



**Illinois Press Association/Foundation  
2019 CONVENTION AGENDA  
May 1-3, 2019  
President Abraham Lincoln Hotel, Springfield  
701 East Adams  
Springfield, IL 62701**

**Wednesday, May 1**

**9:30 a.m. – 8:00 p.m. Registration Desk Open**

**10:00 a.m. – 3:00 p.m. Legislative Visits**

**3:00 p.m. – 5:00 p.m. Exhibitors Set-Up**

**5:00 p.m. – 8:00 p.m. Legislative Reception**

Come meet and network with your state legislative representatives. This is your opportunity to develop relationships with elected officials and have your voice heard by decision-makers in the state of Illinois. Cocktails and hors d'oeuvres will be served at this event.

**Thursday, May 2**

**7:00 a.m. – 7:00 p.m. Registration Desk Open**

**7:00 a.m. – 8:30 a.m. Exhibitor Set-Up**

**7:30 a.m. – 8:30 a.m. Appreciation Breakfast (invite only)**

**7:30 a.m. – 10:00 a.m. Refreshment Table**

**8:30 a.m. – 6:00 p.m. Exhibitors Open**

**9:00 a.m. – 9:45 a.m. Kwame Raoul, Illinois Attorney General**



Kwame Raoul is the 42<sup>nd</sup> attorney general of Illinois, taking office in January. Prior to being elected as the state's highest legal officer in 2018, Raoul served as a Democratic state senator for 14 years, representing the 13<sup>th</sup> Legislative District.

**9:45 a.m. – 10:00 a.m. Break**

**10:00 a.m. – 11:25 a.m. IPF Board Meeting**

**10:00 a.m. – 11:25 a.m. Power Sessions**

**Mini -sessions on a variety of topics. You choose the three sessions you want to attend!**

Improve, streamline and automate your advertising & circulation business with Jack Rotolo, Vision Data

Special Sections with Jay Dickerson, Galena Gazette

Digital Solutions for local advertisers with Scott Stavrakas, LaSalle NewsTribune

Selling IPA Networks – Jeff Holman, Illinois Press Association

Learn how to retain readers and profits – Chris Freeman, Interlink

Easy to Implement Circulation Ideas – Robert Robertson, Quincy Herald-Whig

Legal Advertising Update – Josh Sharp, Illinois Press Association

Generate Revenue, Engage Readers, and Increase Efficiency with Matt Larson, Our Hometown

**10:30 a.m. – 11:30 a.m. IAPME Annual Meeting**

**11:30 a.m. – 2:00 p.m. IPA Advertising Awards Luncheon & Dessert Auction with Bill Beck Auctioneer**

**2:15 p.m. – 3:15 p.m. Revenue Idea Exchange**

That's My Idea! Great Ideas to Take Home and Implement

**3:15 p.m. – 3:30 p.m. Refreshment Break**

**3:30 p.m. – 4:55 p.m. Power Sessions**

**Mini -sessions on a variety of topics. You choose the three sessions you want to attend!**

Email Newsletters with John Sahly, Northwest Herald

Capitol News Illinois with Jeff Rogers, Illinois Press Foundation

Reader Outreach Efforts with Chris Coates, Decatur Herald & Review

Television & Newspapers: Satisfying Today's Reader with Tom Comi/Michael Kever, NTVB Media

Special Events with Jackie Martin, Champaign News-Gazette

Special Sections with Jay Dickerson, Galena Gazette

Improve, streamline and automate your advertising & circulation business with Jack Rotolo, Vision Data

Learn how to retain readers and profits with Chris Freeman, Interlink

Easy to Implement Circulation Ideas with Robert Robertson, Quincy Herald-Whig

**5:30 p.m. – 7:00 p.m. Chairman's Reception featuring Distinguished Service Awards and James C. Craven Award**

**7:00 p.m. – 9:00 p.m. Dinner and IAPME Awards with speaker Louis Kiernan of ProPublica Illinois**

**IPA and IAPME members are invited to attend this special event!**



Louise Kiernan is editor-in-chief of ProPublica Illinois, the first regional operation of ProPublica. She comes to ProPublica from Northwestern University, where she was an associate professor of journalism, focusing on investigative and narrative reporting, and the leader of the program's social justice and investigative journalism specialization.

### Friday, May 3

**7:30 a.m. – 7:45 a.m. IPA Annual Meeting**

**8:00 a.m. – 9:00 a.m. Advertising Committee Meeting**

**8:00 a.m. – 2:00 p.m. Registration Desk Open**

**7:30 a.m. – 10:00 a.m. Continental Breakfast and Coffee**

**8:30 a.m. – 11:30 a.m. Exhibitors Open**

**9:00 a.m. – 9:45 a.m. Illinois Newspapers That Do It Right**

Editors from Herald & Review, The News-Gazette, and those involved in last year's Bicentennial Project will talk about being honored as newspapers that do it right by Editor & Publisher.

**9:45 a.m. – 10:00 a.m. Break**

**10:00 a.m. – 11:25 a.m. Power Sessions**

**Mini -sessions on a variety of topics. You choose the three sessions you want to attend!**

News Literacy Projects with Mark Baldwin, Rockford Register Star

Reader Panels with John Lampinen, Daily Herald

Making Podcasts People Will Listen to with Angie Muhs, State Journal-Register, Springfield

Using Social Media to Connect with Readers - Jay Redfern/Tom Loewy, Register-Mail, Galesburg

Capitol News Illinois with Jeff Rogers, Illinois Press Foundation

Top 10 Legal Questions with Don Craven, IPA Legal Counsel

Television & Newspapers: Satisfying Today's Reader with Tom Comi/Michael Kever, NTVB Media

Learn how to retain readers and profits with Chris Freeman, Interlink

**11:30 a.m. – 2:00 p.m. IPA News-Editorial Awards Luncheon**