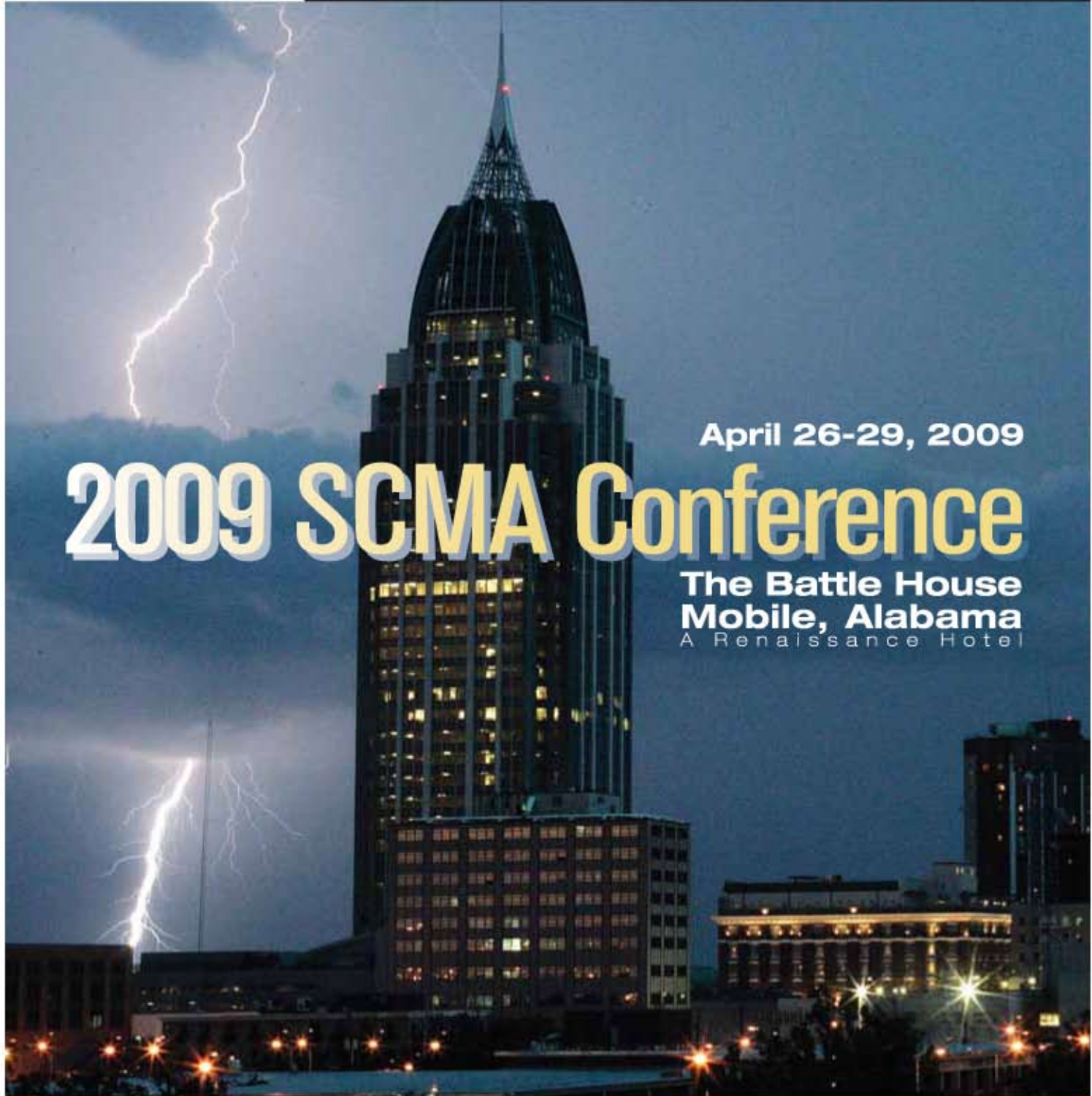




SCMA Newsletter

March/April 2009

Southern Circulation Managers' Association • www.scmaonline.net



April 26-29, 2009

2009 SCMA Conference

The Battle House
Mobile, Alabama
A Renaissance Hotel

In this issue

Message from the President	2	Members in the News	6
NAA & ABC Updates	2	In Memorium - Gayle Butcher	7
Honorary Guest Speaker - Alabama Governor Bob Riley	3	Door Prizes and Goody Bags for the SCMA Conference	7
2009 SCMA Conference Speakers	4-5	SCMA advertisers	Back Cover
Legally speaking	6	SCMA Conference Schedule	Insert

Message from the President

GEORGE MARKEVICZ
SCMA President



Well we did it! Governor Bob Riley has agreed to speak during our 80th Annual SCMA Conference. I believe this is the first in the history of SCMA that a Governor has addressed our group. Let's pack the room, so make sure to include your spouse. I will ask Richard to get as many vendors as possible to attend this session. This is a great honor for SCMA and the more people to hear his message the better.

Tony Marsella will speak at two sessions on Monday. Tony will present Part 1 in the morning and Part 2 in the afternoon, on the "4 Disciplines of Execution". (I don't know if we should say Execution around Carmine). Don Waterman's topic is about "New Structures and Responsibilities For A New Business". Many of the speakers during this conference will address changes they have made or changes they are going to make in the near future to succeed. Monday afternoon will be our Editor's panel to speak on our conference theme "Focus on the Future". Finishing up the afternoon is Part 2 by Tony Marsella.

Tuesday morning we will begin with a conference favorite, "Hot Ideas Breakfast", with the ever popular Doug Davis. This will be followed up with another great

panel discussion of Circulation CD's/Executives. Tuesday afternoon, Mark Hunt from King & Ballow will present some "Legal" topics. Our afternoon sessions will address three important Circulation issues.

On Wednesday, our day will begin with Jenn Havens presenting an ABC Update followed by John Murray who will provide us with an update from NAA. As always John has graciously agreed to moderate both the Editors & Circulation panels.

As far as entertainment goes, Sunday you will have air-boat rides, BBQ- southern style and dancing. Remember this is very casual so don't worry about your hair. In addition, Tuesday night there will be a cocktail reception sponsored by King & Ballow followed by our 80th Annual Banquet.

We look forward to hosting the conference in Mobile and hope you will be attending!

NAA & ABC Updates

DOUG DAVIS
ABC/NAA Chairperson



NAA UPDATE

I have not heard what the attendance was for NAA's Media Ex-Change conference in Las Vegas. This was the first conference agenda to take a more broad view of our industry as a whole and I did not see any presentation(s) solely dedicated to Circulation. There's no question that our roles and challenges are evolving.

The NAA Circulation Federation is certainly going full steam with Dan Schaub, Sr. VP/Audience Development and Membership Services- the Sacramento Bee, serving as president. The Circulation council and committee's and members are well established.

I had a chance to read several committee project reports, some have been published in Presstime and in NAA's e-edition update. One of the topics was "Restructuring the Circulation Department for Operational Efficiency and Audience Development Goals". Another was "Applying Technology for Cost Savings and Improved Effectiveness".

I plan to do a panel discussion in Mobile called "Changing Times" and will comment on what's changing in Daytona in addition to some innovating ideas that came out of these two projects.

ABC UPDATE

Greetings from Daytona Beach. Just a few new items to add since your last ABC update.

The ABC board voted to rescind every other year audits for newspapers who fall in the 50,000-75,000 circulation group at the recent March meeting. Media

buyers felt that the advertising data for this circulation group is too valuable to measure every two years. I understand this was approved for Canadian newspapers.

ABC also decided to postpone its 2009 annual conference which was scheduled for November in Toronto. This was due to current budgetary travel restrictions and the challenging economic and industry conditions. The 2010 annual conference is planned for the same city.

The board gave first passage to modify rule C 3.3 third party sales. If you have less than 4% third party sales on your most recent publishers statement, you will not be required to provide ABC with a 14 day notification. Once again this is the first passage and not final.

ABC and NAA formed a task force chaired by Jerry Hill, Director of Audience development for the St Pete Times, to examine the growing use of electronic and non tradition editions that are popping up.

Hope to see you in Mobile.



"Building your readership
one rack at a time"

5500 Plantation Rd.
Theodore, AL 36582
(800) 467-1725
Fax: (251) 653-1014
info@rakersystems.com

www.rakersystems.com

2008-2009 SCMA Officers

DEAN BLANCHARD	Chairman of the Board
GEORGE MARKEVICZ	President
OPEN	First Vice President
JIM BOYD	Second Vice President
OPEN	Third Vice President
DEBRA CASCIANO	Secretary
GLEN TABOR	Treasurer

State Directors

DALE LONG	Director at Large
TROY NIDAY	Alabama (2009)
MARSHALL ANDREWS	Alabama (2010)
TOM HECK	Florida (2009)
BERNIE KOSANKE	Florida (2010)
OPEN	Georgia (2009)
OPEN	Georgia (2010)
PHIL EHRHARDT	Louisiana (2009)
AARON ARMAND	Louisiana (2010)
OPEN	Mississippi (2009)
SAM KING	Mississippi (2010)
HEATHER NICHOLSON	Tennessee (2009)
DON LOVELACE	Tennessee (2010)

Management Development Chairperson

FRANK MAIER

NAA/ABC Chairperson

DOUG DAVIS

Addresses

SECRETARY	TREASURER
Debra Casciano	Glen Tabor
401 N. Water St.	PO Box 1163
Mobile, AL 36602	Kingsport, TN 37662

SCMA Vendor Liaison

OPEN

SCMA Newsletter & Publicity Chairperson

LARRY SAFFER

SCMA Newsletter

Published by
Southern Circulation Managers' Association
Mail all correspondence to:
DEBRA CASCIANO
SCMA Secretary
401 N. Water St.
Mobile, AL 36602
Phone (251) 219-5372 • Fax (251) 219-5398
dcasciano@press-register.com

Honorary Conference Guest Speaker

The Honorable Bob Riley Governor State of Alabama

Governor Bob Riley was sworn into office for a second term as Alabama's chief executive in January 2007, following a successful first term marked by great progress for the state. During those first four years, Governor Riley made good on promises to improve education, put Alabama's economy on the right track and restore honesty to the Governor's Office. The people overwhelmingly endorsed the Governor's actions and his vision for a second term. They re-elected him with 58% of the vote, making him only the third sitting Alabama governor to win re-election in modern times.

Bob Riley was born and raised in the small Clay County town of Ashland, where his family has lived on ranches and farms for six generations. After graduating from the University of Alabama at age 20 with a degree in business administration, he returned to his hometown, married his high school sweetheart, Patsy Adams, and began a 30-year career in the private sector in which he ran several successful businesses and a cattle farm. On their ranch in Ashland, Bob and Patsy Riley raised a family of four children: Rob, Jenice, Minda and Krisalyn.





Honorary Guest Speaker
Bob Riley
Governor
State of Alabama



Don Waterman
Senior V.P. of Print & Delivery
Ottaway Newspapers, Inc.



Doug Davis
Corporate Director of Circulation /+IR
Daytona Beach News-Journal



Mark Hunt
Attorney
Law Offices of King & Ballow



Tony Marsella
President & C.O.O.
Ranger Data Technologies



Distinguished Speaker
Howard Bronson
Publisher
Press-Register



Jeff DeLoach
V.P. of Circulation & Advertising
Corpus Christi



Phil Ehrhardt
V.P. of Circulation
Times Picayune

Focus *on the* Future



Jennifer Havens
Publisher Relations Manager
Member Audit Reporting Processing Services
Audit Bureau of Circulation



Mike Marshall
Editor
Press-Register



Kevin Wendt
Editor
Huntsville Times



Carl Redman
Executive Editor
The Advocate



Heather Price
Circulation Sales & Marketing Manager
Knoxville News Sentinel



Stan Tiner
Executive Editor & V.P.
The Sun Herald



Dennis Dunn
Circulation Director
The Anniston Star



John Murray
V.P. of Circulation & Marketing
Newspaper Association of America



Under President Obama, legislation has been proposed which would significantly alter the current laws in favor of employees and unions. In that regard, the Employee Free Choice Act (EFCA) is the number one legislative priority for unions in the upcoming Congress. In the past Congressional session, the EFCA passed in the House of Representatives by a vote of 241 to 185. However, the Republicans in the U.S. Senate blocked the EFCA's passage. President Barack Obama was a sponsor of the EFCA while a U.S. Senator. With Democratic gains in the Senate, the EFCA has gained a number of supporters. It is unknown whether the EFCA will pass the Senate in its present form, an amended form, or be successfully filibustered by the Republicans.

Although the proposed EFCA is usually referred to as "card check," it also changes the National Labor Relations Act concerning bargaining, damages and penalties. The following are the key points of the legislation:

- (1) If the National Labor Relations Board (NLRB) finds the majority of the employer's employees have signed union authorization cards, the NLRB will certify the union as the employees' bargaining representative;
- (2) The employer must start bargaining with the union within 10 days of the union's initial request for bargaining or such period as the parties agree upon;
- (3) If the parties have negotiated for 90 days without reaching an agreement, a party, presumably the union, may notify the Federal Mediation and Conciliation Service (FMCS) and request mediation;
- (4) If the parties have not reached an agreement within 30 days of the request for mediation, the FMCS shall order the bargaining dispute be submitted to an arbitrator;
- (5) The arbitrator shall render a decision as to the terms of the agreement, including wage rates, benefits and other conditions of employment, which shall be binding on the parties for two years;
- (6) The backpay remedy for the discharge of an employee during union organizing or before the parties reach their initial agreement shall include both backpay and two times that amount as liquidated damages; and
- (7) An employer who willfully or repeatedly violates Section 8(a)(1) or (3) (threats, promises, interrogation, surveillance, discrimination) during union organizing or before the parties reach an initial agreement, shall be subject to a civil penalty not to exceed \$20,000 per violation.

Under the proposed EFCA, employers will have little opportunity to provide to employees the facts, law and their opinion on unionization. Why is that? Because once the union receives union authorization cards from a majority of an employer's employees, there will not be a secret ballot election or campaign, where the employees would hear from both the employer and the union; rather, the union

would present the cards to the NLRB, which would certify the union as the employees' bargaining representative based upon the cards.

The concept of card check is simple and heavily weighted in favor of the unions. The union may solicit, cajole and harass enough employees to sign authorization cards, which designate the union as the employees' bargaining representative, and then file the cards with the NLRB, which will certify the union. In this situation, the employer often may not even know the union is trying to organize its employees until after the cards are filed with the NLRB. At that point, it will be too late for the employer to educate the employees and the employees will be forced to be represented by the union.

Although the card check aspect of the proposed EFCA receives the most publicity, the bargaining aspects could be the most detrimental to employers. Under current law, bargaining begins within a reasonable period after the union wins an election and when the parties are ready and prepared to bargain. Thereafter, each party makes proposals and counterproposals. If the parties cannot agree on the terms of an initial agreement, the union is free to strike, the employer may lock out employees, or the employer may implement its proposals, if an impasse is reached. However, presently there is not a requirement that the parties reach an agreement, nor can an arbitrator impose an agreement.

However, as seen above, the proposed EFCA changes the rules for bargaining. The union will have a disincentive to compromise on its proposals because it can rely upon the arbitrator to impose these proposals on the employer. A few unions have these types of arbitration clauses in many of their contracts. Based upon the results of those arbitrations, the process is heavily weighted in favor of the unions. The arbitrator can force an employer to grant large wage increases, outrageous benefits and even impose multi-employer pension plans, which are presently significantly underfunded. Furthermore, future withdrawal liability from a multi-employer pension plan can easily be in the millions of dollars.

If this proposed legislation becomes law, one would anticipate that unions would make great gains in their numbers due to the one-sidedness of the card check process and bargaining/arbitration procedures.

Mark Hunt is an attorney with the law firm of King & Ballow in Nashville, Tennessee, which serves as General Counsel to SCMA. Mark can be reached at (615) 726-5497 or mhunt@kingballow.com. The foregoing column is descriptive in nature and is not intended to provide legal advice as to particular situations.

Member In The News

Jerry Weinerth, aka "A Gift Card Guy" has launched a weekly newspaper in Pattaya, Thailand. Jerry currently serves as Business manager of the 15,000 Pattaya Times. In addition, Jerry will remain in Hawaii offering newspapers his Custom Visa Gift Cards. In a time when starting a Newspaper is rare, we congratulate Jerry on a job well done!



In Memoriam

Gayle Butcher

Gayle Butcher, 70, of Brandon, FL, passed away Wednesday, March 4, 2009. Gayle moved to the area 40 years ago from Little Rock, Ark, and was a member of First United Methodist Church of Brandon.

Gayle is survived by her loving husband of 33 years, Jack; son, Phil Elrod Jr.; daughters, Charlotte Hardin, Lisa Grimes, Pam Parker, Vicki Moore, Debbie Hernandez and Donna Stanmore; sisters, Charlotte Brandon and Elizabeth Dickson; grandchildren, Celina, Ashley, Seth, Sam, Jessica, Jodi, Kaci, Allie and Dana; four great-grandchildren. She is survived by an extended loving family and friends.

A Memorial service was held at 2 p.m. Sunday, March 8, 2009, at First United Methodist Church, Knights Ave., Brandon. Obituary information provided by the Tampa Tribune.

Jack Butcher is a Life Member of SCMA. Mr. Butcher served as ICMA President in 1984-85. He was VP of Circulation at the Tampa Tribune and later publisher of the newspaper. SCMA Members would like to extend their condolences to Mr. Butcher and his family.

Door Prizes & Goody Bags for the SCMA Conference

Please Send Your Door Prizes & Goody Bag Items For The SCMA 80th Annual Conference

Cleaning out your old storage closets? Don't forget to send some of those old (or maybe not so old) items for door prizes and goody bag items for the SCMA 80th Annual Conference. Approximately 200 of an item are needed for goody bags (pens, chip clips, mints, etc.), while bigger items will be used for door prizes. Please send the items to the addresses below.

Door Prizes
Press-Register
Attn: Debra Casciano
401 N. Water St.
Mobile, AL 36602

Goody Bag Items
Press-Register
Attn: Debra Casciano
401 N. Water St.
Mobile, AL 36602

Classified ad

TK-84 COIN RACKS FOR SALE

The Daytona Beach News-Journal is offering for sale used coin racks complete with \$1.50 mechanical mechanisms. They are being sold as is for \$50.00 per unit or refurbished one color for \$100.00 per unit, we have 150 available. Price does not include delivery. All coin racks are in good working condition.

We also have 150 mechanical mechanisms for sale in good working condition for \$25.00 each. All have \$150.00 wheel.

Please contact : Rick Dumas Single Copy Manager 386-681-2758 or John Shaw Circulation Manager 386-681-2431.



Pictured from left to right are Gary Michalowski of the News, Stuart, Fl., Pat Matula, Instructor and Chris Stluka, Customer Service Manager. Gary attended the Mechanism Seminar offered by Kaspar Sho-Rack at the 500,000 square foot facility in Shiner, Tx.

Kaspar Sho-Rack invites those interested in attending a seminar to contact their Sales and Marketing Consultant.

SCMA Advertisers

EQUIPMENT

Dynaric, Inc.

Strapping & Strap Systems
Phone: 1-800-526-0827
Fax: 201-692-7757

TELEMARKETING & KIOSK

Circulation Development, Inc.

Newspaper telemarketing specialists
Phone: 1-800-247-2338
increase@circulation.net
Web: www.circulation.net

Cir Tech Inc.

Newspaper industry leader for over 20 years
Phone: 1-866-490-3979
Web: www.cirtech.biz
Email: Bob.landis@cirtech.us

Media Circulation's Unlimited

Professional Kiosk sales and crewing
Get results immediately
Call for proposal
409-779-1189
Email: kmurray@mcmarketing.com

Metro News Service, Inc.

Nationwide telemarketing
Since 1975
Horace Southward/Eric Southward
Phone: 1-800-950-8475
Web: www.metro-news.com

TeleReach, Inc.

Circulation marketing & kiosk sales
Phone: 1-800-494-2680
Web: www.telereachinc.com

INSURANCE

Wilson Gregory Agency

2309 Market Street
PO Box 8
Camp Hill, PA 17001-0008
Phone: 717-730-9777
Fax: 717-730-9328

PROMOTIONS

LEARNING More

CIRCULATION IDEA SERVICE
"Helping Circulation Professionals"
526 Alabama Street
Killen, Alabama 35645
256-757-6849
Web: www.circulationidea.com
Email: circulationidea@yahoo.com

Charlie Hencye and IPC

NATIONAL REPRESENTATIVE &
EXCLUSIVE FLORIDA DISTRIBUTOR
for the Hottest Promotional Product
"The GOALGetters Reader Reward Card".
Retention, New Subscribers, Complaints,
EZ Pay, PIA, Kiosk, Sales Crews,
Telemarketing, etc.
Call Charlie:
1-800/243-7659 or 941/484-3622

GOALGetters, Inc.

BOOST circulation!
RETAIN subscribers!
INCREASE REVENUE!
Reader Reward Loyalty Programs
Phone: 708-579-9800
Web: www.circup.com

Premiums, Promotions & Imports, Inc.

(formerly Hot Off The Press Promotions)
952 Big Tree Road
South Daytona, FL 32119
(386) 238-8700 Ext. 1-3222
Email: joel@ourppi.com
Web: www.ourppi.com

McKee & Associates

Your new mover experts!
(#1 New Customer Acquisition service in the industry)
Let us introduce you to your NEW subscribers!
Phone: 501-623-8833
brandi.davis@mckeeandassociates.net
www.newmoverexperts.com

CIRCULATION SUPPLIES

Alliance Rubber Company

210 Carpenter Dam Road
Hot Springs, AR 71903
Phone: 1-800-626-5940
Fax: 888-415-3162

Continental Products

Newspaper bags, Eco-Cycle Bags, Motor
Route Tubes, Accessories
2000 West Boulevard
Mexico, MO 65265
Phone: 1-800-325-0216
Web: www.continentalproducts.com

G.P. Plastics Corp.

Highest quality poly bags
Dallas, TX & Miami, FL
Phone: 1-800-527-9459

Hamilton Circulation Supplies Co.

Your headquarters for...
everything to distribute and
market your newspaper!
522 Gould St.
PO Box 398
Beecher, IL 60401
Phone: 1-800-398-2427
Fax: 708-946-3773
Web: www.hamiltoncirculation.com

PLASTIC BAGS

IPC Poly Bags

"AWARD WINNING"
Poly Bags-clear, colors, printed.
IPC offers "superior service and quality products".
144 Triple Diamond Blvd. Suite C
North Venice, FL 34275
Phone: 1-800-243-7659
Web: www.ipcpoly.com

Jim Kiernan

Better bag, cheaper, faster!
Samples & quotes
Phone: 1-800-940-5060
Fax: 954-545-0800
Email: jimkiernan@USA.net

Schermerhorn Bros. Co.

"Printed Brand Bags are our Specialty"
1-800-264-7226
www.schermerhornbrosco.com

TUBES

G & V Campbell, Inc.

The source for all your
circulation needs!
154 Whitney St.
Eatonton, GA 31024
Phone: 706-484-1872
Fax: 706-484-4768
Email: gvcampbellinc@aol.com

Steel City Corp.

From the basics to the innovative
190 N. Meridian Rd.
Youngstown, OH. 44509
Phone: 1-800-321-0350
Fax: 330-797-2947
Web: www.scity.com

RACKS & VENDORS

Bellatrix Systems

IMPACT Newsrack
1015 S.W. Emkay Drive
Bend, OR 97702
Phone: 1-800-451-9753
Web: www.bellatrix.com

Gold Eagle Enterprises Inc.

Complete newspaper rack sales and service
4128 Holden Rd.
Lakeland, FL 33811
Phone: 863-648-0005
Fax: 863-648-9656

Mobile Merchandisers

Single Copy Displays - Metal & Wood
2611 Henson Road / PO Box 1223
Mount Vernon, WA 98273
Direct: 800-452-9809
Web: www.mobmerch.com
Email: sales@mobmerch.com
REP: G&V Campbell, Inc.
706-484-1872
gvcampbellinc@aol.com

RAK Systems, Inc.

5500 Plantation Road
Theodore, AL
Phone: 1-800-467-1725
Fax: 251-653-1014
Email: info@raksystems.com
Web: www.raksystems.com

ShoRack

By Kaspar Wire Works
PO Box 1127
Shiner, TX 77984
Phone: 1-800-527-1134
Fax: 361-594-4264
Email: custserv@shorack.com
Web: www.shorack.com

Steel City Corp.

From the basics to the innovative
190 N. Meridian Rd.
Youngstown, OH. 44509
Phone: 1-800-321-0350
Fax: 330-797-2947
Web: www.scity.com

RACK REFINISHING

ShoRack Service Center

Southeast rack refurbishing
Lake City, FL
Phone: 1-800-527-1134
Email: custserv@shorack.com
Web: www.shorack.com

Rack Impressions

2575 Highway 31 North
Deatsville, AL 36022
Phone: 334-361-6467
Fax: 334-361-6462
E-mail: rackimpr@bellsouth.net

RAK Systems, Inc.

5500 Plantation Road
Theodore, AL
Phone: 1-800-467-1725
Fax: 251-653-1014
Email: info@raksystems.com
Web: www.raksystems.com

SOFTWARE & OTHER SERVICES

RouteSmart Technologies, Inc.

The world's most intelligent routing system.
8850 Stanford Boulevard
Suite 2600
Columbia, MD 21045-5804
Phone: 1-800-977-7284
Fax: 410-290-0334
Web: www.routesmart.com

DISTRIBUTION CONSULTANT

Roggen Management Consultants, Inc.

- Distribution/zoning strategies
- Contractor fee formulas
- Delivery cost reduction
- Scheduling on-time delivery

Call Mark Roggen at 1-800-676-4436

Why don't you
advertise in
the SCMA
newsletter?

Call 423-392-1333
to place your ad!

2009 SCMA Conference Schedule

Saturday, April 25, 2009

3:00 p.m. - 5:30 p.m.

Location: Leinkauf

Planning Session with Executive Committee and Hotel

6:30 p.m. - 8:00 p.m.

Location: Oakleigh Garden

Executive Committee Dinner Meeting

Sunday, April 26, 2009

6:30 a.m.

Golf

Location: RSA Lobby

Bus departs at 6:30 a.m.

Gordon Cox Memorial Golf Tournament

Timber Creek Golf Course

Transportation will leave from hotel lobby at 6:30 am.

8:30 a.m. Shotgun Start

Transportation and lunch will be included in this outing.

10:00 a.m. - 4:00 p.m.

Location: Moonlight Foyer

Exhibitor Set-up

1:00 p.m. - 3:00 p.m.

Location: Oakleigh Garden

Jim Long Memorial - Icebreaker

Bingo for Non-Golfers and Spouses

Refreshments served

2:00 p.m. - 5:00 p.m.

Location: Moonlight Foyer

Registration Desk Open

Tote Bags

3:00 p.m. - 4:30 p.m.

Location: Bienville Square

Board of Directors Meeting

Executive, State Directors, and Committee Heads

5:00 p.m. - 11:00 p.m.

Location: 5 Rivers State Park

Welcome Reception "Fun on the Delta"

Members, Associates, Spouses & Guest

Transportation Provided

Buses depart hotel beginning at 5:00 p.m.

Monday, April 27, 2009

7:00 a.m. - 8:00 a.m.

Location: Moonlight Foyer

Continental Breakfast with

Advertisers & Vendors

7:00 a.m. - 5:00 p.m.

Location: Moonlight Foyer

Registration Desk Open

Tote Bags



8:00 a.m. - 8:10 a.m.

Location: Moonlight B

Call to Order, Members, Associates,

Spouses & Guests.

Special Welcome to New Members, First Time

Attendees by George Markavicz, President SCMA

8:10 a.m. - 8:45 a.m.

Location: Moonlight B

Opening Welcoming Remarks

Distinguished Speaker:

Howard Bronson, Publisher

Press-Register, Mobile, Alabama

Honorary Guest Speaker:

Alabama State Governor, Bob Riley

8:45 a.m. - 9:45 a.m.

Location: Moonlight B

4 Disciplines of Execution - Part 1

Tony Marsella, President & COO, Ranger

Data Technologies

10:00 a.m. - 3:00 p.m.

Location:

Spouse & Guest Tour

Tour the Delta & Lunch at "The Original Oyster House"

9:45 a.m. - 10:15 a.m.

Location: Moonlight B

Parade of Advertisers

Richard Kitzmann - Master of Procession

10:15 a.m. - 10:45 a.m.

Location: Moonlight Foyer

Coffee Break with the Advertisers & Vendors

(Vendor Meeting 11:00 - Midtown Room)

10:45 a.m. - 12:00 a.m.

Location: Moonlight B

New Structure & Responsibilities

For a New Business

Don Waterman, Sr. VP of Print & Delivery

- Ottaway Newspapers Inc.

12:00 a.m. - 1:30 p.m.

Location: Leinkauf

Private Lunch Honoring Past Presidents

12:00 a.m. - 1:30 p.m.

Lunch on your own

1:30 p.m. - 3:30 p.m.

Location: Moonlight B

Editor's Panel discussion

Focus on the Future

Moderator: John Murray, VP of Circulation

Marketing- Newspaper Association of America

Panelists:

Mike Marshall - Editor - Press-Register

Carl Redman - Executive Editor - The

Advocate

Kevin Wendt - Editor - Huntsville Times

Stan Tiner - Executive Editor/VP - Sun Herald

3:30 p.m. - 4:00 p.m.

Location: Moonlight Foyer

Coffee Break with the Advertisers & Vendors

4:00 p.m. - 5:00 p.m.

Location: Moonlight B

4 Disciplines of Execution - Part 2

Tony Marsella

5:00 p.m.

Dinner on your Own

2009 SCMA Conference Schedule

Tuesday, April 28, 2009

8:00 a.m. - 9:00 a.m.

Location: Moonlight A

Hot Idea Breakfast

Doug Davis, Corporate Director of Circ/HR
Daytona Beach News-Journal

9:00 a.m. - 9:30 a.m.

Location: Moonlight Foyer

Coffee Break with the Advertisers & Vendors

9:30 a.m. - 11:30 a.m.

Location: Moonlight B

Circulation CD/Executive Panel Discussion

A Circulation Directors Ever-Changing Role

Moderator: John Murray, VP of Circulation
Marketing- Newspaper Association of America

Panelists:

Jeff DeLoach, VP Circulation & Advertising -

Corpus Christi

Dennis Dunn, Circulation Director -

The Anniston Star

11:45 a.m. - 1:15 p.m.

Location: Moonlight A

Business Luncheon

Committee Reports / Officer Nominations

1:30 p.m. - 2:30 p.m.

Location: Moonlight B

Legal Update

Mark Hunt - King and Ballou

2:00 p.m. - 4:30 p.m.

Location: Oakleigh Garden

Spouse & Guest - Scrapbooking

Hosted by: Violet Stewart, NIE Manager -

Press-Register



2:30 p.m. - 3:00 p.m.

Location: Moonlight Foyer

Coffee Break with Advertisers & Vendors

3:00 p.m. - 5:15 p.m.

Location: Moonlight B

*45 minute sessions for each speaker

Life after Discounting

Phil Ehrhardt, VP of Circulation -

Times Picayune

NIE-E-Editions

Heather Price, Circulation Sales & Marketing

Mgr. - Knoxville News-Sentinel

Changing Times

Doug Davis, Corporate Director of Circ/HR

Daytona Beach News-Journal

6:30 p.m. - 7:30 p.m.

Location: Crystal Foyer

Cocktail Reception

Sponsored by: King and Ballou

7:30 p.m. - 9:30 p.m.

Location: Crystal Ballroom

Banquet / SCMA Carrier of the Year

Recognition

Members, Associates, Spouses & Guests

Semi-Formal Attire

8:30 a.m. - 10:30 a.m.

Location: Moonlight B

ABC Update

Jennifer Havens, Publisher Relations Manager

Member Audit and Report Processing Services

Audit Bureau of Circulations

10:30 a.m. - 11:00 a.m.

Location: Moonlight Foyer

Coffee Break with the Advertisers & Vendors

11:00 a.m. - 12:00 p.m.

Location: Moonlight B

Newspaper Association of America Update

John Murray, VP Circulation Marketing -

NAA

12:15 p.m. - 2:00 p.m.

Location: Moonlight A

Awards Luncheon

Members, Associates, Spouses, & Guests

Presentation of Year 2010 Convention

Election & Swearing in of Officers

Advertisers Drawing (Must be present to win)

2:00 p.m. - 4:00 p.m.

Location: Ashland Place B

Board of Directors Meeting



Wednesday, April 29, 2009

7:30 a.m. - 8:30 a.m.

Location: Moonlight Foyer

Continental Breakfast with Advertisers & Vendors

