

<b>Thursday January 31</b>		
<b>AD TRACK</b>		
9 a.m.-10 a.m.	Innovative Revenue Ideas	2nd Street
10:15-11:45	Rockstar Sales Panel	Holly, Christy, Elaine, Josh
11:45 a.m.-1:00 p.m.	Lunch Break	
1:00 p.m.-2:30 p.m.	Why native content should be your premiere advertising offering	Bill Ostendorf
3:00 p.m.-4:00 p.m.	Improving Display Ads in print and online	Bill Ostendorf
<b>EDITORIAL TRACK</b>		
9 a.m.-10:15 a.m.	Covering Suicide Panel	Jim Pumarlo
10:30 a.m.-11:45 a.m.	FOIA Project	Jim Schaefer and Mark Rochester with Sandi Svoboda
11:45 a.m.-1:00 p.m.	Lunch Break Keynote	
1:00 p.m.-2:30 p.m.	Writing Workshop	ML Elrick
3:00 p.m.-4:00 p.m.	Using data research to get the story	ML Elrick
<b>General/Social</b>		
8:00 a.m.-8:50 a.m.	Continental Breakfast	Meet with Vendors
12:00 p.m-1:00 p.m	Keynote Speaker	
5:00 p.m.-6:30 p.m.	Cocktails with vendors	Meet with Vendors

6:30 p.m.-9:00 p.m	Awards Dinner/Auction	
9:00 p.m.-11:00 p.m.	Hospitality	Presidential Suite
5:30 p.m.-6:30 p.m.	Past Presidents Cocktail event	Presidential Suite
<b>Friday February 1</b>		
<b>AD TRACK</b>		
9:45a.m. -10:45 a.m.	Finding Revenue Sources	Second St.
11:00 a.m.-12:00 p.m.	Print isn't dead	Bill Ostendorf
<b>ED TRACK</b>		
9:45a.m. -10:45 a.m.	Legal Session	Butzel Long
11:00 a.m.-12:00 p.m.	MI Leg. Quadrant Panel	Peter Bhatia
<b>FINAL SESSIONS</b>		
1:30 p.m.-3:00 p.m.	Moving Targets	Jeremy McBain/Jim Youngs Daughter
	FB Training for Journalists	
<b>General/Social</b>		
8:00 a.m.-8:30 a.m.	Annual Meeting and Breakfast	MPA Leadership Discussion
8:30 a.m.-9:30 a.m.	Safety in the Newsroom	MSP
Noon	Governor's Luncheon	Gretchen Whitmer