



May 12, 2010

Dear Publisher,

Mid America Newspaper Conference celebrates its 50th Anniversary this year. The board members of the conference recently came together for a day to discuss the future of the conference and how we can best serve the newspapers in the heart of America despite the obstacles we all face.

We feel we have made some extremely positive and innovative decisions aimed at assisting newspapers in educating their employees as well as providing a networking opportunity where they can learn and share ideas with their peers. That is why we are contacting you. We hope you will be able to take advantage of a new offering from our Conference. If your newspaper has not attended the conference for the past two years, we would like you to see what you've been missing! You are invited to submit one of your production employee's name from your pre-press, press or post-press departments to receive a sponsorship enabling that person to have the full cost of their conference registration AND their lodging subsidized through a Vendor Sponsorship Program being implemented this year.

The Mid America Newspaper Conference is held at Lake of the Ozarks, Missouri and we have shortened the length of the conference to two full days, Friday and Saturday (September 17 and 18). A preliminary program is attached for your review, although names of panel members on each of the programs have yet to be finalized. We are eliminating our traditional fishing and golfing outings this year with the focus solely on a constructive, learning environment which we believe will be especially appealing to the publisher who chooses to send his or her employee to our conference. We feel our program will be beneficial to you, as well, so consider attending yourself. Look for more information on our Conference at our website, <http://midamericanewspaper.com>.

Take advantage of this opportunity now as it is being offered on a first come, first serve basis. Include the following information and mail it today for the chance for your employee to benefit from our Vendor Sponsorship Program:

Name: _____ Title (area of production) _____
E-mail address _____
Newspaper Name _____
Address _____

Mail to: Mid America Newspaper Conference
PO Box 1222
Marion, IA 52302

Sincerely,

Murphy Wlaschin, Secretary/Treasurer

Friday, September 17

- 8:00-8:05 Welcome and Invocation, Charlie Heidelberg
8:05-8:30 Dean Powell, History of Conference (50th Anniversary special)
8:30-9:00 Keynote Speaker, Doug Anstaett, Executive Director, Kansas Press Association
Possible topic: What would your community be like without a newspaper?
9:00-10:00 Newspaper Format Innovations, Kent Kraft and Jim Wojcik
Three-around technologies, inline stitching/tabloid conversion
10:00-10:15 Break
10:15-10:45 Press Drive Updates, Dave Atkinson
10:45-11:30 Vendor Showcase
11:30 Drawing
12:00-1:00 Lunch
1:00-2:00 Trends in newsprint, Jesse Rogers
Pricing, Mill closures, Quality
2:00-3:00 Pros/Cons of UV, Charlie Heidelberg
3:00-3:15 Break
3:15-5:00 Employee Retention, Toni Boyles
5:00 Drawing
6:00-7:00 Hospitality hour
7:00 Banquet

Saturday, September 18

- 8:00-10:00 Challenges of Consolidation, Joe Wise
10:00-10:15 Break
10:15-11:45 Mailroom Strategy – Distribution as a Revenue Souce, Rich Salierno
11:45 Drawing
12:00-1:15 Lunch
1:15-2:15 Green Technology, Steve Young
2:15-3:00 Vendor Showcase
3:00-3:15 Break
3:15-5:00 Panel Discussion (Prepress, Press, Postpress), Dave Brolhorst