



Annual Convention 2017

Canaan Valley Resort
August 3-5

1st

From Executive Director Don Smith

Hello everyone,

I hope you will join us at the WVPA's Convention 2017, Aug. 3-5 at Canaan Valley Resort in Tucker County.

Our theme this year — West Virginia: Adapting to Marketplace Changes — focuses on the versatility our industry needs to ensure success in today's fast-changing and unpredictable environment.

"It is not the strongest or the most intelligent who will survive but those who can best manage change."
— Charles Darwin

Convention 2017 brings together media leaders, industry experts and other stakeholders to examine issues from all points. Whether you work at a news, advertising, H-R or publisher's desk, the issues up for discussion this year will be of interest.

Be it the "Affordable Care Act" or "American Health Care Act", what does the changing health care landscape mean for the people of West Virginia and news coverage, advertising, and newspaper industry employees and operations? Friday morning, a panel of experts looks at the possibilities. We need to be informed.

Public notice is the traditional source of journalism and a keystone of the newspaper industry. Digital advertising is one of the fastest growing aspects our marketplace. Friday afternoon we look at both areas and the newspaper industry's responsibilities and opportunities.

On Saturday, we take a more focused look at the West Virginia newspaper industry's future with our "WVPA Ownership Initiative." As a generation of publishers look at handing over leadership of their operations, the WVPA looks at how newspapers are valued today, market conditions and prospective new owners. Expect invaluable information from a panel including a newspaper broker, a banker, and tax and other industry-related experts.

West Virginia's opioid problem and investigative reporting are topics of discussion Saturday afternoon. See what's been done in West Virginia and join in the discussion of how West Virginia newspapers can help document and fight this problem.

During a weekend when we focus on the future, we will also celebrate our past with a Hall of Fame program and our present with a Pulitzer Prize Luncheon celebrating Eric Eyre of The Charleston Gazette-Mail winning the Pulitzer Prize for investigative journalism.

We'll also recognize all of the other outstanding newspaper industry work in West Virginia this year with our Editorial and Advertising awards presentation.

Canaan's family-friendly facility and location provide an outstanding opportunity for everyone to join together with spouses and children and celebrate our industry and future. Friday's cook-out at the pool shelter with great food, live music and games will make it a Convention to remember.

This year's schedule includes many special guests, educational and fun activities and still allows time for socializing and networking.

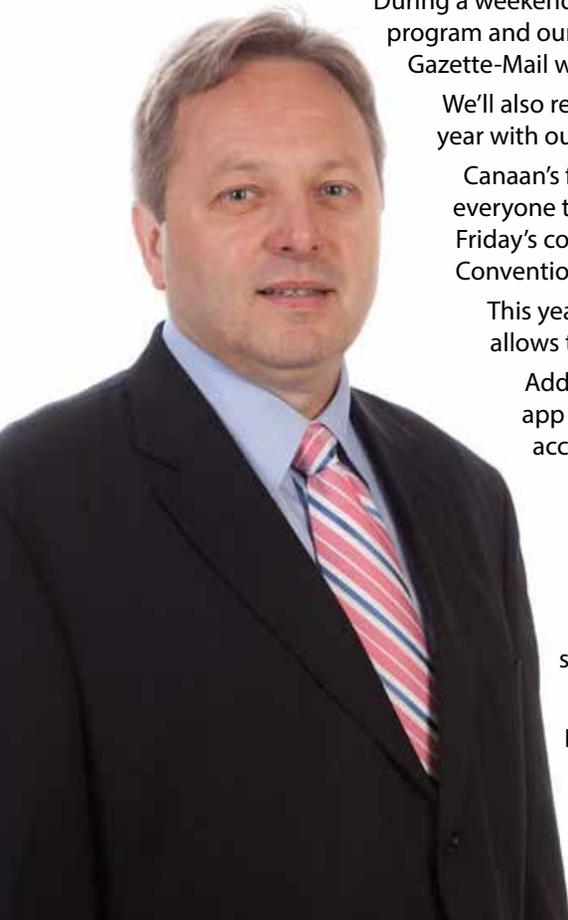
Additionally, we are offering special online coverage and live-streaming, with a mobile app and social media coverage to take advantage of technology, provide greater access and set the tone for change and adaptability.

"The price of doing the same old thing is far higher than the price of change."
— Bill Clinton

Remember to reserve your rooms for the convention today at Canaan Valley Resort. Request the West Virginia Press Association room rate.

Hope to see you in Canaan Valley Aug. 3-5.

Don



West Virginia: Adapting to Marketplace Changes Program Planner: Tentative schedule

This year's convention will feature special online coverage and live-streaming, social media coverage and an exclusive app.



6:30 p.m.

President's Reception and Hall of Fame Ceremony

We honor president Jim McGoldrick for this leadership in 2016-17 and recognize the efforts of newspaper industry honorees.

9 p.m.

Hospitality suite opens

Members and guests are invited to the WVPA hospitality suite for snacks, refreshments and conversation.

FRIDAY, AUG. 4

9 a.m.

Convention registration/ information desk opens

9:30 to 11 a.m.

Session 1: Understanding the changing health care landscape in W.Va.

A panel of experts will discuss best case and worse case scenarios for West Virginians from possible changes to Affordable Care Act. The experts will also be asked to target potential "key" policy changes for reporters and the likely impact on residents.

THURSDAY, AUG. 3

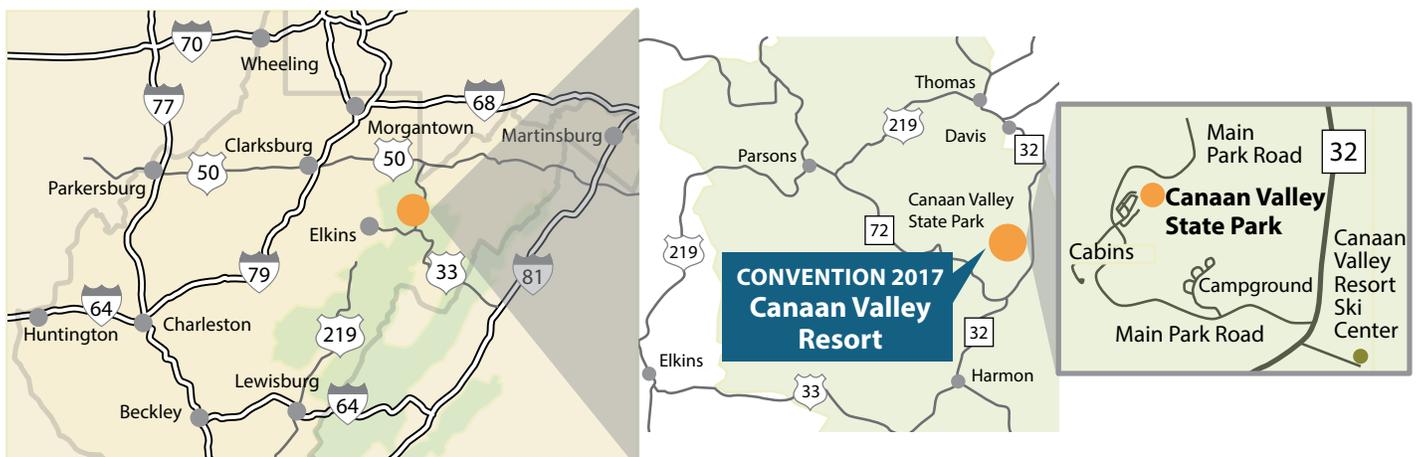
3 p.m.

Convention registration/ information desk opens

Visit the registration/information desk to sign-in and pick up convention materials and updates. It's also a chance to check out the Sen. Robert C. Byrd Traveling Exhibit, informational booths, vendors and the WVPA Foundation Silent Auction area.

3 p.m.

Board of Directors meeting





Noon

Advertising Awards Luncheon

The WVPA recognizes the top individual advertising efforts in the state, along with the top newspapers in each circulation division.

2:30 to 4 p.m.

Session 2: Legal and Digital Advertising: Did you notice that ad?

A panel of experts will discuss maximizing audience engagement with legal and digital advertising. The discussion includes the future of legal advertising and the value of reporting from legal advertising. Digital topics include advertiser needs and relationship to content.



5 p.m.

Friday night social: Reception and cook-out at the shelter

Great food and live music with fun, games and a swimming pool.

9 p.m.

Hospitality suite opens

SATURDAY, AUG. 5

8 a.m.

Convention registration/
information desk opens

8:30 a.m.

General membership meeting

10 to 11:30 a.m.

Session 3: Newspaper Ownership Initiative

Interested in selling your newspaper in the next 10 minutes, 10 months or 10 years? Things you should know and who might be interested in buying.



Noon

Pulitzer Prize Luncheon

We honor 2017 Pulitzer Prize winner Eric Eyre and The Charleston Gazette-Mail.

2:30 to 4 p.m.

Session 4: The Opioid Problem: Killing West Virginia's Future

Eric Eyre and a panel of experts address the scope, coverage and cost of the opioid problem.



6 p.m.

Editorial Awards Reception

The WVPA recognizes the top individual editorial efforts in the state, along with top newspapers in each circulation division.

The evening closes with

the presentation of the Adam Kelly Premier Journalist Award.

9 p.m.

Hospitality suite opens



Auction donations wanted for the silent auction, which benefits the West Virginia Press Foundation.



2017 WVPA Convention Registration

THURSDAY FRIDAY SATURDAY ■ AUGUST 3-5, 2017 ■ CANAAN VALLEY RESORT

Convention Registration Deadline: July 31, 2017

Name _____ Date _____

Company _____

Register for Full Convention for the greatest value!

√ Select option for each person

Name (for name tag)	Full convention All events, including Thursday's President's Reception	Friday only	Ad lunch only	Sat. only	BNC banquet only	TOTAL
PLEASE PRINT	\$275	\$150	\$50	\$150	\$75	

Subtotal: \$

Additional daily meal tickets for adults and children with paid convention attendees. Includes breakfast, lunch and dinner. One ticket per day.

Name (for name tag)	Adult meal ticket per day: \$50	Child (under 12) meal ticket per day: \$20	TOTAL
PLEASE PRINT			

Total amount due: \$

Make Checks Payable to: West Virginia Press Association
Mail to: WVPA Convention 2017 3422 Pennsylvania Ave. Charleston, WV 25302

■ Check wvpress.org for updates on the Convention

Registration options

■ FULL CONVENTION: \$275

Admission to all events included on the agenda, including Thursday's President's Reception and Hall of Fame Ceremony.

■ FRIDAY EVENTS: \$150

Admission to ALL Friday events including the Advertising Awards Luncheon and WVPA social.

■ ADVERTISING AWARDS LUNCHEON: \$50

Admission to the Advertising Awards Luncheon.

■ SATURDAY EVENTS: \$150.00

Admission to ALL Saturday events including the Pulitzer Prize Luncheon and BNC Reception and Banquet.

■ BNC RECEPTION AND BANQUET: \$75

Admission to Saturday's BNC Reception and Banquet.

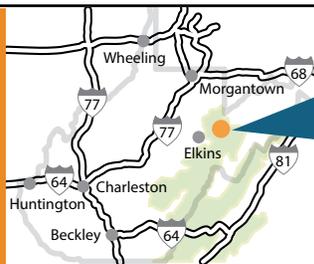
■ ADULT ADDITIONAL MEAL TICKET: \$50 per day

Includes breakfast, lunch and dinner for adult staying with paid convention attendee.

■ CHILD ADDITIONAL MEAL TICKET: \$20 per day

Includes breakfast, lunch and dinner for adult staying with paid convention attendee.

Room reservations
800-622-4121
304-866-4121
canaanresort.com
Group ID: 16327
Group password: 37001474



Canaan Valley Resort and Conference Center
230 Main Lodge Road
Davis, WV 26260
Breakfast included with rooms
Indoor and outdoor pools, fitness center, hiking, game room