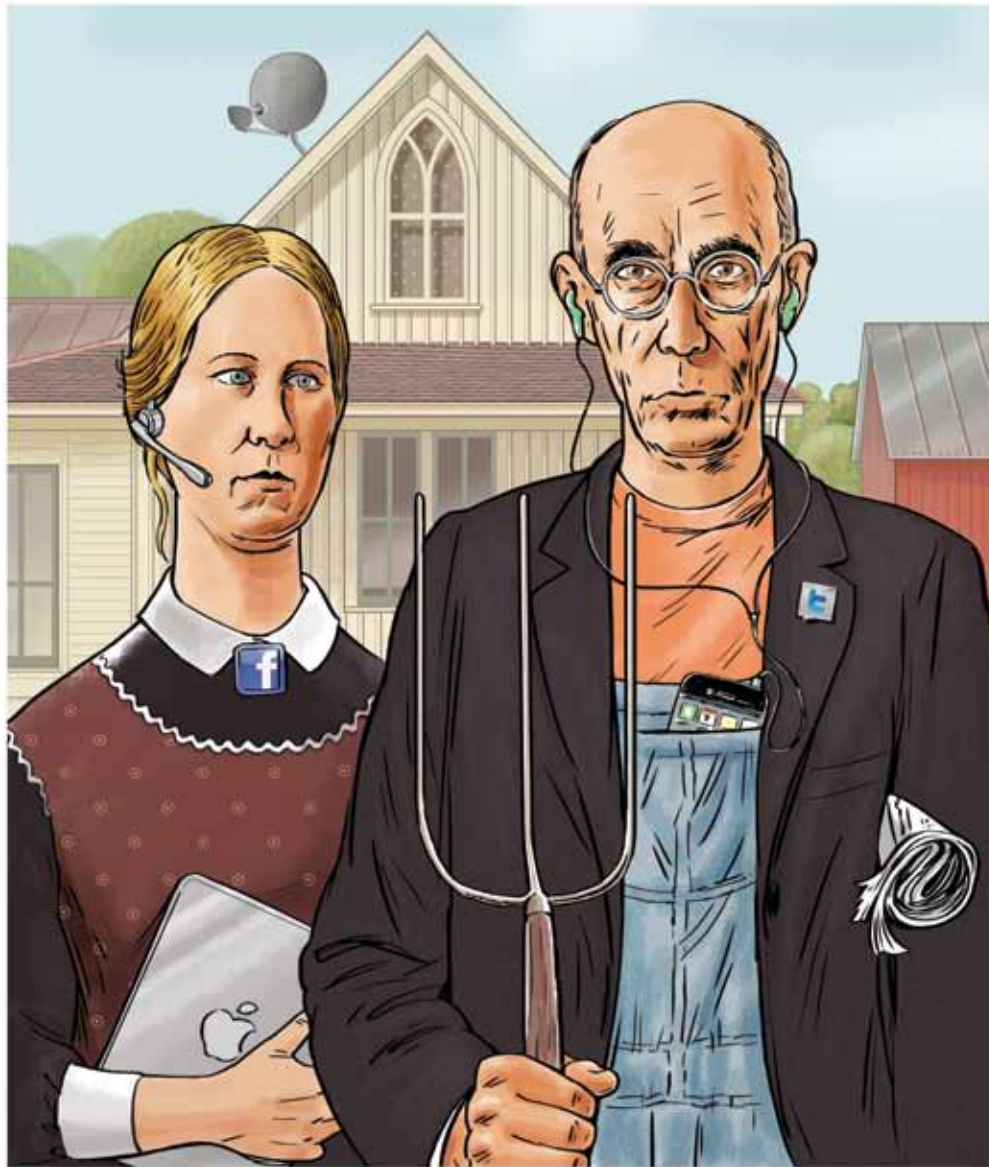


2012 Convention

the NEW normal



coloradopress
ASSOCIATION



February 23 – 25

2012

Westin Denver Downtown Hotel

The New Normal

Join Colorado Press Association as we seek to be the leader that unites the Colorado news industry in the relentless pursuit of journalism excellence and a sustainable news experience. Our mission is to be a champion for our members' success through education, advocacy and revenue generation.



Thursday – February 23

8:00 am

Registration Opens

9 – 11 am

CPA Board of Directors' Meeting

Everyone welcome

11:30 – 1:30 pm

CPA Annual Meeting

Everyone welcome

1:45 pm

Bus leaves the Westin Denver Downtown Hotel for *The Governor's Residence at The Boettcher Mansion*

2 – 4 pm

Annual Governor's Reception with honored guests Governor John Hickenlooper and Lieutenant Governor Joe Garcia (By special invitation only. Must present invitation for admittance.)

5:30 – 7:30 pm

Welcome Cocktail Reception
Hosted by The Westin Denver Downtown Hotel
Everyone welcome

Friday – February 24

7:30 am

Registration Opens

8 – 10 am

Max Heath Postal Meetings

(Pre-scheduled one-on-one meetings.) To schedule one-on-one time with Max Heath to ask postal questions, please contact Samantha Johnston at 303-571-5117 or by email sjohnston@colopress.net. Slots are available on a first-come, first-served basis. Attendees should bring Postage Statements 3541 for Periodicals and 3602-R for Standard Mail, plus any additional forms or postal questions.

General Opening Session



9:15 – 10:15 am

The Future of Newspapers

Gordon Borrell,
Borrell Associates

Morning Breakout Sessions

10:30 am – Noon

Gary Gilson: **Ethics**

Max Heath: **Postal Issue Updates**

Tanya Henderson of Local Media Alliance (formerly SNA): **Operation Innovation – Exciting Local Media Initiatives in 2012**

Kevin Slimp: **Photo Editing & Color Correction Tips**

12:15 – 2 pm

Capitol Hill Reception and Luncheon

Keynote Speaker,

Craig Zablocki – Be ready to sit on the edge of your seat, roll in the aisle with laughter and be transformed— Craig Zablocki is in the top two percent of America's most recognized speakers and we are privileged to host him.

craigzablocki.com



Afternoon Breakout Sessions

2:30 – 4 pm

Gary Gilson: **Newswriting**

Kevin Slimp: **Finding &**

Fixing Problems in PDF Files

Janet DeGeorge: **Rebuilding Classified Revenue in Community Newspapers**

Chris Beall & Mary Stuart: **Labor Issues**

Poynter Institute - Eilyn Angelotti: **Storytelling Using Social Media**

2 – 4 pm

College Student Job Fair

4 – 5:30 pm

University of Colorado Journalism Plus Program Cocktail Reception

Everyone welcome

4:15 – 5:30 pm

Colorado Associated Press Annual Meeting

6 pm

Colorado Associated Press Editor & Reporter Cocktail Reception

6 – 7:30 pm

CPA Past Presidents' Cocktail Reception

(By special invitation only.)

7 pm

CAPER Awards Banquet

(Tickets may be purchased through the Colorado Associated Press.)

Saturday – February 25

7:30 – 9:30 am

Past Presidents' Breakfast

(By special invitation only.)

Morning Breakout Sessions

9:30 – 11 am

Mike Petroff, Deseret Digital News:

Sales Channel Alignment

Kevin Slimp: **Advanced InDesign Tips & Tricks**

Poynter Institute – Elynn Angelotti:

Social Media for Newsroom

Leaders

Steve Zansberg & Tom Kelley:

Intellectual Property, Copyright and Antitrust Issues

11:30 am – Noon

Annual Contest Cocktail Reception

Noon – 3 pm

Colorado Better Newspaper Contest Award Luncheon

Special Guest Award Show Emcees:

Harrison Cochran and Andy Stone

Annual Awards to Be Presented

Service to the First - will be presented during the Capitol Hill Luncheon

Special Edition Award for the Outgoing Board Chair, Rising Star Award and Newspaper Person of the Year - will be presented during the Colorado Better Newspaper Contest Award Luncheon

If you or someone in your news organization has a specific topic they would like to see addressed in one or more of the planned sessions, please send details about the issue/question to Samantha Johnston at sjohnston@colopress.net. Information will be collected and sent to the presenters in time for them to have a response and input during their convention session.

Book now for \$125/night
(includes complimentary in-room internet)

The Westin Denver Downtown Hotel is located in the heart of Lower Downtown Denver just a quick stroll away from the 16th Street pedestrian mall, Denver Center for the Performing Arts, convention center, museums, professional sporting venues, restaurants and just about anything else you could need or want.

The Westin was awarded Colorado's first "Green Hotel" designation and is home to The Palm, a fantastic Denver steakhouse.

Colorado Press Association guests will enjoy complimentary in-room wireless, access to the Westin workout gym, complimentary hotel-sponsored evening receptions and the warmth and hospitality you've come to expect at a Westin.

Book online at www.starwoodhotels.com or call (303) 572-9100.



Newspaper/Company: _____

Town: _____ Contact: _____

Phone: _____ Email: _____

Name of person attending (please print clearly, as name is to appear on name badge):

- Full Convention (includes all events, luncheons and receptions)
Friday Only (includes lunch)
Saturday Only (includes lunch)
Capitol Hill Luncheon Only
Saturday Awards Banquet & Luncheon Only

Special meal request: _____

*All luncheons are ticketed events.

Name of person attending (please print clearly, as name is to appear on name badge):

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Capitol Hill Luncheon Only
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Special meal request: _____

*All luncheons are ticketed events.

Total Registration Fees: _____

Charge my Credit Card (circle one): Visa / MC / AMEX

Cardholder Name (as it appears on the card): _____

Card #: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

Signature: _____ Phone: _____

Annual College Student Job Fair

Who should attend? Students looking for jobs/internships and newspapers seeking interns/employees.

Whether you are looking for 2012 interns or prospective entry-level employees, the Colorado Press Association's College Student Internship and Job Fair is a great opportunity to meet some of Colorado's finest young journalists from across the state.

Colorado's four-year college journalism departments and campus newspapers will invite students to participate in our Student Fair from 2 - 4 pm Friday, February 24 at the Westin Denver Downtown Hotel.

Students interested in reporting, photography, page design, new media and advertising sales will be advised to bring their resumés, story clips and portfolios.

Please let CPA know who will represent your newspaper. Please RSVP no later than Friday, February 17 to Samantha Johnston at sjohnston@colopress.net or by calling 303-571-5117.

Email, fax or mail your registration form to: coloradopress@colopress.net
Colorado Press Association
1336 Glenarm Place
Denver, CO 80204
ph: (303) 571-5117
fax: (303) 571-1803

There is no presentation-specific registration required; your registration gives you the opportunity to attend any of the presentations on the day(s) for which you are registered. Please feel free to make copies of this form for additional registrations.