

STOP *Singing the* **BLUES...**

Come to the



FREE PAPER FALL CONFERENCE

and **Learn to Sing**
a **NEW**
TUNE!



Sponsored by • IFPA • MFCP • CPM • MFPA • WCP • CPII • CPOWV

SEPTEMBER 24–26 2009

Westin O'Hare

FreePaperConference.com



This Conference is brought to you by these

SEVEN great FREE PAPER ASSOCIATIONS



Minnesota Free Paper Association



Minnesota At Your Doorstep.



Greetings –

We welcome you to Chicago, home of our new president, the Windy City, the City of Blues...

Enjoy your stay with us, and expect a great return on your investment, with the best informed speakers, powerful roundtable discussions, peer networking and exceptional entertainment!



Thursday Keynote

BUSINESS IS WAR -

**Fighter Pilot's Secret
to Business Success?**

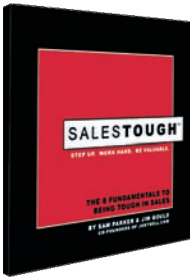
- **PLAN**
 - **BRIEF**
 - **EXECUTE**
 - **DEBRIEF**
- = WIN**



Look Who's Talking.....

Sam Parker

Author of 212: the Extra Degree and SalesTough (8 fundamentals to being tough in sales), Sam operates JustSell.com, a free resource for sales professionals, serving 170,000 business subscribers around the globe.



Mike Blinder

Mike's approach to selling online ads and video is "not to be missed." Mike has proven strategies for selling all kinds of ads; he's made 25,000 sales calls with local ad reps and has closed tens of millions of dollars of new business for local papers and their websites.

In the early 90s, his great success in creating multimedia sales strategies created a demand for the 350 media companies worldwide that are Mike's clients. They take advantage of his team of "Street Fighting" multimedia specialists, who are experts at training traditional sales people on how to embrace new concepts in selling media.

..... Look Who's Talking

Mitch Henderson

A former community newspaper publisher, Mitch sees a bright future for those who recognize opportunity. His dynamic and energizing presentations utilize his vast promotional and graphics abilities.



Kevin Slimp

Kevin is the leading graphics trainer in the newspaper industry today. He'll walk you through using InDesign, Flash, pdf files and more.

Gersh Kuntzman

First and foremost a tabloid hack, Gersh will help you transform your editorial content into must-read material. Gersh was named Editor of the Year by SNA in 2008. He will also outline putting local text and video on your website.



Tim Smith

Tim offers practical, real-life information about sales, customer service, coaching and time management that you can use tomorrow with your customers and employees.

Enjoy the luxuries offered by the O'Hare Airport

WESTIN®

\$5 daily parking fee!

30 minutes from
Downtown Chicago via
the Blue Line "El" train
(station is 2 blocks walk from hotel)



Walk to a variety of excellent
restaurants and bars

- Fitness Center
- Indoor Pool
- Westin Kids' Club
- Golf and Tennis facilities nearby



Thursday, September 24

3PM Opening Keynote



FLAWLESS EXECUTION

5-6 Roundtable Discussions

(Separate for Sales • Sales Mgrs • Publishers/GMs • Editorial • Graphics • Web)

6-7 Publ/GMs Welcome Reception

7-9 General Welcome Reception

Friday, September 25

- 8:30-10**
- Sales:** PROVE your clients' R.O.I (1) -Mitch Henderson
 - Sales Mgrs:** Team Building Skills -Tim Smith
 - Publ/GM:** Why you need a web presence NOW -Panel
 - Graphics:** How to fix pdf files -Kevin Slimp
 - Editorial:** Content & conflict; compelling copy -Gersh Kuntzman
 - Web:** Selling video on your website (1) -Mike Blinder
- 10:30-1**
- Sales:** PROVE your clients' R.O.I (2) -Mitch Henderson
 - Sales Mgrs:** Dealing with difficult people -Tim Smith
 - Publ/GM:** The state of the Free Paper industry -Panel
 - Graphics:** Intro to InDesign (1) -Kevin Slimp
 - Editorial:** Avoid making the same mistakes -Gersh Kuntzman
 - Web:** Selling video on your website (2) -Mike Blinder
- 1:30-3**
- Sales:** Overcoming negativity -Tim Smith
 - Sales Mgrs:** Fueling your sales reps' passion -Mitch Henderson
 - Publ/GM:** Legal issues (HR, 1099s, etc) -King and Ballow
 - Graphics:** Intro to InDesign (2) -Kevin Slimp
 - Editorial:** Avoid making the same mistakes -Gersh Kuntzman
 - Web:** Selling online ads (1) -Mike Blinder
- 3:30-5**
- Sales:** Managing your time for max efficiency -Tim Smith
 - Sales Mgrs:** Selling video on your website -Mitch Henderson
 - Graphics:** Creating online ads in Flash -Kevin Slimp
 - Editorial:** News in print vs online -Gersh Kuntzman
 - Web:** Selling online ads (2) -Mike Blinder
- 6:30-10 Ad awards banquet with Jake and Elwood**

Saturday, September 26

8:30-10

Sales: Create ads that really make money -Doug Fry

Sales Mgrs: Team Building Roundtable Discussion

Publ/GM: Distribution Roundtable Discussion

Graphics: Create ads that really make money -Doug Fry

Editorial: Our role in a community crisis -Don Corrigan

Web: Get online, fast and easy -Panel

10:30-12

Sales: Prospecting new clients Roundtable Discussion

Sales: Make big bucks selling network ads -Panel

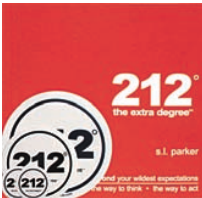
Sales: Selling to ad agencies -Panel

Graphics: Idea Sharing Roundtable Discussion

Editorial: Idea Sharing Roundtable Discussion

Web: Idea Sharing Roundtable Discussion

1:30-3



Closing Keynote

SAM PARKER:
212, the Extra Degree

3 wrap up and door prizes

6 Pub Crawl or Cultural Evening in Downtown Chicago

[AD SPACE]

Velvet Blue Evening

Friday night **AD AWARDS BANQUET**
SHOW, DANCING,
& 9-PIECE BAND

Blues Brothers Tribute Band Extraordinaire



And take your photo with their car –
straight out of the movie!



Red Hot Evening

choose between

Saturday Night **CHICAGO PUB CRAWL**

With Editor-Run-Amok
Gersh Kuntzman

Bring your own wallet and hang on to your hat
– it will be a wild ride!



or

A night at the **ART INSTITUTE OF CHICAGO**

We will take in the new
Modern Wing,
which officially opens May 2009.
(price to be determined)



