

**Central States Circulation Managers' Association
2010 Marketing Conference – Dubuque, IA.
Circulation- Changing The Way We Think
Sunday, April 25, 2010 – Tuesday, April 27, 2010**

Sunday, April 25, 2010

- | | |
|--------------------|---|
| 6:00 AM – 10:00 AM | Advertiser Exhibits Set-up |
| 9:00AM- 12:00AM | Golf Outing |
| 10:00 AM | Registration Opens |
| 10:00 AM | Vendor & Exhibit Area Opens |
| 1:00 PM- 1:15PM | General Assembly - Call to Order:
Tom Bunch, Chairman CSCMA
Bruce Tischer, President CSCMA |
| 1:15 PM – 1:45 PM | Board Reports
Board Candidate Presentations
New Member Introductions |
| 1:45 PM – 2:45 PM | The Telegraph Herald & Greater Dubuque -
Your Model For A Community Newspaper's Role
In Economic Development
Rick Dickenson
Executive Director
Greater Dubuque Development Corp |
| 2:45 PM – 3:45 PM | Vendor Introductions
Visit with Vendors - Refreshments |
| 3:45 PM – 4:45 PM | Future of Newspapers Sales
Steve Learn, Circulation Idea Service
<i>Sponsored by Gannett Wisconsin Media</i> |
| 4:45 PM – 5:45 PM | Cocktails
<i>Sponsored by Zinser Law Firm</i> |
| 5:45PM- 8:30PM | Dinner & Entertainment on the Spirit of Dubuque |

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Monday, April 26, 2010

7:30AM – 8:15 AM

Breakfast Buffet

Sponsored by Wilson Gregory Agency

8:15 AM – 9:15 AM

Independent Contractor Status – Assault on a Franchise issue

Michael Zinser, CSCMA General Counsel

9:15 AM – 10:00AM

Visit with Vendors – Refreshments

10:00 AM – 11:00 AM

Understanding Marketing - How it Impacts Your Business.

Dana Zurbuchen , Business and Marketing Coach

11:00 AM – Noon

"Breaking News"

- **End of 6 Day Delivery**
- **Postal Rates - Issues and Threats**
- **Mandatory Address Locations**
- **Intelligent Mail Barcodes**

Max Heath , Postal consultant,
NNA Postal Chair/MTAC Representative

Sponsored by: Steel City

Noon – 12:30 PM

Lunch Buffet

12:30 PM – 1:30 PM

Recognition & Promotion Awards

- Promotion Awards – Doug McAvoy
- Circulation Executive of the Year Award
- President's Award
- Election of New Officers and Board Members

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Monday, April 26, 2010 Continued

1:30 PM – 2:45 PM

Changing Our Thinking and Our Newspaper Models.

Joe Braunschweig,
Regional Circulation Director
Gannett Wisconsin Group

Vince Cone:
Audience Development Director
Booth Mid- Michigan

Steve Saxton
Publisher
Ottawa Delivered

This Forum will be moderated by
Fred Foutz
VP Circulation Gatehouse Media

2:45 PM – 3:15PM

Visit with the Vendors – Refreshments

3:15 PM – 4:15 PM

Delivery Partnerships and Cost Effective Partnership Opportunities

Rick Debroux, Director of Distribution
Journal Sentinel Inc

4:15PM – 5:00 PM

ABC Rules Changes

Chad Jaennette, ABC Manager-Publisher Relations

5:00 PM – 6:00 PM

Visit with the Vendors – Cocktails

Evening:

Dinner on your own

8:30 PM – Midnight

Evening of Networking

CSCMA Hospitality

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8:30 AM – 9:30AM

Socialization of Newspaper Models

Steve Diogo

Editor

Ottawa Delivered

Sponsored by: Pisa Group

9:30 AM– 10:00 AM

Visit with the Vendors – Refreshments

10:00 AM – 11:30 AM

Share Shop Panels – (Speakers To Be Announced)

**Community Newspaper Challenges and Ideas
Presented by Geoff Vanderlin**

**Best Circulation Promotions & Sales Ideas
Speaker TBA**

**Electronic Marketing
Presented by Rob Titone**

**Distribution & Packaging Center Management
Presented by Brent Cochems**

Sponsored by: Hamilton Circulation Supplies

11:30 AM – 12:00 Noon

General Assembly

- Collection of Evaluations
- Insights Gained – Conference Review
- Gavel Transfer
- Door Prize & Vendor Drawings
- Conference Adjourns