

# POWER OF THE PRESS



**Brent Walth, News Editor of the Willamette Week**

Brent Walth is the managing editor for news at Willamette Week, Portland's alternative weekly newspaper. A 1984 graduate of the University of Oregon School of Journalism and

Communication, Brent covered the Oregon Legislature and served as Washington, D.C., correspondent, for The Oregonian, where he later worked for a decade as senior investigative reporter. He's the author of Fire at Eden's Gate, a biography of former Oregon Gov. Tom McCall, and his work has appeared in Best Newspaper Writing. He has taught journalism at the U of O, Portland State University and Harvard University. He is a five-time winner of the Bruce Baer Award, Oregon's top reporting prize, and in 2001 he shared the Pulitzer Prize for Public Service.



**Kelly Wirges, President/CEO of ProMax Training & Consulting**

For over 25 years, Kelly has assisted companies increase sales and revenue in all facets of business. In her career, she has enjoyed positions in sales, marketing and management and has been a partner at an advertising agency focusing on small business development. In 1993, she founded ProMax Training & Consulting, Inc. ProMax develops practical, customized solutions that help companies retain, develop and align talent with business strategies.

July 16 – 17 2015  
Salishan Spa & Golf Resort  
Gleneden Beach, OR

ONPA 4000 Kruse Way Place, Bldg 2 Ste 160,  
Lake Oswego, OR 97035

# Advertising Conference

## Thursday

11:30-12:30 Lunch- **Welcome and Introductions/Best Ad Ideas Contest Awards**

12:30-1:30 Session- **Kelly Wirges - Prospecting that Pays** (Gallery Room)

Bottom line: most salespeople detest, and therefore, avoid prospecting. This session will help even those that are uncomfortable with the process implement a methodology that not only creates sales opportunities, but is also enjoyable (really!). It will provide guidance on proactively preparing a sales strategy each month and determining your individual “magic prospecting number” to achieve your goals and give yourself a raise. You will learn how to successfully approach prospects in a manner that opens doors, and keeps them open, even if prospects initially tell you they are not interested. This session is a must for those that sell, and those that lead sales teams.

1:30-1:40 Break

1:40-2:45 Session- **Kelly Wirges - RAVE -- Retain Advertisers by providing Value & Expertise** (Gallery Room)

Acquiring new clients is difficult. Keeping them is also a challenge. Join this session to learn retention techniques to ensure you have enthusiastic, long-term clients that RAVE about you, and provide you referrals to help you increase your customer base and commissions.

2:45-3:15 Session – **Kelly Wirges - Ring/Rope Exercise – Teamwork & coaching exercise** (Gallery Room)

3:15-4:30 Session- **Kelly Wirges - Developing a Competitive Multi-Media Advantage** (Gallery Room)  
Advertising options are great; competition is fierce. This

session teaches methods to assist salespeople in becoming the media consultant of choice by recommending the right combination of solutions, at the right time, to produce the right results. Tips and techniques are shared to encourage representatives to establish their personal competitive advantage by offering strategic multi-media advice and developing customized solutions that create a WIN-WIN-WIN ~ a win for clients, a win for the company, and a win in commissions.

## Friday

8 am-9am Breakfast (Gallery Room)

9:15am-10:15 Session – **Best Revenue Idea** (Pine Room)  
*The Best Just Got Better* was such a success last year that we are doing it again. Attendees are each allowed four minutes to present to the group a *new* and *unique* advertising revenue-generating idea to the large group. You must have deployed this idea since last year’s convention (July 2014 – June 2015). Cash prizes will be awarded to the best revenue generating ideas. 1st = \$150 | 2nd = \$75 | 3rd = \$50

# Publishers Conference

## Thursday

3:45-4:30 pm ONPA Board Meeting (Lincoln Room)

5:30-6pm Past President reception (TBD)

6-7pm- Reception – All welcome (TBD)

7pm Awards Banquet (Cedar Tree)  
Hospitality (Executive Suite)

## Friday

8-9am Breakfast (Gallery Room)

8:45-9:15am Session - **Business meetings**

**Associated Press-** (Lincoln Room)

**ONPA -** (Pine Room)

ONPA business meeting will have Gallatin Group lobbyists present to review the 2015 legislative session.

9:15-10:30am – Session- **Speaker Kelly Wirges - Leading through Change** (Cedar Tree)

It is an understatement to say that leading and managing is challenging in today’s competitive, complex and changing environment. Creating a top performing team takes different skill sets than it did just a few years ago. This session will identify the focus and mission of top-performing leaders and companies. It will provide guidance on ensuring goals are met, people are motivated and creating a work environment that is both rewarding and enjoyable.

10:45am-12:00pm – **Brent Walth- Small watchdog and investigative stories can make more of a difference than big projects** (Cedar Tree)

12:00-1:30pm Awards Luncheon - **General Excellence, installation of new ONPA President and board.** (Gallery Room)