

2019 Convention Schedule

ACACIA C

ACACIA D

MORNING / EDITORIAL PROGRAM

MORNING / SALES & ADVERTISING PROGRAM

8:30 am - 9:15 **Upcoming 2020 Elections**
C. Murphy Hebert
Director of Communication
Arizona Secretary of State Office

8:30 - 9:15 **Medical Marijuana and CBD Advertising**
Panel including John Moody, ANA
Lobbyist: Peters, Cannata & Moody
PLC and Kevin Martinelli, VP Local IQ
Gannett

9:30 - 11:30 **Basic Writing Workshop**
Luige del Puerto, Associate
Publisher and Editor
Arizona Capitol Times
Phoenix, Arizona

Jeanie Hankins, Publisher
The Wickenburg Sun
Wickenburg, Arizona

9:30 - 10:30 **Classified Rescue**
Janet DeGeorge
Classified Executive Training and
Consulting

10:35 - 11:30 **Maximizing Political Advertising in 2020**
Lisa Simpson, Advertising Director
Arizona Capitol Times
Phoenix, Arizona

11:45 am - 1:50 pm

ACACIA A

AFTERNOON LUNCHEON PROGRAM

12:00 - 12:40 **Keynote Address: Matt Adelman**
Vice President National Newspaper Association
Publisher, *Douglas Budget & Glenrock Independent*
Douglas, Wyoming

12:40 - 1

ANNUAL MEETING AGENDA

- Remarks by 2018-2019 President, Kyle Larson
- Nominations from the Floor
- Election of New Slate of Directors
- President-Elect 2019-2020: Remarks by Jeanie Hankins

12:40 - 1:50

EXCELLENCE in ADVERTISING AWARDS CEREMONY

AFTERNOON/ EDITORIAL PROGRAM

AFTERNOON/ SALES & ADVERTISING PROGRAM

2 pm - 3:15 **First Amendment Panel**
Gregg Leslie, Executive Director
First Amendment Legal
Clinic at the Sandra Day O'Connor
College of Law

Gwendolyn Larson, President
National Federation of
Press Women, Our First Amend-
ment Network

2 - 2:45 **What's the Grocery Game?**
Mark Miller, President
Arizona Food Marketing Alliance

2:45 - 3:15 **Special Section Sales Ideas**
Gary Tackett, General Manager
Payson Roundup

3:30 - 5 **Women Leaders in News**
Kristin Gilger
Associate Dean, ASU Walter
Cronkite School of Journalism

3:30 - 5 **Best Ideas Exchange**
Share your innovative and revenue
generating ideas and you'll be
entered in a drawing for a **FREE**
iPad

5:15 - 7:30 pm

ACACIA A

EVENING RECEPTION and AWARDS CEREMONY

ANA Better Newspapers Contest (BNC) & ANA FOI Awards
Phoenix Chapter Society of Professional Journalists & Silver Key Society Awards
SW Regional AP Member of the Year Honor
Heavy hors d'oeuvres / No host bar