7:00 AM – 7:00 PM
Location: Pre-Function Area

Promotion/Business Displays Open

7:00 AM – 8:30 AM
Location: Rogue Room

Continental Breakfast
Sponsored by Pisa Group/Mobile Merchandiser

7:15 AM – 7:45 AM
Location: Rogue Room

Early Bird Drawing
Hosted by Rick Sass/Kevin Hohnbaum

8:15 AM – 9:45 AM
Location: River Ballroom

Managing for ABC Compliance – Diane Rusnak
-- Rules updates, 3rd Party Bulk sales, audits, reporting changes

9:45 AM – 10:15 AM
Location: Rogue Room

Refreshment Break
Sponsored by Seattle Plastics

10:15 AM – Noon
Location: River Ballroom

Lighten Up and Laugh - Craig Zablocki
Sponsored by Seattle Plastics

12:15 – 12:40 PM
Location: River Ballroom

Business Meeting (Newspaper Members only)
-- Board Chair Joe Rehbein presiding

12:30 – 1:45 PM
Location: Mezzanine Lounge

Buffet Luncheon
Sponsored by Bellatrix Systems/Schermerhorn Bros.

2:00 PM – 5:00 PM	Workshop Sessions
Location: Salmon Board Room	Group I: Under 25,000 circulation Facilitated by Eileen Widdison
Location: Deschutes	Group II: 25,000 to 70,000 circulation Facilitated by Larry Karmil
Location: Rogue	Group III: Above 70,000 circulation Facilitated by Rick Sass
	Workshop Refreshment Break <i>Sponsored by IMI USA</i>
6:00 PM – 7:00 PM	Hospitality Hour <i>Sponsored by The Zinser Law Firm</i>
7:00 PM – 9:00 PM	Annual Banquet/Awards Presentation (semi-formal) <i>Sponsored by Kaspar Sho-Rack</i> <i>Awards sponsored by American Profile Magazine</i> <i>Hamilton Circulation Supplies</i>
Location: River Ballroom	
	Hospitality Suite Open
 Friday, May 13, 2005	
7:00 AM – Noon	Promotion/Business Displays Open
Location: Pre-Function Area	
7:00 AM – 9:00 AM	Continental Breakfast <i>Sponsored by Meyer Plastics/TeleDirect International</i>
Location: Rogue Room	
8:15 AM – 9:00 AM	Hot Ideas Free-For-All Facilitated by Larry Karmil
Location: Rogue Room	
9:15 AM – 10:30 AM	NAA Update – Attracting Young Readers John Murray
Location: River Ballroom	
10:30 AM – Noon	Legal Matters – Mike Zinser <i>The Zinser Law Firm</i>
Location: River Ballroom	
Noon – 12:30 PM	Business Reception, Business Card Drawing & Closing Comments – Board Chair
Location: River Ballroom	
	Adjournment – Dave Jacobsen
1:00 PM – 2:00 PM	Post-Conference Board of Directors Meeting
Location: Salmon Boardroom	