



## **Business Program Continued**

3:30 – 5:00 PM

Location: Discovery A

Blueprint for the 21<sup>st</sup> Century –Tim McGuire  
Chair, Walter Cronkite School of Journalism  
Arizona State University  
Sponsored By: *Publishers Circulation Fulfillment*

5:15 – 6:15 PM

Location: Discovery B

Chairman's Reception, Hosted By: *Brainworks*  
  
Evening Free

## **Wednesday, May 7, 2008**

7:00 – 8:00 AM

Location: Discovery B

Continental Breakfast  
Sponsored By: *PDI Plastics & Steel City Corp.*

7:00 AM – Noon

Location: Discovery B

Promotion/Business Displays Open

7:15 – 7:45 AM

Location: Discovery B

Early Bird Drawing

8:00 – 9:30 AM

Location: Discovery A

Dave Gillard – Data Base Marketing  
The Oregonian  
Sponsored By: *RouteSmart*

9:30 – 10:00 AM

Location: Discovery B

Refreshment Break  
Sponsored By: *Hamilton Circulation Supplies*

10:00 – 11:30 AM

Location: Discovery A

Mike Zinser – The Legal Aspects  
The Zinser Law Firm

11:45 – 12:15 PM

Location: Discovery A

Business Meeting (Newspaper Members Only)

12:30 – 2:15 PM

The Columbian

Buffet Luncheon & Columbian Tour  
Hosted By: *The Columbian*

2:30 – 5:00 PM

Roundtable Sessions – Greg Kenney and Kevin Brown

3:15 – 3:30 PM

The Columbian

Refreshment Break  
Sponsored By: *Seattle Plastics*

## **Business Program Continued**

6:00 – 7:00 PM

Location: Pine & Spruce

Pre-Banquet Hospitality Hour

Hosted By: *Mike Zinser*

7:00 – 9:00 PM

Location: Pine & Spruce

Annual Banquet/Awards Presentation

Banquet Sponsored By: *Sho-Rack*

Awards Sponsored By: *Learning More Circulation  
Idea Service & Publishing Group of America*

Hospitality Suite Open

## **Thursday, May 8, 2008**

7:00 – 9:00 AM

Location: Discovery B

Promotional Displays Open

7:00 – 9:00 AM

Location: Discovery B

Vancouver Breakfast

Sponsored By: *Meyer Plastics & Ultimate Print  
Source*

8:15 – 9:00 AM

Location: Discovery B

Hot Ideas Free-For-All –Kevin Hohnbaum

Sponsored By: *Mobile Merchandisers*

9:00 – 10:15 AM

Location: Discovery A

Robert Rubrecht – NAA Circulation Marketing

10:30 – 11:45 AM

Location: Discovery A

Bernie Gitt – Director of Circulation Consumer  
Relations Denver News Agency

Sponsored By: *Wilson Gregory Agency*

11:45 – Noon

Discovery A

Closing Comments

May 23, 2008

2:00 PM

Post Conference Board of Directors Meeting

Conference Call