

MFCP is pleased to welcome

MANUEL KARAM

KEYNOTE SPEAKER & ADVERTISING SALES



Manuel Karam is the General Manager of Genesee Valley Publications/Featured Media and Penny Lane Printing in Avon, New York. Prior to serving as GM, he was Director of Advertising sales at the company where he led a team of 12-15 regional sales reps. He is the current President of the national Association of Community Publishers (ACP), a licensed attorney, and a passionate advocate for the future publishing and printing industry.

TIM BINGAMAN

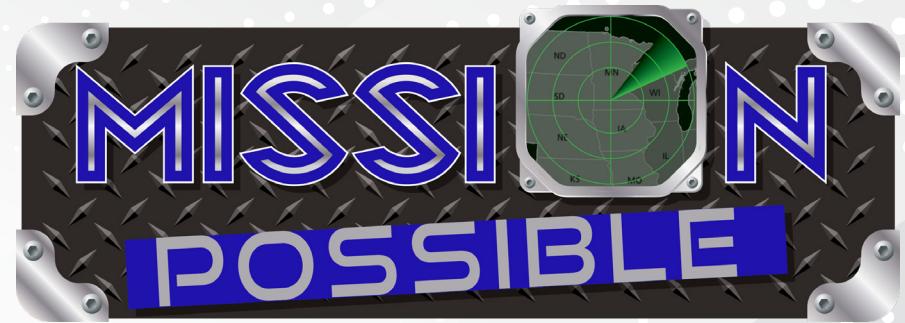
KEYNOTE SPEAKER

Tim Bingaman, CEO of Circulation Verification Council (CVC), believes that necessity is the mother of invention. Tim spent the 1980's; early 1990's analyzing struggling community newspapers, shoppers; niche publications. While studying the feasibility of a publication in California Tim realized that he did not have the kind of data he needed to make important decisions and the idea for CVC was born. CVC processes were designed to give an accurate picture of publication's circulation and readership so that publishers and advertisers can make informed decisions. CVC now audits over 2,000 editions nationwide with a combined circulation over 50,000,000.

RUSSELL VIERS

GRAPHICS AND NEWSPAPER INSIDER

Since 1981, Russell Viers has made a career in, and around, the publishing and printing industries. He began sharing his expertise of production techniques in 1997, since that time traveling to 23 countries as a speaker and trainer, teaching Adobe and Quark software to graphic designers and photographers. In addition to live training, Viers offers training online through his website, Digiversity.tv. He has also published videos for Adobe, Lynda.com, and Total Training.



***Your mission if you
choose to accept it...***

NETWORK | LEARN | DISCOVER | SHARE



SPRING CONFERENCE

April 4-5, 2024 Mankato, MN | Hilton Garden Inn

MANUEL KARAM ROOM 241

10:00 A.M. Digital Sales 101.

Discover the art of seamlessly integrating a supplementary revenue stream without compromising your core print product. In this course, we delve into the essentials of digital sales, guiding you through the process of selecting, marketing, and fulfilling digital marketing products. From identifying the ideal digital offerings, to mastering effective sales strategies, this course is your gateway to the vast opportunities in the digital realm. Don't miss out on this transformative class-your digital future awaits!

1:15 P.M. Putting the FUN in Sales Fundamentals.

Join us in this engaging course where we uncover the keys to effective account management. This session will provide a detailed breakdown of how to handle a high volume of accounts and do it well. Both new and seasoned sales reps will discover techniques that can be applied right away to improve performance and help your customers succeed. Learn and refresh real world skills that are tailored to the print advertising sales profession.

RUSSELL VIERS ROOM 245

10:00 A.M. –

Making Masks for Selective Image Adjustment and Knockouts

Sometimes to make a photo really pop, overall adjustments just don't work. We have to dig a little deeper and make selective adjustments. But if you go old school and use the Lasso Tool, or the Magic Wand Tool, not only do you quickly lose hours of your life, but the results can be disappointing. In this session, we'll step into the modern age of making selections and see how quickly, and easily, we can select specific areas of an image to adjust color, brightness, contrast, and more, or even knock out to transparency, or other colors. We'll be using Photoshop, but also Lightroom, Lightroom Mobile, and Bridge with Camera Raw.

1:15 P.M. – InDesign Power Tips that Really Work

When I'm on a tight deadline, or, well, just lazy, I like to reach into my bag of tricks to build my InDesign documents quicker. In this session, I'll share some of my favs with you, ones that relate to newspaper production, and gladly answer questions as we go along. I'll show you ways to build ads and pages faster, manage documents, and more. Hopefully, when we're done, you'll be as lazy as me, if not more so, and work faster than you do now.



THURSDAY SCHEDULE

1:30 P.M. – MVP sessionBoard Room

2:30 P.M. - 4:30 P.M. – Publisher Roundtable Meeting Room 303

5:00 P.M. 6:30 P.M. – Social HourLocAle Brewing Company

FRIDAY SCHEDULE

7:30 A.M.– BREAKFAST iPromote roundtable.....Banquet Hall West

8:30 A.M. – Misson BriefingBanquet Hall West

KEYNOTE Mission Possible - learn from the experts.

Manuel Karam and Tim Bingman will give you an insider's view of what's happening in publishing today. You'll be equipped with the knowledge and tools you need to make every goal a "Mission Possible"

9:45 A.M. BREAK

10:00 -11:30 A.M. – BREAKOUT SESSIONS

SALES TRACK: Manuel KaramRoom 241
Digital Sales 101

GRAPHICS TRACK: Russell ViersRoom 245
Making Masks for Selective Image Adjustment and Knockouts

11:45 A.M. MEMBERSHIP MEETINGBanquet Hall West

NOON AWARDS LUNCHBanquet Hall West

1:15 -2:45 P.M. – BREAKOUT SESSIONS

SALES TRACK: Manuel KaramRoom 241
Putting the FUN in Sales Fundamentals

GRAPHICS TRACK: Russell Viers Room 245
InDesign Power Tips that Really Work

3:00 P.M. Readership Survey Results Tim BingmanBanquet Hall West

3:30 P.M. 3-MINUTE IDEA EXCHANGEBanquet Hall West

The MFCP board of directors and staff
thank you for coming and sharing time with us!