



north carolina newspaper production conference

FRIDAY, MAY 18

Golf Outing

8:00 AM Sign In, 9:00 AM Shotgun Start

Crooked Creek Golf Club, Fuquay-Varina

Co-Chairmen: Don Hall, US Ink & John Barlow, Morning News (Florence, SC)

Fishing Tournament

7:30 AM Sign In, 8:00 AM Launch

Falls Lake, Sandling Beach Access

Co-Chairmen: Susan Garner, Southern Lithoplate & Dan Enfinger, Post & Courier (Charleston, SC)

Registration & Evening Social

5:00 PM - 7:00 PM

Crystal Coast Ballroom

SATURDAY, MAY 19

Vendor Set-up Begins

6:30 am

Empire A/B/C

Registration

7:30 am - 8:30 am

Outside Empire A/B/C

Breakfast

7:45 am - 8:45 am

Crystal Coast Ballroom

General Session

9:00 am - 10:15 am

Auditorium

■ Call to Order & Welcome

Dawn Swanson, Chairman, News & Record (Greensboro)

Greg Weatherbee, Vice Chairman, High Point Enterprise

■ Platinum Sponsor Presentations

■ General Session Topic: **Emergency Preparedness: Is Your Newspaper Ready?**

David Templeman, Director of Safety, Media-General (Richmond)

Phil Drake, Communications Services Manager, Charlotte Observer



10:15 - 11:00: MORNING BREAK (Visit the Vendor Marketplace!)

BREAK-OUT SESSIONS • SATURDAY
The conference is targeted to all aspects of printing newspaper publications. While we all work together for the finished products, we have separate interests and issues specific to each department's role in that process.

1st Session (11:00-12:00)

2nd Session (1:30-2:30)

3rd Session (3:00-4:00)

Ad Production & Pre-Press

Sandhills Room

Topic: Automatic Image-Correction

Learn how your newspaper can use software to improve consistency of image reproduction without adding additional labor

Today's Pressroom

Auditorium

Topic: Web Width Reductions / Adding Color Capacity

Papers are under pressure to reduce newsprint and increase color. Hear from vendors about what's involved in these upgrades.

Post-Press / Mail Room

Crown Room

Topic: ABC Insert Audit Follow-Up

Hear from three newspapers that have gone through the audit - how they prepared, the audit experience and lessons learned.

12:00 - 1:30: LUNCH in Crystal Coast Ballroom (Visit the Vendor Marketplace!)

Topic: Soft-Proofing / Setting Dot-Gain Curves

View electronic proofs before output to improve quality and reduce waste. Also find out about setting dot gain curves in your RIPs.

Topic: Free Operator Training Offerings

Free training for the asking! Several vendors will tell us about what NO-COST training is available for your press operators.

Topic: Sticky Note Labeling

A lucrative area of revenue growth is front page advertising. Equipment and label vendors will talk about product offerings and answer questions.

2:30 - 3:00: AFTERNOON BREAK (Visit the Vendor Marketplace!)

Topic: Ad Production - Part of Advertising vs. Production

Different papers are coming to different conclusions. In this session, discuss with two newspapers the pros and cons of each.

Topic: Press Acceptance and Post-Acceptance Maintenance

Learn about a powerful discipline to ensure that your new or rebuilt press gives you what you expected for many years to come.

Topic: New Inserters and Increasing Inserting Capacity

Several vendors will review their latest offerings of new inserters and capacity add-on options for existing equipment.

For session details, visit www.ncproduction.org

Afternoon Social

4:00 pm - 6:00 pm

Crystal Coast Ballroom

Post-Conference Executive Committee Meeting

6:00 pm

Park Boardroom

Please see any committee member during the conference if you'd like to join next year's committee.