



# north carolina newspaper production conference

**FRIDAY, MAY 16**

## 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, 8:30 AM Launch**

Harris Lake

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 17**

## Supplier 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**

**Empire D/E**

## General Session

**9:00 am - 10:15 am**

**Auditorium**

### ■ Call to Order & Welcome

Tim Moore, Chairman, Cox NC Publications (Greenville)

Jason Hoffman, Vice Chairman, Sun News (Myrtle Beach, SC)

### ■ Platinum Sponsor Presentations

### ■ Special Guest Speakers: *The Future of Newspapers*



**10:15 - 11:00: MORNING BREAK (Visit the Supplier Showcase!)**

**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:

Future of Pre-Press: Centralized Operations

Hear from area newspapers who have consolidated Ad Production or toning for several other newspapers.

### Today's Pressroom

Auditorium

#### Topic:

Future of Pressrooms: Digital Printing

Hear from a number of vendor tech reps about what they are working on for the next generation of presses, especially digital printing.

### Post-Press / Mail Room

Crown Room

#### Topic:

Future of Post-Press: They're All Good Inserts

Hear from a number of vendor tech reps about what they're developing to better address the "thin and slick" present and future.

**12:00 - 1:30: LUNCH in Empire D/E (Visit the Supplier Showcase!)**

### Digital Workflow Software

Come hear from a number of vendor tech reps about their digital workflow software offerings.

#### Topic:

New Technology/ Training Programs

This session will feature speakers from newspapers who have developed robust training programs for their pressroom employees.

#### Topic:

Direct Mail

Some newspapers are dealing with the threat that direct mail poses by going on the attack, and developing their own direct mail operations. Hear about how to do it from those who have already done it.

**2:30 - 3:00: AFTERNOON BREAK (Visit the Supplier Showcase!)**

### Design & Preflight Software Roundtable

Come share and learn about other newspapers' experiences with hardware/software integration, upgrades, commercial work and pdf workflow.

#### Topic:

Maintenance Programs

Maintenance programs that save you money - Predictive maintenance and importance of tracking equipment BEFORE it breaks.

#### Topic:

Productivity Gains

To reduce costs, we have to do a better job with maintenance and tracking productivity to achieve gains. Hear from small, medium and large area newspapers who have made this a major area of focus and seen results.

**For session details, visit [www.ncproduction.org](http://www.ncproduction.org)**

## Afternoon Social

**4:00 pm - 6:00 pm**

**Empire D/E**

## Post-Conference Executive Committee Meeting

**6:00 pm**

**Capital City**

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