

Business & Social Schedule

Monday, October 10, 2011

- 9:00 - 11:00 a.m. **Pre-conference Board Meeting** *Penn State Room*
- 12:00 p.m. **5k Fun Run/Walk**
- Golf Outing**
- 2:00 - 10:00 p.m. **Exhibit Set-up** *Ballroom C*
- 6:00 - 11:45 p.m. **Social Event - Murder Mystery** *Alumni Lounge*

The grand opening of the new speakeasy, The Four Deuces, will begin at 6:00 pm in the Alumni Lounge. Don Wannabe and Madam MeMe, the proprietors, are most anxious to welcome all I-SCMA attendees. With gangsters, hit men, politicians, a jazz singer, and many other interesting guests in attendance, there are sure to be a lot of big deals being made that night.

Each guest will receive game money upon arrival, so there will be plenty of opportunities for blackmail, bribery, and other nefarious schemes for all guests. The evening is a murder mystery set in the '20s. We will be voting on best performer, best costume and super sleuth.

Tuesday, October 11, 2011

- 8:00 a.m. – 5:00 p.m. **Advertiser/Promotion Area Open** *Ballroom C*
- 7:30 a.m. – 8:30 a.m. **Breakfast** *Ballroom AB*

All Business Meetings Will Take Place In Ballroom D

- 8:30 – 8:45 a.m. **Introductions**
Dan Christ
- 8:45 – 9:00 a.m. **Welcome to State College**
Bob Heisse, Centre Daily Times, Editor
- 9:00 – 10:00 a.m. **You Pay For Your Water, Don't You?**
Michael Jon Foley, TCN Broadcasting, Newspaper Operations and Sales, Vice President
- 10:00 – 10:15 a.m. **Morning Break** *Ballroom C*
- 10:00 – 11:30 a.m. **Connecting With Customers Via Social Media**
Anne Deeter Gallaher, The Deeter Gallaher Group, Owner

- 11:30 a.m. – 12:00 p.m. **Advertiser Introductions**
- 12:00 – 1:30 p.m. **Lunch Ballroom AB**
 Invocation
 Resolution & Necrology
 New Member Introduction
 Slate of Officers
 Awards: Golf & 5k Run/Walk
- 1:30 – 2:30 p.m. **ABC Update**
*Diane Szubrych, Audit Bureau of Circulation, Senior
 Manager, Publisher Relations*
- 2:30 – 3:00 p.m. **Dessert With The Advertisers Ballroom C**
- 3:00 – 3:30 p.m. **Promotion Board Cavalcade Ballroom C**
Charles Love, Promotion Display Chairman
- 3:30 – 5:00 p.m. **Legal Update**
L. Michael Zinser, Zinser Law Firm
- 4:00 – 4:30 p.m. **Past Presidents' Meeting**
- 5:00 – 5:15 p.m. **I-SCMA Business Meeting**
- 6:00 – 7:00 p.m. **Cocktail Hour Faculty Staff Club**
- 7:00 – 9:00 p.m. **Grand Banquet Boardroom 1-2**
 Invocation / Welcome
 Advertiser Recognition
 Dinner
 VT Curtis Newspaper Carrier Citation Awards
 I-SCMA Carrier of the Year Awards
- 9:00 – 11:45 p.m. **Hospitality Alumni Lounge**
- Wednesday, October 12, 2011**
- 8:00 a.m. – 11:00 a.m. **Advertiser/Promotion Area Open Ballroom C**
- 7:30 a.m. – 8:30 a.m. **Breakfast Ballroom AB**
- 8:30 – 9:30 a.m. **Growing Circulation One Reader At A Time**
*Carol Steiger, The Press of Atlantic City, Circulation
 Acquisition/Retention & Operations Manager*
- 9:30 – 10:30 a.m. **Newspaper Association of America**
John Murray, NAA, Audience Development, Vice President

- 10:30 – 11:00 a.m. **Advertiser/Promotion Display Area Blitz** *Ballroom C*
- 11:00 a.m. – 12:00 p.m. **Building Sunday Audience**
*Chad Bundrock, East Group Home Delivery Sales Manager,
Gannett, and Adam Campbell, Circulation Sales &
Marketing, Wilmington News-Journal*
- 12:00 – 2:00 p.m. **Lunch** *Ballroom AB*
Invocation
Promotion Awards / Blitz Awards
Installation of Officers
- 2:00 – 3:00 p.m. **I-SCMA Post-Conference Board Meeting**