

***Northwest International Circulation Executives***  
**84th Annual Sales Conference**  
**Onboard the Holland America ms Oosterdam**  
**“Unleash the Power to Grow Circulation”**

**Friday April 27 2007**

10:00 AM Pre-Conference Board Meeting By Phone, Board Chair,  
Dave Jacobsen, Presiding

**Wednesday, May 2, 2007 Vancouver, BC**

8:45 AM **Bus Pick-Up** at Holland America Parking Lot,  
Terminal #30 Seattle or Sea-Tac, Red Lion Hotel

9:30 AM **Depart Terminal #30** for Vancouver, BC  
12:30 PM Arrive Cruise Terminal, Vancouver BC  
Busses sponsored by: *Hamilton Circulation Supplies,*  
*IMI-USA, Mobile Merchandisers, Publishing Group of*  
*America, Schermerhorn Brothers and Seattle Plastics*

12:30 PM **Embarkation** ms Oosterdam, Vancouver, BC

1:00 PM **Vendor Set-Up**

Stuyvesant Room

3:00 PM

Stuyvesant Room

**Vendors Welcome**

3:45 PM

Half Moon & Hudson Rooms

**General Member Session**

Call to Order –Steve DeVore

4:30 PM

Promenade Deck

**Life Boat Drill**

4:45 PM

Crow’s Nest

**Bon Voyage Hospitality**

Sponsored by: *The Zinser Law Firm*

6:00 PM

Vista Dining Room

**Dinner**

**Evening Free**

**Thursday, May 3, 2007 Victoria, BC 8 AM – 6 PM**

7:00 AM

Stuyvesant Room

**Business Displays Open**

Have coffee with our vendors

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| 7:30 AM<br>Half Moon, Hudson &<br>Suuyvesant Rooms | <b>Round Table Discussions</b><br><50M PM - Bob Franks, Moderator<br><50M AM - Dan Phillips, Moderator<br>>50M AM - Kevin Denny, Moderator   |
| 9:00 AM  | <b>Explore Victoria</b> , Lunch on you own or onboard  |
| 1:45 PM<br>Half Moon & Hudson Rooms                | <b>Round Table Reviews</b>   |
| 2:15 PM<br>Half Moon & Hudson Rooms                | <b>Master Circulation Legal Strategies</b> , Michael Zinser<br>The Zinser Law Firm   |
| 4:15 PM<br>Hudson Room                             | <b>Business Meeting</b> (Newspaper Members only)<br>– President, Steve DeVore, presiding   |
| 4:45 PM<br>Explorer’s Lounge                       | <b>Sponsors Reception</b><br>Sponsored by: <i>All of our generous sponsors</i><br>Promotion Awards, Russ Davis and Tim Coles<br>Sponsored by: <i>PDI Plastics and Steel City Corporation</i><br>President’s Award, Steve DeVore<br>President’s Remarks, Steve DeVore |
| 6:00 PM<br>Vista Dining Room                       | <b>Dinner</b><br>Table Wine Sponsored by: <i>Kaspar Sho-Rack</i><br><b>Evening Free</b>  |
| <b>Friday, May 4 2007</b>                          | <b>Astoria, OR 7AM – 2PM</b>   |
| 7:00 AM<br>Stuyvesant Room                         | <b>Business Displays Open</b>  |
| 7:00 AM –<br>Stuyvesant Room                       | <b>Hot Ideas For-All</b><br>Vivian Terrell, Tri-Cities Herald  |
| 7:45 AM<br>Half Moon & Hudson Rooms                | <b>25 Ideas to Grow Circulation and Revenue</b><br>Steven Wagenlander, Charleston Post and Courier<br>Sponsored by: <i>Publishers Circulation Fulfillment, Inc.</i>  |
| 9:45 AM  | <b>Explore Astoria</b> , Lunch on your own or onboard  |
| 2:00 PM<br>Half Moon & Hudson Rooms                | <b>Unleash the Power Within</b><br>Mark Henschen, The North County Times   |

Sponsored by: *Wilson Gregory Agency*

4:00 PM  
Half Moon & Hudson Rooms

**Welcome To “The First” Vancouver 2008,**  
Jim Cox, The Columbian

4:15 PM

**Reception**, Business Card Drawing, Conference Review  
and Adjournment, Steve DeVore

4:30 PM

**Vendor Display Removal**

**Afternoon Free**

6:00 PM  
Vista Dining Room

**Dinner**

**Evening Free**

**Saturday, May 5, 2007**  
7:00 AM

**Seattle, WA**  
**Disembarkation**, Seattle, WA

**Tuesday, May 8, 2007**  
10:00 AM

Post-Conference Board Meeting –By Phone  
Board Chair, Steve DeVore, Presiding