

TAKING THE NEXT TURN





Sunday, September 26

4:30 – 6:00 PM Conference Registration

6:00 – 7:30 PM Poolside Cocktail Reception

Monday, September 27– A Day to Embrace

Changing The World - how tools, technology, services and turn-key opportunities are at each of our finger tips. In this session, we will explore the variety of options that are a driving force from outside of our industry, yet made for our industry.

Building The Brand - A dynamic look at how a city became a brand, and then the benchmark for so many other cities.

New World Order - in this session, we bring together leadership from several newspapers in Southern California who have all experienced change; some through bankruptcy reorganization, some through purchase, and some through perseverance. This insightful session will expose "management" ideals for our industry.

Mingle With Management - hosted cocktail party.

Tuesday, September 28 – A Day to Endeavor

What The World Needs Now - we attempt to do what's best for our customers, but are we fully aware of what they need next? This session will bring together leadership from Real Estate, Builders, Automotive, Health Care, Recruitment and the Funeral Industry. We'll explore what they are doing, where their needs are and what a perfect world will look like. A session that will give you strong take-always of "what's next!"

Automation - How easy is automation or self-service across all platforms? Is this just a private party play, or can we endeavor to utilize it as our next selling force? Learn what is working in several McClatchy settings, and how you can make this work for your newspaper as well.

Intensives - Speaker lead breakout sessions

Session 1 choose between these 4 breakouts:

Real Estate - builder focus. Automotive - best practices/using data. Recruitment - online vs. print.
Yahoo! BT - idea session

Session 2 choose between these 4 breakouts:

Real Estate - Realtor® focus. Automotive - pot, dirt or rock lots... Recruitment - health care best practices.
Weddings & Funerals - How to from engagement to interment.

Session 3 choose between these 4 breakouts:

Real Estate - rentals. Automotive - RVs, Toys, Motorcycles... Recruitment - colleges, schools and niche markets.
Mobile Plays

Fun Night - It's time to relax, Southern California Style ... a hosted evening of cocktails, talent, karaoke, dinner and dancing! Resort wear encouraged!

Wednesday, September 29 – The Day We Embark

Facing The Future - On one stage we will have a newspaper leader, product vendor, and online pioneer discuss the future of our industry. You'll find this to be one of the most interesting and intensive sessions in our conference history. It is Craig's List vs. Newspaper vs. Pure Play Brand.

Adicio Best Practices Classifieds Workshop - held immediately after the end of the WCAA Conference on Wednesday, Sept. 29. This free workshop offers a great opportunity for non-Adicio clients to learn about classified best practices from Adicio clients and hear what's on the roadmap for development this year and beyond. It's also a wonderful chance to network with Los Angeles-area classified colleagues who didn't attend WCAA. Lunch is included, and we expect to wrap up by 5:00 PM that afternoon. However, you must pre-register to attend by contacting Tony Lee at tony@adicio.com or 609-737-2442.

*Program subject to change. For the most up-to-date information visit us at www.mywcaa.com

Registration Fees

Full Registration \$99

This year's registration fee includes membership dues.
You must be at least 18 years of age to attend the conference.

Fee includes all conference sessions, (3) breakfasts, (2) lunches, Fun Night and Sunday Cocktail Reception.

Day Pass – Monday – (includes lunch): \$69
Monday – Optional Fun Night: \$39
Day Pass – Tuesday – (Includes Lunch): \$69
Day Pass – Wednesday (1/2 day session): \$69
Spouse or Guest – Sunday Reception and/or Fun Night: \$39 each event

Hotel Information

Sheraton Park Hotel at the Anaheim Resort
1855 South Harbor Boulevard
Anaheim, CA 92802
Phone: (714) 750-1811

Special WCAA room rate: Single/double \$129 per night, plus tax.
With \$25 per room, per night, food & beverage credit.

To make reservations online, copy and paste the following into your browser:
<http://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=0912115384&key=6535A>, or simply go to www.mywcaa.com and click on the hotel link.

Rooms must be reserved by September 7, 2010 to receive this special rate.
A limited number of rooms have been reserved so make your reservations today!

Transportation to the Hotel

Hotel is located 9 miles from John Wayne Airport, 25 miles from Ontario Airport and 30 miles from LAX. Only 2 miles from the Anaheim Amtrak Station. The hotel's website offers more details about transportation options and parking fees - copy and paste the following into your browser: <http://www.starwoodhotels.com/sheraton/property/area/transportation.html?propertyID=1569>, or simply go to www.mywcaa.com and click on the hotel link.

For more information, please contact:

Conference Registration & WCAA Membership:
Christine Schriock, choladay@swiftcom.com, 970-384-8969

Exhibitor & Sponsorship Opportunities:
Rebecca Bradner, rbradner@reviewjournal.com, 702-383-0316
Leslie Nagy, lnagy@cnjonline.com, 575-763-3431

Conference Program & Chairperson:
Bill Cummings, bcummings@freedom.com, 949-293-0280



CONFERENCE REGISTRATION INCLUDES YOUR 2010 MEMBERSHIP DUES

Registration Form

Western Classified Advertising Association

2010 Conference Registration | September 26-29, 2010

Please type or print and mail completed registration with full payment (make check payable to WCAA, use separate form for each attendee) to:

Christine Schriock
Colorado Mtn. News Media
2014 Grand Ave
Glenwood Springs, CO 81601

Or register online at: mywcaa.com with your Visa or Master Card.

First Name _____ Last Name _____

Title _____

Newspaper or Firm _____

Circulation _____

Name Desired on Badge _____

Address _____

City, State, Zip _____

Phone _____ FAX _____

Email _____

Website _____

___ Check here if this is your first WCAA conference

Full Conference Registration \$99 Total \$ _____

Additional attendees from same paper \$99 or if more than 3 attend, 4th person is free Total \$ _____

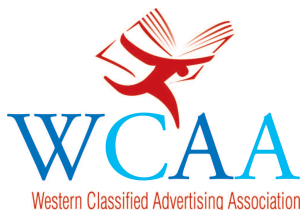
Day Pass (Monday, Tuesday, Wednesday) \$69 each day (circle day) Total \$ _____

Spouse/Guest Registration _____

Name _____

Fun Night \$39/Welcome Reception \$39 _____ Total \$ _____

TOTAL (make check payable to WCAA) \$ _____



All Are Welcome! An Adicio Best Practices Classifieds Workshop will be held immediately after the end of the WCAA Conference on Wednesday, Sept. 29. This free workshop offers a great opportunity to learn about classified best practices from Adicio clients and hear what's on the roadmap for development this year and beyond. It's also a wonderful chance to network with Los Angeles-area classified colleagues who didn't attend WCAA. Lunch is included, and we expect to wrap up by 5:00 PM that afternoon. However, you must pre-register to attend by contacting Tony Lee at tony@adicio.com or 609-737-2442.

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