



124th ANNUAL CONVENTION
OCT 6-8, 2011



Building a Bright Future

JOIN US THURS., OCT. 6 AT 5:30 PM FOR THE OPENING RECEPTION

Sound Publishing Everett Plant ■ 11323 30th Ave. W., Suite 1, Everett, WA 98204
 Street name was changed to Commando Road W. in 2010, but mapping software has not caught up.

FRIDAY

SATURDAY

SPONSORS

Time	Events: Holiday Inn, Downtown Everett	Publisher	Ad Mgr	Ad Rep	Editor	Reporter	Designer	Photog
7:30 - 8:30 a.m.	Breakfast, WNPA Membership Meeting WNPA Foundation Silent Auction Opens	•	•	•	•	•	•	•
8:30 - 10 a.m.	Keynote: Building a Bright Future	•	•	•	•	•	•	•
10 - 10:15 a.m.	Break							
10:15 a.m. - 5 p.m.	ONAC Ad Appointments							
10:15 - 11:45 a.m.	Panel: Fans, Tweets, Mobile	•	•		•		•	•
	Legal Panel: Internet and More					•		
	No More Crappy, Loser Ads—Seriously!			•				
11:45 a.m. - noon	Break							
Noon - 1:45 p.m.	Awards Luncheon and Officer Installation							
1:45 - 2 p.m.	Break							
2 - 3:30 p.m.	Best Practices to Avoid Audits by DOR and L&I Be the Revenue Go-To Wiz Manager!	•		•				
	Scheduling Your Sales Life			•				
	Balancing Act Part 1, Writing for Print & Web				•	•		•
3:30 - 3:45 p.m.	Break							
3:45 - 5 p.m.	Panel: Innovation + Skills Creating Online Ads from Unlikely Sources	•		•				
	Balancing Act Part 2, Designing Pages				•	•	•	
	Winning Video Techniques							•
5 - 5:30 p.m.	Break							
5:30 - 6:30 p.m.	Reception; Silent Auction closes 6:30 p.m.							
6:30 - 10 p.m.	Bringing Out the Stars! 2011 Better Newspaper Contest Awards Dinner							
7:30 - 8:30 a.m.	Breakfast							
8:30 - 10 a.m.	e-Edition: Is it Time? Hands-on Workshop Part 1: Stellar Ad Design & Communication	•	•				•	
	Financial Reporting				•	•		
10 - 10:15 a.m.	Break							
10:15 a.m. - noon	Publishers' Round Tables Hands-on Workshop Part 2: Stellar Ad Design & Communication	•	•		•		•	
	Photography for Community Newspapers				•	•		•
Noon	Adjourn							





Keynote

Friday 8:30-10:15 a.m.

EVERYONE

BUILDING A BRIGHT FUTURE, TONDA F. RUSH, NNA

The 2010 survey released by the National Newspaper Association shows community newspapers are a bright light among news media — their popularity with readers remains strong.

In this inspiring presentation, Rush will illustrate how communities served by community newspapers continue to demonstrate heavy reliance upon their local newspapers for news and advertising information. Seventy-three percent say they read a local newspaper at least once a week. Sound good? It gets better. Even more readers (78 percent) say they read most or all of their community newspapers. And when readers go online for local news, 55 percent look to community newspapers' websites, making us even more relevant to our local communities.

All these numbers represent how well community newspapers serve their advertising customers. With stable, dependable local circulation and a long shelf life, weekly newspapers continue to be the dominant source of news and advertising information in the market they serve. Rush will share the survey highlights and other information about what community newspapers are doing right to receive such strong endorsement.

Effective public policy is a foundation of community newspapers' place in industry. The shaky finances of the Postal Service threaten the future delivery of newspapers. Rush will update us on her strategies and concerns about current and near-future issues in the other Washington.

Tonda Rush has worked with associations and publishers across the country to strengthen community newspapers and shape public policy affecting the industry, both as CEO of the National Newspaper Association and as president of American PressWorks. APW now manages NNA's Washington, D.C., office, represents NNA on public policy, and provides NNA with full association management services.



As the "heart, soul and institutional memory of the National Newspaper Association," Rush was recognized in 2009 with NNA's Emma C. McKinney Memorial Award. Whereas McKinney was co-publisher and editor of the Hillsboro (Ore.) Argus for 58 years, Rush began her career managing a small newspaper in Kansas and working as a reporter and editor in that region. She has been involved in First Amendment and open access matters on behalf of the press since the early 1980s, including as director of the Freedom of Information Center of the Reporters Committee for Freedom of the Press. In 2004, she became a part owner of the Wyandotte West newspapers in Kansas City, Kansas, where she got her start in 1968 as its first reporter.

Rush presently serves on the advisory board of the William Allen White Foundation at the University of Kansas. She is a director of the Student Press Law Center and the Virginia Coalition of Open Government.

A graduate of the University of Kansas School of Law and the William Allen White School of Journalism, she is a frequent lecturer on media law, the economics of journalism and the importance of newspapers in developing community. Rush is licensed to practice law in Virginia, the District of Columbia and Kansas, three federal Courts of Appeals and the United States Supreme Court.



Publishers

Friday 10:15 a.m.-noon PUBLISHERS, AD MANAGERS, EDITORS

PANEL DISCUSSION: FANS, TWEETS, MOBILE

Moderator Bill Will and panelists Wendy Barnes of Pioneer Newspapers, Warren Kagarise of the Issaquah Press, Tyler Whitworth of Nisqually Valley News, Yelm, and other guests will share their experiences with web/print engagement projects, Facebook, Twitter and more. Hear about the new things your peers are doing!

As director of digital revenue for Pioneer Newspapers, Wendy Barnes helps develop and direct online sales and marketing efforts for the company. She joined Pioneer in early 2011. Her background includes comparable positions at Community Newspaper Holdings



Inc. and GateHouse Media. Pioneer publishes more than 20 small and medium-sized newspapers in the Northwest.

Warren Kagarise often encapsulates his biography into the length of a Twitter tweet: newspaper journalist, aspiring restaurant critic and the person behind The Issaquah Press' tweeting salmon. Kagarise relocated to Seattle in 2009 after spending most his life in the Sunshine State. He introduced social media to the Press newsroom and maintains the newspaper's Twitter and Facebook accounts, covers city and county government, and oversees issaquahpress.com.



Tyler Whitworth, 21, is an advertising consultant and the website administrator for the Nisqually Valley News in Yelm. He joined the staff in June 2008.



Building a Bright Future...

...for your newspaper

Friday, 2-3:30 p.m.

PUBLISHERS

BEST PRACTICES TO AVOID AUDITS BY DOR & L&I

Rowland Thompson, ADNW

Dealing with the tax collector is always stressful and never pleasant — particularly if you are unprepared. Learn how to properly document and file your unemployment insurance, industrial insurance and B&O taxes —and how to prove your case if there's a dispute.

Rowland Thompson has served as Executive Director of Allied Daily Newspapers since 1990. He grew up in Cowlitz County working at his family's community newspapers. After graduating from Whitman College, he returned to the family newspapers for a few years and then was offered a position with Washington State House and then the Senate working for the Democratic Caucuses. Thompson has been appointed to numerous boards and commissions in government and the judiciary, as well as those of a professional and charitable nature.



Friday, 3:45-5 p.m.

PUBLISHERS

PANEL DISCUSSION: INNOVATION+SKILLS

From a futurist perspective, our panelists will address questions posed by WNPA and the WNPA Foundation: What are the trends in terms of audience and revenue? Which innovative multi-media business models show promise? What skill sets do media business owners and their staffs need? What are the emerging roles of Google, Facebook, Groupon in this media environment? What kinds of alternative models of support for the newsgathering function are being discussed? What might the media landscape look like 20 years from now? Is there any consensus among the brightest thinkers on this subject?



*Randal Beam, professor in the Department of Communication at the University of Washington, is a former reporter for the Charlotte Observer. As head of the UW journalism program, he conducts research about social and economic influences on the news, and teaches courses about journalism, mass media and society, and media business and economics. He is a co-author of *The American Journalist in the 21st Century: U.S. News People at the Dawn of a New Millennium*.*

Hanson Hosein is the Director of the Master of Communication in Digital Media program at the University of Washington in Seattle, and the president of HRH Media. He's also the host of Media Space, a monthly, Telly Award-winning UWTV series that features interviews with leading media and technology visionaries. He specializes in storytelling, social media strategies and business models of



communication. Hanson's new book, "Storyteller Uprising: Trust and Persuasion in the Digital Age," is an ongoing study of effective 21st century communication through multiple platforms.



Fred Willenbrock and his wife Susan purchased the Newport Miner and Gem State Miner community newspapers in 1986, with help from four partners. They serve Pend Oreille County, Wash., and West Bonner County, in northern Idaho, respectively. Willenbrock Publications also has a Web product and produces several niche publications and magazines. Susan currently serves as operations manager and Fred is publisher. Fred was WNPA trustees from 1992 to 1998, serving as president in 1996-97.

Seth Long is the Director of New Media for Sound Publishing. Seth started his career as a reporter at the Hermiston Herald in Oregon. He has worked for Sound for 15 years, starting as a news photographer and later as director of IT.



Scott Wilson, publisher of the Port Townsend & Jefferson County Leader, joined the newspaper in 1989 and became publisher in 2001. The Leader's website, www.ptleader.com was Washington's first newsroom-based Internet news site, launched early in 1995. Wilson is president of the WNPA Foundation, and many times has served as Educator in Residence at local colleges and universities. A Past President of WNPA (2002) and the Washington Coalition for Open Government (2004), Wilson is the 2005 winner of the Miles Turnbull Master Editor/Publisher Award. His parents, Bruce and Merilynn, were publishers of the Omak Chronicle and the Ritzville-Adams County Journal.



Saturday, 8:30-10 a.m.

PUBLISHERS

e-EDITIONS: IS IT TIME?

Sue Ellen Riesau, Sequim Gazette, and Guests

In this discussion, we'll hear about the pros and cons of a variety of eEdition software, including Tecnavia and Dirxion, from users and presenters. You'll take away a thorough understanding of the issues to consider when you decide to take

this step at your newspaper.

Sue Ellen Riesau is publisher of Olympic View Publishing, which publishes the Sequim Gazette, Forks Forum and Homes-Land real estate magazines. She joined OVP in 1989 and served as business manager for many years before being named publisher in 2002. Currently WNPA Past President, Riesau is also an active volunteer in her community and has served on many local boards.

REGISTER BY SEPT. 9 AND SAVE!

Publishers

Saturday 10:15 a.m.-noon

PUBLISHERS

PUBLISHERS' ROUND TABLES

Bill Forhan, NCW Media and Guests

Sometimes the best ideas come from our peers.

Only one thing is truly certain about the future of our industry — it will be different. How different it will be and how we, as experienced executives, can guide our organizations to a more profitable future is the object of this session. What have we learned over the years of confronting new competitors for our customers' time and money? What is different with this newest competitor? Take this opportunity to see how thinking inside and outside the box can help us build newer, more compelling products. Suggested discussion topics are on the Round Table flyer. After you register please contact Forhan with your ideas, 509-548-5286 office, 509-670-1837 cell, billf@leavenworthecho.com.

Bill Forhan is owner and CEO of NCW Media, Inc., which publishes five weeklies in North Central Washington. Prior to forming the company, Forhan worked for The Antelope Valley (Calif.) Press and the Billings (Mont.) Gazette as a financial and operations manager. A CPA, he holds a degree in Business Administration and Accounting from the University of Montana.



News & Photo

Friday 10:15 a.m.-noon

REPORTERS

LEGAL PANEL: INTERNET AND MORE

Sarah Duran, Davis, Wright, Tremaine

Michele Earl-Hubbard, Allied Law Group

Skip the Google search and get clear, accurate answers to your questions about Internet liability, publishing of comments, use of items found on the web, copyright and other web-related legal questions. If you have questions about other legal issues, including records and meetings, plan to ask our expert panelists those also.

Sarah Duran is a media and intellectual property lawyer with Davis Wright Tremaine, Seattle. Her involvement in media legal matters includes assisting with access disputes, opposing subpoenas

issued to journalists, and defending First Amendment rights and defamation claims. Her intellectual property work includes trademark and copyright prosecution, counseling and enforcement. She also handles litigation for commercial clients.

Michele Earl-Hubbard, an expert in media law and open government law, is a principal with Allied Law Group. She has been named to Best Lawyers in America for First Amendment and Media Law every year since 2006. Earl-Hubbard co-founded Allied Law Group in 2007, with offices in Seattle and Olympia; ALG was named to the list of "Best Law Firms" by U.S. News and World Reports in 2010 in the areas of Media Law, Government Relations and Administrative Law. Earl-Hubbard has been the main hotline attorney for WNPA newspapers for many years. Prior to starting ALG, for 11 years she was with Davis Wright Tremaine's Seattle office, first as associate and then as partner.



Friday 2-3:30 p.m.

REPORTERS, EDITORS, PAGE DESIGNERS

BALANCING ACT / BALANCING TASKS PART 1: WRITING FOR PRINT AND WEB

Sarah Jackson, Everett Herald

Use your time creatively to generate stories both in print and on the web. Jackson encourages reporters and editors to understand what works well in your paper, what works better on your website, and efficient ways to create different versions for each platform. This includes tips for stimulating reader interaction (and tricks for fast Twitter and Facebook multitasking). She'll also talk about essential elements of successful online stories, including voice,

visuals and linking-plus what not to do on the web.

Sarah Jackson is a features reporter and blogger at the Daily Herald in Everett. In addition to writing home and garden stories and general assignment features for print and the web, she works on four blogs: Eco Geek (about green living), The Dish (cooking and dining), Midday Snacks (a lunchtime blog featuring buzz-worthy videos and other zeitgeisty items) and Mudrakers (gardening). She was a features reporter for five years at the Olympian before coming to The Herald in 2005. She is a three-time winner of the C. B. Blethen / Debby Lowman Award for distinguished consumer affairs reporting.



Building a Bright Future...

...for your community

Friday 3:45-5 p.m. **REPORTERS, EDITORS, PAGE DESIGNERS**

BALANCING ACT / BALANCING TASKS PART 2: DESIGNING PAGES

Neal Pattison, *Everett Herald*

Whether we are creating tabs or broadsheets, magazines or web pages, we should approach the job as visual storytellers. Pattison offers ideas and examples of how writers, photographers and editors can collaborate on concepts that lend themselves to energetic, content-rich presentations. This includes an overview of useful design tools and insights about using visuals actively in

print and interactively on the web to connect with readers.

Neal Pattison is executive editor of the Daily Herald in Everett and its website, HeraldNet. A founding member of the Society for News Design, he has had a long involvement with SND, including a term as president in 1997. He has taught journalism at American University in Washington, D.C. He encourages all journalists in his newsroom—writers, editors, artists and photographers—to value page design as a form of visual editing. Pattison has been a senior editor at newspapers in Spokane, Seattle and Albuquerque.



Friday, 3:45-5 p.m.

PHOTOGRAPHERS

WINNING VIDEO TECHNIQUES

Nate Hulings, *The Olympian*

Make video another tool in your reporting toolbox. In this session using a Flip camera and basic Mac iMovie software, we'll plan, shoot and edit video, and learn how to handle live interviews and add music or slides to video. Hulings' video, "Baby found safe, man arrested," won a top award in last year's WNPA Better Newspaper Contest. Judges said his video gave readers "a better idea of the gravity of the situation and the commitment of law enforcement." Hulings will share tips on promoting video in print

and online. Bring your own equipment and laptop, or come to watch and listen.



Nate Hulings, a reporter at the Olympian, is only two years out of college but no stranger to newspapers. During his time at Pacific Lutheran University, he had several paid and unpaid internships, including a multimedia gig for the Seattle Times where he shot, edited and produced video for the web. After graduating in 2009 he joined the staff at Gig Harbor's Peninsula Gateway, where he helped introduce social media and video to the newsroom. Hulings now covers Thurston County and the cities of Lacey and Tumwater for the Olympian.

Saturday, 8:30-10 a.m.

REPORTERS, EDITORS

FINANCIAL REPORTING

Mike Gowrylow, *Department of Revenue*

Tax collections can be a primary indicator of the strength or weakness of the local economy. Gowrylow will discuss and show reporters how to mine data from the Department of Revenue's web site to identify taxable sales trends within their communities. He also will review other Department information sources such as gross business income, property taxes, tax exemptions and comparisons with other states.

Mike Gowrylow, Communications Director at Washington State

Department of Revenue, has been involved in the news business, either as reporter or public relations specialist, for nearly 40 years. He graduated in journalism and education from Western Washington University and spent thirteen years working for daily newspapers in Washington before accepting a position as a media relations representative at Puget Sound Power and Light, now Puget Sound Energy. Gowrylow has also worked as a senior account executive at Rockey Company, Seattle (now Hill & Knowlton), and a deputy press secretary for Gov. Booth Gardner. He has represented the Department of Revenue since 1993.



Saturday, 10:15 a.m.-noon **REPORTERS, EDITORS, PHOTOGRAPHERS**

PHOTOGRAPHY IN COMMUNITY NEWSPAPERS

Jerry Gay, *Photojournalist*

From this enthusiastic and highly skilled photojournalist, learn the how and why of taking memorable photos that illuminate the people, places and events in your community. Gay will illustrate the session with photos from his new book, "Seeing Reality: Humanity, Humility and Humor." This fast-paced, story-rich session is sure to instruct and inspire.



As a photojournalist Jerry Gay has driven 500,000 miles of America's backroads and highways over 40 years to continue his ongoing research of everyday life. Among his news media achievements are the Pulitzer Prize for photography and serving as president of the National Press Photographers Association. He is a graduate of and former instructor at the internationally acclaimed Brooks Institute of Photography. Jerry has shared his talents and skills with newspapers nationwide including New York Newsday, Seattle Times, Everett Herald, St. Paul Pioneer Press, Los Angeles Times and Maui News.

Advertising

Friday 10:15-11:45 a.m.

AD SALES REPS

NO MORE CRAPPY, LOSER ADS—SERIOUSLY!

David Fowler

Part 1. Traditional image, branding, and lame product-and-price ads don't work in your newspaper...duh! But "direct-response" ads do work! So strap on your seatbelt, because you're going to learn the essential strategies for creating these money making ads—ads that will turn your print-ad fortunes around—that is, if you take this important session to heart. Bring your worst problem ad to the session and get a quickie makeover too. In this session you'll learn:

- Step-by-step, how to create an effective "direct response" ad... that will skyrocket your confidence as a sales person
- Why these "killer" ads work so well
- How to use the right "Advertiser Fingerprint" to gather the essential ad info
- How to "magically" amp the value of the "common" or "everyday" products and services in ads
- How to write a good headline—even if you don't like writing or go brain-dead when it comes time to write them!

- How to create "Call to action" phrases that produce instant response
- How to close the sale...and lots more

Part 2. Bring your best ads and win some Instant Cashola!

Here's your chance to show off your best ads—and win cash prizes. Three cash prizewinners, judged by your peers in the room. No, you won't be getting a \$100,000 check, but it'll be enough cash for a hot night out (in a small town!).



After consulting with newspapers, media companies, ad agencies, and businesses all over the globe, 'the newspaper ads guy' is the pseudonym that stuck to **David Fowler**. He is the author of the best selling book, "Newspaper Ads That Make Sales Jump!," released in 1998 and translated into three languages. Fowler produced two new books, "Ultimate Moneymaking Newspaper Ads" and "Ultimate Moneymaking Web Ads" in response to changes in the decade that followed.

He teaches workshops and consults for newspapers, newspaper associations and other businesses. His media clients include the New York Times, San Jose Mercury News, Seattle Times, San Francisco Chronicle, San Diego Union Tribune, and hundreds more. He has also provided services to Benjamin Moore Paints, TOBU (Japan's largest department store), The John Deere Company and numerous small to medium size businesses in the U.S., Canada and the United Kingdom.

Friday 2-3:30 p.m.

AD MANAGERS

BE THE REVENUE GO-TO WIZ MANAGER!

David Fowler

If you attend no other management workshop or seminar this year, you would put your management skill levels way ahead of the game by attending this one. No management theory, just "proven-in-the-marketplace" ideas you can use immediately to help save and boost your newspaper's revenues, make the workplace a nicer place to be, maybe even save your job or make you a happier person—whatever. In this short, but powerfully interactive session, managers will learn:

- How to instantly see the difference between a "revenue-producing ad" and a "loser ad"... and know just what to do about it
- How to coach and train your staff to have the necessary "backbone" that builds advertiser "trust" and loosens their ad-spending purse strings
- How to track the things that actually "count" to improve staff morale and ad revenues
- How to create new ad revenue streams that keep your sales pipeline full
- How to get your online ad revenues to jump immediately and keep sales on the upswing...and much more

Friday 2-3:30 p.m.

AD SALES REPS

SCHEDULING YOUR SALES LIFE

Donna Etchey, North Kitsap Herald, Poulsbo

Learn how to plan your sales day from a manager who has been where you are, and knows her stuff. Sales happen in face-to-face interactions, so come to this session to learn to get yourself out the door and into client meetings. You'll learn how to work ahead to achieve your personal sales goals, and also how to sell against the competition. Stop chasing copy and start gaining new clients!

Donna Etchey started with Sound Publishing 15 years ago as office manager of Poulsbo's North Kitsap Herald, her hometown newspaper. She transitioned into a marketing rep position, learning from colleagues and experience, and six years ago was named publisher. Etchey left Washington in the early '80s for Los Angeles, but quickly decided that was not the place to raise kids and returned to Poulsbo after two years. She and her husband, Jeff, have three adult children.



Building a Bright Future...

...for your customers

Friday 3:45-5 p.m.

AD SALES REPS & AD MANAGERS

CREATING ONLINE ADS TO GROW REVENUE — FROM AN UNLIKELY SOURCE

David Fowler

This session is made for managers and reps. But a warning is in order: Most of what you're doing in the world of online advertising is off-base. That is, most web ad strategies are headed for failure. Big papers and small papers and every other size paper in the land is making the same mistake. An important ingredient will be added to your knowledge in this session, and it will quickly turn your online ad revenues in the right direction. Bring a copy

of some of your web ads to the session for review. And come prepared to learn:

- The real purpose of a web ad
- Exactly where web ads need to link—and NO, it's not the advertiser's website!
- Web headlines that work and why
- How often to change web ads
- How to package and promote web ads and print ad products
- How to sell web ads and how to sell related services that will make you indispensable to the advertiser's business...and more!

Saturday, 8:30 a.m.-noon AD SALES REPS & DESIGNERS/ARTISTS

HANDS-ON WORKSHOP: STELLAR AD DESIGN AND COMMUNICATION

David Fowler

Attention all reps and artists/designers: Here's your chance to get a PhD in advertising knowledge and skills in just one morning from the guy who literally wrote the book on newspaper advertising. Reps and artists, working side by side (yes, it's possible!) will learn:

- How to communicate in the specific terms you can both understand
- How to work together to create highly successful "direct response" ads

- How to choose the best ad layouts for any given advertiser—hint: there are only 6 basic layout structures that work! (And you'll learn them all)
 - How to create and design, step-by-step, a great ad layout that attracts attention and sells more products and services than your previous ads...hands-down
 - How to "pre-test" your ads to avoid losers and make more winners
 - How to judge whether an ad is going to work, or fail, instantly
- At the end of this session, there will be a contest to decide the best ad from those submitted in the room. We don't want to let the cat out of the bag, but rumor has it the winning prize will be HUGE.



Washington Newspaper Publishers Association

EST. 1887

**125TH
ANNIVERSARY
CONVENTION**
Sept. 26 - 28, 2012
Yakima

Enter to Win...

Apple 16 GB

iPad
with Wi-Fi

Entry form
provided in
convention
packets at
registration

Drawing will be held during
Saturday morning's breakfast.



**Must
be
present
to
win.**

CONVENTION REGISTRATION

OCTOBER 6-8, 2011 ■ EVERETT, WA



Building a Bright Future

DEADLINES:

Early Bird Registration:
Friday, Sept. 9
Convention Registration:
Friday, Sept. 23

Refunds by special exception only.

HOTEL RESERVATIONS:

Deadline: Friday, Sept. 16
Holiday Inn, Downtown Everett
3105 Pine Street, Everett, WA 98201
Call 888-465-4329 or 425-339-2000

Ask for WNPA's rate of \$109 for a single or double, \$119 for a triple, \$129 quad.

ONAC AD APPOINTMENTS:

Reserve by Friday, Sept. 23
at www.wnpa.com/events
Reserve your 15-minute appointment
with ONAC staff about display
advertising in your newspaper.

Newspaper or Company Name

City

Email Address of One Attendee

Phone

FULL REGISTRATION

NAMES as you want them to appear on badges	*Full Registration Early Bird until Sept. 9		*Full Registration Sept. 10-23		Please circle your menu selection and/or the days you will have breakfast. LUNCH: Taco Salad with Chicken; Beef Lasagne; Vegetarian Pasta Primavera. DINNER: Chicken Picatta, pan-seared with lemon, capers, and white wine butter sauce; Jamaican jerk spiced and seared Pork tenderloin served with a rosemary dijon sauce; Vegetarian Wellington with tomato coulis.				
	First attendee	Other attendee from same newspaper	First attendee	Other attendee from same newspaper	Thursday Reception	Friday Lunch	Friday Dinner	Breakfast	Total Per Person
	\$255	\$220	\$290	\$265	\$30	Sal / Las / Veg	Chi / Pork / Veg	FRI / SAT	
	\$255	\$220	\$290	\$265	\$30	Sal / Las / Veg	Chi / Pork / Veg	FRI / SAT	
	\$255	\$220	\$290	\$265	\$30	Sal / Las / Veg	Chi / Pork / Veg	FRI / SAT	
	\$255	\$220	\$290	\$265	\$30	Sal / Las / Veg	Chi / Pork / Veg	FRI / SAT	
Spouse/Educator	\$165				\$30	Sal / Las / Veg	Chi / Pork / Veg	FRI / SAT	
Life Member	\$132				\$30	Sal / Las / Veg	Chi / Pork / Veg	FRI / SAT	

*Includes meals, breaks and attendance at BNC awards and all sessions. **Thursday reception (\$30) not included in price.**

À LA CARTE REGISTRATION

NAMES as you want them to appear on badges OR Newspaper Name for Table Reservation	Thursday Reception	Friday Only (Sessions, Lunch & Dinner)	Saturday Workshops	ALL Workshops	For Fri.-Only or A La Carte Meals, Circle Selections Below		Breakfast \$25 each day	Table Reserv. BNC Dinner \$50	Total per person
					Friday Lunch \$35	Friday Dinner \$60			
	\$30	\$195	\$50	\$200	Sal / Las / Veg	Chi / Pork / Veg	FRI / SAT	\$50	
	\$30	\$195	\$50	\$200	Sal / Las / Veg	Chi / Pork / Veg	FRI / SAT	\$50	
	\$30	\$195	\$50	\$200	Sal / Las / Veg	Chi / Pork / Veg	FRI / SAT	\$50	
	\$30	\$195	\$50	\$200	Sal / Las / Veg	Chi / Pork / Veg	FRI / SAT	\$50	

If you require a special menu or are a person with a disability and need accommodation for attendance, please contact the WNPA office, 206-634-3838, ext. 2 or mwaldron@wnpa.com

GRAND TOTAL

We understand that schedules change, but please help us with chair counts by entering the number of your people who expect to attend these events. Thanks.

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> FRI • Membership Breakfast | <input type="checkbox"/> FRI • Avoid Audits | <input type="checkbox"/> FRI • Panel: Innovation | <input type="checkbox"/> SAT • Ad Reps/Artists, Part 2 |
| <input type="checkbox"/> FRI • Keynote | <input type="checkbox"/> FRI • Revenue Go-To Wiz | <input type="checkbox"/> FRI • Online Ads | <input type="checkbox"/> SAT • Financial Reporting |
| <input type="checkbox"/> FRI • Panel: Fans, Tweets, Mobile | <input type="checkbox"/> FRI • Sales Life | <input type="checkbox"/> FRI • Video | <input type="checkbox"/> SAT • Publishers RT |
| <input type="checkbox"/> FRI • Legal Panel | <input type="checkbox"/> FRI • Balancing Act, Part 1 | <input type="checkbox"/> SAT • eEdition | <input type="checkbox"/> SAT • Photography |
| <input type="checkbox"/> FRI • No Loser Ads | <input type="checkbox"/> FRI • Balancing Act, Part 2 | <input type="checkbox"/> SAT • Ad Reps/Artists, Part 1 | |

**Please Complete and Return this Form with Check to WNPA, or Register and Pay by Visa/MC at www.wnpa.com/convention
12354 30th Ave NE, Seattle WA 98125 ■ Phone 206-634-3838 ■ Fax 206-634-3842**