

ATTENDEE REGISTRATION FORM

CNPA PRESS SUMMIT • MAY 3-5, 2012
 DOUBLE TREE BY HILTON SAN JOSE



Please Print

One form per person.

Name _____ Nickname for Badge _____

Title _____ Newspaper/Company Name _____

Address _____ City, State, Zip _____

Telephone _____ Fax _____ E-mail _____

Principal registrant Additional registrant Saturday BNC Only registrant First-time attendee

1 FULL-TIME MEMBER PACKAGES

FULL-TIME MEMBER SECTION 1 PRICING

Includes admission to all educational sessions and all ticketed meal events. Select your entrée choices below.

	Early Bird Discount by March 2	Advance Discount by April 2	After April 2
<input type="checkbox"/> Principal Newspaper/Allied Member	\$499	\$599	\$699
<input type="checkbox"/> Principal Associate/ College Member	\$275	\$299	\$335
<input type="checkbox"/> Additional Newspaper/ Allied/Associate/College Member	\$275	\$299	\$335

Select your entrée choices.

- Thursday Welcome Luncheon
 - Grilled Beef Flat Iron Steak Seared Salmon Vegetarian Casserole-Sunchoke, Parmesan, Eggplant and Zucchini
- Friday Luncheon
 - Grilled Petite Beef Filet Potato Crusted Sea Bass Four Cheese Ravioli
- Friday Dinner
 - Beef Tenderloin Pistachio Seared Halibut Terrine of Grilled Vegetables
- Saturday BNC Awards Show and Buffet Lunch



Indicate any special dietary needs.

SECTION 1 TOTAL = \$ _____

2 ADDITIONAL MEMBER A LA CARTE PRICES

ADDITIONAL MEMBER A LA CARTE SECTION 2 PRICING

A principal registrant from your newspaper or company must be registered for you to be eligible for the a la carte prices. A \$49, \$59 or \$69 registration fee applies.

Name of principal registrant _____


<input type="checkbox"/> Registration fee for Additional Newspaper/ Allied/Associate/College Member	Early Bird Discount by March 2	Advance Discount by April 2	After April 2	
	\$49	\$59	\$69	= \$ _____

Entree selection on next page...

2 ADD'L. MEMBER A LÁ CARTE PRICES...Cont'd.

Early Bird Discount by March 2 Advance Discount by April 2 After April 2

- Thursday Welcome Luncheon
 - Grilled Beef Flat Iron Steak Seared Salmon Vegetable Casserole \$55 \$60 \$65 = \$ _____
 - Friday G.A. Luncheon
 - Gilled Petite Beef Filet Potato Crusted Sea Bass Four Cheese Ravioli \$60 \$65 \$70 = \$ _____
 - Friday Dinner
 - Beef Tenderloin Pistachio Seared Halibut Terrine-Grilled Vegetables \$75 \$80 \$85 = \$ _____
 - Saturday BNC Awards Show and Buffet Lunch \$59 \$59 \$69 = \$ _____
- SECTION 2 TOTAL = \$ _____


 Indicate any special dietary needs.

3 SATURDAY ONLY REGISTRATION

SAT. ONLY BNC MEMBER SECTION 3 PRICING

Early Bird Discount by March 2 Advance Discount by April 2 After April 2

- 9:00 a.m. to 11:00 a.m. "Investigative Journalism in the Digital Age"
 - 11:15 a.m. to 1:15 p.m. BNC Awards Show and Buffet Lunch \$59 \$59 \$69 = \$ _____
- SECTION 3 TOTAL = \$ _____

 Indicate any special dietary needs.

4 TOTALS AND METHOD OF PAYMENT

Check AMEX VISA MC Discover
Check should be made payable to CNPA.

SECTION 1 TOTAL = \$ _____

SECTION 2 TOTAL = \$ _____

SECTION 3 TOTAL = \$ _____

TOTAL = \$ _____

If paying by credit card,
add 3% processing fee = \$ _____

TOTAL AMOUNT DUE = \$ _____


_____ Credit card number

_____ CC Verification Code _____ Exp. Date

_____ Name as it appears on credit card

_____ Billing Address-Street Number

_____ Billing Address-Zip Code

 If you require special accommodations to fully participate, please attach a detailed description of your needs.

Mail with payment to CNPA Press Summit
2000 O St., #120
Sacramento, CA
95811-5299

Fax line 24/7
916.288.6002

Call Debbie Foster
916.288.6018
8:00-4:30 p.m.
PST, M-F

POLICIES

Pre-Summit Guest Roster

CNPA must receive your registration by April 5, 2012 in order for your name to be listed in the pre-Summit guest roster available on site. After April 16, all registration will be on site.

Summit Refund Policy

Summit registrations cancelled in writing by April 9, 2012 will be refunded, less a \$50 administrative fee. No refunds will be processed after April 9, 2012.

Registration questions? Contact Debbie Foster at 916.288.6018 or debbie@cnpa.com.

Summit questions? Contact Diane Donohue at 916.288.6017 or diane@cnpa.com.

HOTEL ACCOMMODATION

DOUBLETREE BY HILTON SAN JOSE
2050 Gateway Place, San Jose, CA 95110
408.453.4000 sanjose.doubletree.com

DEADLINE: March 29, 2012 — Group Rate: \$139

San Jose, the heart of Silicon Valley and birthplace of innovation, is the site of the CNPA 2012 Press Summit. DoubleTree by Hilton San Jose is located less than a half-mile from San Jose International Airport, 45 minutes from San Francisco International Airport (SFO), and an hour south of San Francisco and north of Monterey/Carmel.

Guests can conveniently access the complimentary hotel shuttle by calling the hotel directly. Airport check-in kiosks and flight status screen are available in the hotel lobby. Valet parking is \$21 per day, and generous self parking at \$5.00 per car per day (reduced from \$18) is available at the hotel.

The CNPA group room rate is \$139 single/double occupancy, plus 13.1% hotel occupancy tax and 9.25% sales tax, and a \$1.00 hotel business improvement district fee.

Reserve your room online at www.cnpa.com. Scroll down the left navigation bar to Events. Click 2012 Press Summit. Access "Online Room Reservation." You may also make your hotel reservation by calling 1.800.HILTONS. Identify yourself as a guest of the CNPA event to qualify for the group rate. Reserve your room before March 29, 2012, to be eligible for the group rates. Check-in time is 3:00 p.m.; check-out time is noon. Complimentary high-speed wireless Internet access in all guestrooms. The hotel is pet friendly.

A variety of superb dining experiences are offered at DoubleTree by Hilton San Jose: Spencer's for Steaks and Chops, 2050 Lounge & Bar, Sushi Totoro, Sprig's Restaurant, Espresso Bar proudly serving Starbucks Coffee, and Club Max.



Tentative Schedule

Thurs., May 3, 2012

7:30 a.m.-9:00 a.m. Executive Committee Meeting
9:15 a.m.-10:05 a.m. Governmental Affairs Committee
10:05 a.m.-10:25 a.m. Annual Business Meeting
10:30 a.m.-11:30 a.m. Board of Directors Meeting
11:30 a.m.-7:00 p.m. Sponsor Display Tables
11:45 a.m.-1:00 p.m. Welcome Luncheon - Christopher Thornberg, Beacon Economics
1:15 p.m.-3:15 p.m. Advertiser Roundtables
3:30 p.m.-4:30 p.m. Sponsor/Newspaper Social
6:00 p.m.-7:00 p.m. Opening Night Reception

Fri., May 4, 2012

8:00 a.m.-9:00 a.m. Best Practices for Daily Deals
8:00 a.m.-4:30 p.m. Sponsor Display Tables
9:15 a.m.-10:15 a.m. Digital Mobile Sales
10:30 a.m.-11:30 a.m. Adaptive Management
11:45 a.m.-1:15 p.m. Friday Luncheon
1:25 p.m.-2:35 p.m. Running Web as a Profit-First Business
Mel Taylor, Mel Taylor Media
2:45 p.m.-3:45 p.m. Growing Revenue, Marketshare and Community Service through Social Media Best Practices
Bill Mitchell, Poynter
4:00 p.m.-5:00 p.m. Legal Considerations with Social Media and Other Digital Platforms
6:00 p.m.-9:00 p.m. Reception, Dinner and Entertainment

Sat., May 5, 2012

9:00 a.m.-11:00 a.m. Investigative Journalism in the Digital Age: Accessing databases to help the community hold government accountable
11:15 a.m.-1:15 p.m. BNC Awards Show and Luncheon

**2011 CNPA PRESS SUMMIT SNAPSHOTS
WILSHIRE GRAND HOTEL LOS ANGELES**



*All photos, from L to R: 1. California Assembly Member Ricardo Lara (D-South Gate); Jeff Gottlieb and Steve Marble, Los Angeles Times; Ken Pulskamp, City Manager, City of Santa Clarita. 2. Martha LaCroix and Melanie Polk, Los Angeles; Ron Redfern, The Press-Enterprise, Riverside; Holly Redfern. 3. Eddy Hartenstein, Los Angeles Times. 4. Paul Nyberg, Los Altos Town Crier; McAvoy Layne, aka Mark Twain; Liz Nyberg. 5. Bill Niese, formerly Los Angeles Times; Antonio Villaraigosa, Mayor, City of Los Angeles. 6. Randall Brandt, American Circulation Innovations; Mark Adkins, San Francisco Chronicle; Mike Hinson, Transcontinental Northern California. 7. CNPA Past Presidents. *Back row:* Jerry Bean; Ron Redfern, Craig Harrington, George Riggs; Frank R.J. Whittaker; *sitting:* Lynn Dickerson, Will Fleet, Jack Bates (former CNPA Executive Director), Rowland Rebele; Al McCombs. Missing from photo, Marcia McQuern. 8. Eddie Verdugo, Linda Townson, Daniel Verdugo, Community Media Group, Cypress. 9. Ed Tiles (background) USA Weekend; Paul Hatcheson, Novato; Cheryl Dell, The Sacramento Bee.*

Photos by Scott Smeltzer, scottsmeltzer@mac.com

Disclaimer: Please be advised that a CNPA photographer will be taking photos at the 2012 Summit. As a registered participant, you agree to be included in photographs that may be used for future publicity or marketing materials.