

Business Schedule

Monday, October 12, 2009

- 8:00a.m.-5:00p.m. Advertiser/Promotion Display Area Open
- 7:30-8:30a.m. Full Breakfast on your own or Continental Breakfast is available in the Advertisers' Display area.
- 8:30-8:45a.m. Introductions
- 8:45-9:15a.m. "Welcome to Harrisburg"
D. Lee Carlson
General Manager, The Patriot-News
- 9:15-10:00a.m. "New Structure for a New Business"
Don Waterman
Sr. VP – Print and Distribution
Dow Jones Local Media Group
- 10:00-10:30a.m. Morning break
- 10:30-11:50a.m. "Legal Update"
L. MICHAEL ZINSER, ISCMA GENERAL COUNSEL
"The Obama Administration's Legislative Proposals to Attack Independent Contractor Status--The Employee Misclassification Prevention Act and the Employee Free Choice Act--A Clear and Present Danger to the Newspaper Industry"
- Noon-1:30 p.m. Lunch
Invocation
Resolution & Necrology
New Member Introduction
Slate of officers
5K Run/Walk and Golf Awards
- 1:30-2:00p.m. Advertiser Introductions
- 2:00-3:00p.m. "E-edition NIE Conversion"
Margaret Kaplow
Educational Services Manager Washington Post
How to convert from Print to E-edition
How to get teacher buy in
- 2:00-3:00 p.m. Past President's Meeting

- 3:00-3:30p.m. Dessert with the Advertisers
- 3:30-4:30p.m. “Customer Service, it is not an expense, but a profit center”
Bob Davis
Managing Partner
How to help your customer service team get more saves, sell more EZ-Pay and sell other services.
- 4:30-4:45 p.m. Business Meeting
- 6:00-7:00 p.m. Cocktail Hour sponsored by Zinser Law Firm
- 7:00-9:00p.m. Grand Banquet
Invocation
Welcome
Advertiser Recognition
Dinner
V.T. Curtis Newspaper Carrier Citations
I-SCMA Carrier of the year Awards

Tuesday, October 13, 2009

- 7:30-12:00p.m. Advertiser/Promotion Display Area Open
- 7:30-8:30a.m. Full Breakfast on your own or Continental Breakfast is available in the Advertisers Display area.
- 8:00-9:00 a.m. Advertiser/Promotion Display Area Blitz
- 9:00-11:00 a.m. “Auditing Panel”
30 Minutes each and 30 Minutes for questions.
ABC – Diane Szubrych, Senior Manager, Publisher Relations
CAC – Mark Stoecklin, President
BPA – Rich Murphy, Senior Vice President, Auditing
- 11:00–11:15 a.m. Morning break
- 11:15 a.m.-Noon “Publisher/Advertiser Perspective on Auditing”
- Noon-2:00 p.m. Lunch
Invocation -
Promotion Awards –
Installation of Officers -
- 2:00-3:00 p.m. Post Conference Board Meeting