

THIS CONFERENCE WILL INCLUDE

The Business program includes **Kurt Walu** who will discuss the power of retail advertising and the importance of third party sales. **Gene Sharratt** will open the conference with an inspirational message, while **John Murray** will tackle the difficult subject of attracting and retaining new readers. **Michael Zinser** will help keep us out of trouble on the always-changing legal front and there is plenty of trouble out there. **Diane Rusnak** with the Audit Bureau will tell us what counts and what doesn't while discussing the latest rules for electronic readership.

The Workshop sessions will again be featured, breaking participants down into smaller groups by circulation size. Here's your chance to meet in an informal setting with your peers to discuss what is and isn't working at your newspaper. It's an invaluable opportunity to learn from the **successes** and **failures** of others, as well as to discuss issues of concern to you!

A Hot Ideas Exchange gives you a chance to share what's worked best for you recently, and hear what others are doing.

Network with other circulation executives. Many opportunities to socialize will allow you to network, as well as to see and try **hands-on** demonstrations of an impressive array of tools and services available from business representatives.

The promotion displays will allow you to see what newspapers of all sizes have been doing, and your entry may find fame and glory at our annual awards presentation.

On the fun side our hosts from the *Wenatchee World* are planning an evening of wine tasting at their new *Press Room Theatre*. Tuesday afternoon arrivals can test their golf skills at the **Highlander Golf Club**, a very playable Scottish links style golf course set high above the Columbia River.

HOTEL RESERVATIONS should be made directly with the **Coast Wenatchee Center Hotel**, 201 N. Wenatchee Ave., Wenatchee, WA 98801, **509-662-1234**. Make your reservation before **Monday, April 17th** and identify yourself as a NICE member for the special **\$99 rate**. Business vendor set-up will be 6-9 p.m., Tuesday, May 9th.

83rd Annual Sales Conference Registration

The COAST WENATCHEE CENTER HOTEL

Wenatchee, Washington May 10-12, 2006

Please fill out this form, and mail with check payable (in U.S. funds) to:

NICE, Post Box 778, La Conner, WA 98257

Name (As you want it to appear on name badge— please print clearly)

Spouse or children's names (if attending)

Newspaper or Firm _____

Title _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Registration Fees:

<u>NUMBER AND TYPE OF REGISTRATION</u>	<u>COST</u>	<u>TOTALS</u>
___ FIRST N.I.C.E. MEMBER	\$250	_____
___ ADDITIONAL FROM SAME NEWSPAPER	\$175 EACH	_____
___ NON-MEMBERS	\$300	_____
___ SPOUSE or CHILDREN	\$ 60 EACH	_____
___ HONORARY MEMBER AND SPOUSE	\$—0—	_____
TOTAL		_____

___ I would like to participate in the golf tournament at the **Highlander Golf Club** starting at 12:30 p.m., May 9th. (For those interested more information will follow.)

___ This is my **FIRST N.I.C.E. CONFERENCE**.

FOR MORE INFORMATION please contact Secretary/Treasurer Dale Irvine at nice@galaxynet.com or 360-466-2006.