

MCMA Marketing Conference

Thursday, April 15

Registration

12 noon-6 pm

Coatroom Registration Desk

Vendor Set-Up

7 am-3 pm

Plaza Ballroom

Golf Scramble

9am - 2pm

**Silverhorn Golf Club
(boxed lunch)**

Pre-Conference Vendor Open House

3 - 4pm

Plaza Ballroom

Opening Remarks

Missy Rech, MCMA President

4 - 4:10pm

Plaza Ballroom

"Global Perspective of Circulation, NAA Update"

Pat Dennis, The Oklahoman

4:10 - 5pm

Plaza Ballroom

Board Meeting

5 - 5:30pm

Wine Room

Cocktail Reception

Sponsored by The Zinser Law Firm

6- 6:30pm

20th Century Room

MCMA Marketing Conference
Thursday, April 15 (continued)

President's Reception

Sponsored by Continental Products, Mobile Merchandisers,
Wilson Gregory Agency, Inc., Roggen Management Consultants, Inc.
6:30 - 8:30pm
20th Century Room

MCMA Marketing Conference
Friday, April 16

Continental Breakfast

Sponsored by Schermerhorn Bros. Co., a la Carte
and Hamilton Circulation Supplies
7 -8 am
Plaza Ballroom

Registration

8am to 12 noon
Coatroom Registration Desk

Opening of Convention

8-8:30am
Welcome/Opening Remarks-The Oklahoman
Plaza Ballroom

"ABC Update"

Chad Jaennette, Manager-Public Relations
Audit Bureau of Circulations
8:30-9:30am
Plaza Ballroom

Vendorama

Associate Representative **Dwayne Blakley**
Sponsored by GoalGetters, Inc. and Steel City Corporation
9:30-11am
Plaza Ballroom

MCMA Marketing Conference

Friday, April 16 (continued)

"Doing More With Less and Still Smiling"

Alex Skovgaard, President / Chief Operating Officer

Midland Newspapers

11 -11:45am

Plaza Ballroom

Awards Luncheon

(Nomination of Officers)

Sponsored by Brainworks Software Development Corporation,

Kaspar Sho-Rack and The Ultimate PrintSource

12 noon - 1:45 pm

Green Country Room

"Retail Industry Trends in General & Scope for Partnership with Newspapers."

Kelly Epperson, Promotion and Database Manager,

Homeland Stores, Inc.

1:45 - 2:30pm

Plaza Ballroom

Visit the Vendors

Sponsored by PDI Plastics

2:30 - 3pm

Plaza Ballroom

"Best Practices and Prices"

Stephen Johnson, President / CEO

Stepjohn, Inc.

3 - 4pm

Plaza Ballroom

Legal Updates

Michael Zinser, The Zinser Law Firm

4:00 - 4:50PM

Plaza Ballroom

MCMA Marketing Conference
Friday, April 16

General Business Session

4:50 - 5pm

Plaza Ballroom

Vendor Reception

Sponsored by The Pisa Group

5 - 6pm

Green Country Room

Dinner
On Your Own

MCMA Marketing Conference

Saturday, April 17

Hot Idea Breakfast

(Election of Officers)

Sponsored by GP Plastics

8 - 9:30am

Plaza Ballroom

"Retention, Stop the Stops"

Keith Foutz, Corporate Circulation & Operations Director
Western Communications, Inc.

9:30 -10:30am

Plaza Ballroom

**"Growing Your Business for Newspapers,
15k & Under"**

Bailey Dabney, Publisher
Claremore Daily Progress

10:30 -11:15am

Plaza Ballroom

MCMA Marketing Conference
Saturday, April 17 (continued)

Best of MCMA Marketing

(Slide Presentation)

Missy Rech, Norfolk Daily News

11:15am to 11:45am

Plaza Ballroom

Final Business

11:45am to 12noon

Plaza Ballroom

Board Lunch Meeting

12noon to 1:30pm

Wine Room

*Plan now to attend the
MCMA Marketing
Conference
in Oklahoma City
April 15-17, 2010*