



About the Conference

Plan now to attend the NDPC spring conference in Grand Forks! We look forward to welcoming you to our city! You'll

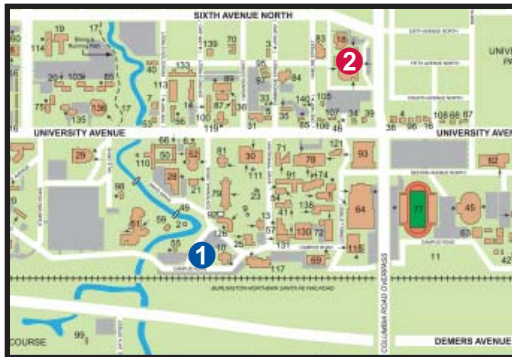
benefit from an interesting lineup of speakers who offer valuable insight into their fields, ranging from Web marketing to the communication strategies for election success. Register today and get ready to enhance your professional perspective and create vital links with others in your field!

Sponsors

Please thank these generous sponsors!

- Blue Cross Blue Shield of North Dakota
- Greater Grand Forks Convention & Visitors Bureau
- North Dakota Newspaper Association
- Rite Spot Liquor Store
- UND Center for Community Engagement
- UND President's Office

Getting Around



- ① North Dakota Museum of Art, Campus Road
- ② Medical School building, just off Columbia Road



North Dakota Professional Communicators Conference **2008**



New Tools for Success

Spring 2008 Professional Conference

**Friday & Saturday,
April 25 – 26**

University of North Dakota
Grand Forks

ndpc
north dakota professional communicators



Schedule

NDPC members: Social hour Saturday, April 26, at 6 p.m., awards banquet at 7 p.m.; annual meeting Saturday at 8 a.m.

FRIDAY April 25

North Dakota Museum of Art

6 p.m. Reception

For NDPC members, candidates & staff

7:15 p.m. Candidates' Forum

Open to the public

Moderator:

Mike Jacobs, editor & publisher, Grand Forks Herald

Panelists:

- Former North Dakota Lt. Gov. Lloyd Omdahl, newspaper columnist and UND political science professor
- Earl Strinden, former minority leader of the N.D. House of Representatives

Candidates for:

- U.S. House of Representatives
- Governor/Lieutenant Governor
- State Superintendent of Public Instruction
- State Auditor
- State Insurance Commissioner
- State Public Service Commissioner
- State Treasurer

SATURDAY April 26

All sessions at the UND School of Medicine & Health Sciences (unless otherwise noted)

8 a.m. NDPC Members Meeting

9 a.m. New Tools for Election Success

Rick Gion, N.D. Democratic Party, and Gary Emineth, N.D. Republican Party, will

discuss the range of options to reach and motivate voters.

10:15 a.m. Web Site Marketing: Trends & Strategies

What's the latest wisdom on how and what to do to reach your audience?

- Jen Strickler, Flint Interactive, Simmons/Flint advertising agency

11:30 a.m. College Awards Luncheon

Honor the winners of NDPC's statewide college communications contest!

1:15 p.m. Can You Go Home Again?

A veteran journalist talks about his experience at the Minneapolis Star Tribune and his decision to return to his North Dakota roots.

- Chuck Haga, general assignment reporter, Grand Forks Herald

2:30 p.m. Tornado! Communications in Disaster

Northwood officials tell of their experience in crisis and recovery, and the role communications played in meeting challenges and achieving lasting success. Speakers include:

- Marcy Douglas, Northwood city administrator
- Cheryl Korsmo, nurse manager, Alzheimer's unit, Deaconess Hospital
- Sharon Ericson, CEO, Valley Community Health Centers

4 p.m. Tour: UND Center for Aerospace Sciences

NDPC member Karen Ryba has graciously coordinated a tour of this fascinating area!

6 p.m. NDPC Awards Banquet

Eagles Crest Grill, Kings Walk Golf Course, 5301 South Columbia Road



Registration

Name _____

Address _____

City _____

State _____ ZIP _____

Daytime phone _____

E-mail _____

I plan to tour the aerospace center.

Early Bird rate (register by April 10):

NDPC Members | Non-members

Fri./Sat. (all events) \$65 | \$75 \$_____

Saturday only \$55 | \$65 \$_____

After April 10: Members | Non-members

Fri./Sat. (all events) \$75 | \$85 \$_____

Saturday only \$65 | \$75 \$_____

Banquet only \$20 \$_____

Saturday evening banquet preference:

Chicken cordon bleu

Broiled or deep-fried walleye

Broiled or deep-fried shrimp

Prime rib (12 oz.)

Steak tips

Pasta primavera (vegetarian)

Students & guests

Sat. sessions & lunch \$25 \$_____

Lunch only \$12 \$_____

TOTAL: \$_____

Send this form and check made out to NDPC by April 10 to: Ellen Crawford, 2001 Park Blvd., Fargo, ND 58103. For more information, call Pamela Knudson at (701) 775-9836 or e-mail pknudson@gra.midco.net.

Accommodations: For hotels and motels, call (800) 866-4566 or see www.visitgrandforks.com.