

PANHANDLE PRESS ASSOCIATION'S Going Postal! in Canyon, Texas

The post office can be a frustration for any newspaper, and this year PPA is hoping to help you solve problems you may be having. Bring your questions & postal reports when you join us for the 102nd Annual PPA Convention March 29-31 in Canyon, Texas.

We're going postal with Max Heath, National Newspaper Association's Postal Guru. Max will lead a session on Postal Issues and will also meet with you individually to go over your postal report.

Other happenings at this year's convention:

- Fred Anders & the TPA Mobile Lab - "InDesign"
- Historical Services available from the Panhandle Plains Historical Museum
- News Writing with Dave Wohlfarth
- Social Media & your newspaper
- Revenue & Marketing Roundtable led by Kim Bruce with WTAMU
- Our speakers - Jodi Thomas & Don Newbury
- 2011 Better Newspaper Contest Awards Lunch

You won't want to miss this convention! Register today with the form on the back of this page!



PANHANDLE PRESS ASSOCIATION'S Going Postal! in Canyon, Texas

102nd Annual Convention Speakers & Presenters • March 29 - 31, 2012



MAX HEATH



For more than 25 years, Heath has chaired the Postal Committee of the National Newspaper Association, and he writes a monthly Postal Tips column for Publisher's Auxiliary. He was named to the Postal Service Mailer's Technical Advisory Committee (MTAC) representing NNA in 1989 and is also on the national Periodical Operations Advisory Committee, the Periodicals Advisory Group, and other working groups of MTAC. He received the NNA President's Award in 1989 and 2007, Ambassador Award in 1992, and coveted Amos Award for service to NNA in 1994. The Postal Service presented him a Special Achievement Award Sept. 2, 1998 at the National Postal Forum.

He conducts seminars on "Maximizing Postal Savings and Delivers" for newspaper associations and groups as part of NNA's outreach to the industry. He is past NNA director for Region 3. For postal Reclassification in 1996, Heath participated in a USPS national satellite training broadcast for unbound periodicals. He served on a similar Product Redesign Task Force in 2003-4. He was a witness in the 2006

DON NEWBURY



Postal Rate case for NNA, and has testified in other cases since the 1990s. In addition to his duties at NNA, Heath is a consultant for Publishing Group of America (American Profile, Relish, Spyn) and Landmark Community Newspapers, LLC.

Philosopher, university president, author, humorist, teacher, patriot, and more! Dr. Newbury wears many hats, and with 5,700 appearances under his belt in 45 of these United States, he has accumulated thousands of interesting and hilarious experiences. He's had so many of them, he's less certain now than in early going how to prioritize them! Added to them in 2002 was the release of his first book- When the Porch Light's On... Stories of People, Popcorn and Parasails. His hilarious memoirs of 40 years in higher education and more than a million miles on the speaking trail have been highly acclaimed by numerous newspapers and thousands of readers. Now a full-time speaker and writer, Dr. Newbury's reputation as an outstanding speaker is well-known.

Long billed as a humorist and

JODI THOMAS



the "nation's 'unstuffed' college president," his "speaking style" has been compared to Paul Harvey and Will Rogers. Newbury's weekly column of humor and inspiration now appears in about 150 Texas newspapers and is heard on selected radio stations. "The Idle American" is now in its eighth year of syndication.

A fifth generation Texan, romance author Jodi Thomas chooses to set the majority of her novels in her home state, and those stories have earned her an impressive list of distinguished awards. Her first book, Beneath the Texas Sky, won the National Press Women's Novel of the Year in its category. Book two, Northern Star, was named best novel by the (Texas) Panhandle Professional Writers and the Oklahoma Writers Federation, Inc., an organization of writers' groups from several states. Book three, The Tender Texan, was Thomas's first national bestseller and won her the first of her Romance Writers of America (RWA's, the \$1.5 billion romance publishing industry's equivalent of an "Oscar."

With a degree in Family Studies,

KIM BRUCE



Thomas is a marriage and family counselor by education, a background that enables her to write about family dynamics. Honored in 2002 as a Distinguished Alumni by Texas Tech University in Lubbock, Jodi enjoys interacting with students on the West Texas A&M University campus, where she currently serves as Writer in Residence. When not working on a novel or inspiring students to pursue a writing career, Jodi enjoys traveling with her husband, Tom, renovating a historic home they bought in Amarillo, and "checking up" on their two grown sons.

An instructor of Mass Communication at West Texas A&M University, Bruce has worked in public relations with the University, small businesses, and non-profit companies. Her experience includes more than seven years as the editor of the West Texan, the WT's alumni magazine. She earned her bachelor's degree in journalism at WITAMU in 1994 and her master's degree in speech communication at WITAMU in 2001. Today she teaches journalism and public relations courses and

DAVE WOHLFARTH



serves as the adviser of the Eternal Flame, the University's photo book. Her research interests include effective public relations for small businesses and active learning strategies as applied in the college classroom.

A former sports journalist and journalism professor, Wohlfarth spent three decades in the newspaper business. He worked for 27 years as a sports writer and editor and then retired after 17 years at West Texas A&M University. Working with PPA Hall of Fame Member Mike Haynes, Wohlfarth co-authored and co-edited Pride of the Plains, which chronicled 50 years of the Panhandle Sports Hall of Fame. Dave wrote 62 biographies, each one being about 700 words on the different members of the hall. During his time at WT, Wohlfarth spent 12 years as the advisor of the student newspaper, The Prairie.

After his retirement, Wohlfarth and his wife, former newspaperwoman Cathy Morfiddle, started Double Diamond Editors, a freelance writing and editing business.

AND ALSO FEATURING: Fred Anders & the TPA Mobile Lab, The 2012 PPA Hall of Farmers, and the 2011 Better Newspaper Contest Winners!



PPA APPRECIATES THE SUPPORT OF OUR HOST CITY - CANYON, TEXAS!



SPRING FLING

Shop around Canyon's square and see the recently restored exterior of the 1909 Randall County Courthouse.

Canyon's merchants are eager to greet special guests of the PPA convention. The Canyon Chamber of Commerce will hold its annual Spring Fling with great deals and fun events:

Saturday, March 31
9 a.m. to 5 p.m.



Reserve your room today!

Best Western Palo Duro Canyon Inn & Suites

Canyon, Texas

\$85 a night plus tax

Deadline: March 1

806-655-1818



See you at the convention in March! For any questions, call Ashlee Estlack at 806-874-4808 or 806-662-4687.