

# 2007 Annual Convention

October 14-16



THE GREENBRIER  
White Sulphur Springs, W.Va.



## Sunday, October 14

- 9 - 11 a.m.** SNPA/SNPA Foundation Board Meetings  
Hayes Room
- 10 a.m. – 5 p.m.** SNPA Registration Desk Open - Lobby
- 2 p.m.** Men's Doubles and Women's Doubles  
Tennis Tournaments - Hotel Courts
- 3 - 5 p.m.** WORKSHOP - Hayes Room  
*Exploring the New While Exploiting the Old:  
A Workshop on Improving Newspaper  
Performance* John Greenman
- 6 - 7 p.m.** SNPA Reception - Cameo Ballroom

## Monday, October 15

- 7 – 8:15 a.m.** Four Idea Exchange Sessions  
2nd Floor Conference Center  
(Continental Breakfast 6:30 - 7:15 a.m.)
- 8 a.m. – Noon** SNPA Registration Desk Open - Lobby
- 8:30 a.m. – Noon** GENERAL SESSION - Chesapeake Room  
*The Evolving Needs of Retail Advertisers in the  
Changing Media Environment* McKay Belk
- Newspaper of the Future Contest Award
- Growing Readership Among Boomers – Online and  
On Paper* Tom Silvestri, Tom Griscom, Tom Warhover
- Report of the SNPA Foundation
- Election of Officers and Board Members

## Monday, October 15 (continued)

### *Do Big Journalism Prizes Drive Community Perceptions of Newspaper Journalism?*

Victor Hanson and John Mellott

### *Successful Strategies That Grow Circulation*

Tom Silvestri, Scott Hunter, Robert Perona

- 9 - 11 a.m.** Spouse Program - Presidential Suite  
Martha Teichner(8:15 a.m. Continental Breakfast)
- 1 p.m.** Bocce Tournament - Croquet Lawn
- 1:30 p.m.** Bowling Tournament- Hotel Bowling Alley
- 2 p.m.** Mixed Doubles Tennis Tournament- Hotel Courts
- 2 - 3 p.m.** WORKSHOP - Hayes Room  
*The Facts About Audience-FAX* Bridget Fleagle
- 6:30 - 7:30 p.m.** Reception - Colonial Ballroom
- 7:30 - 11 p.m.** Dinner and Dancing to *Right On*  
Colonial Ballroom

## Tuesday, October 16

- 8 - 10 a.m.** SNPA Registration Desk Open - Lobby
- 8:30 a.m. - Noon** GENERAL SESSION - Chesapeake Room  
*The Timeless Value of Good Journalism*  
Walter Hussman Jr.
- SNPA Photo of the Year Awards
- SNPA Carmage Walls Commentary Awards
- SNPA Print Quality Contest Awards
- Newspaper Next - Next: Revenue Generation Beyond Print Advertising* Andrew B. Davis
- Installation of Officers, Directors and Trustees
- What Recent Transactions Say about the Value of the Newspaper Franchise*  
John S. Suhler, James P. Rutherford

- 9 - 11 a.m.** Spouse Program - Presidential Suite  
Mary Alice Monroe (8:15 a.m. Cont. Breakfast)

## Post Convention Activity

- 12:30 p.m.** Golf Tournament (awards to follow)  
Greenbrier Course/Slammin' Sammy's