

MFCP is pleased to welcome



DUSTIN JAMES
KEYNOTE SPEAKER &
ADVERTISING SALES

Dustin E. James is America's Top Corporate Energizer. He is on a mission to elevate the workplace by helping corporations increase sales performance by building resilient, connected, and creative leaders. This motivational speaking powerhouse takes energy and engagement to an entirely different level. Dustin has presented to over 500,000 individuals in-person and virtually throughout the United States.

Dustin has earned and is a Certified Speaking Professional (only 15% of

speakers in the world). Dustin's interactive learning experiences motivate and inspire through massive crowd engagement, creativity, and professional story telling. Creativity is his calling card, with over 200+ plus stories to tailor for each of his events.

Dustin is the CEO of Moments Performance Group, has been a TOP PERFORMER in 4 different industries. He is a proud husband and father of two, a serial entrepreneur and a TEDx Speaker.

8:15 A.M. – 9:45 Keynote

Create Everyday EXCELLENCE - Shaping the Future, Honoring the Past

This interactive keynote integrates music and massive crowd engagement. You will learn to create intentional focus, driving greater success in your life and business. Master the Four E's - Emotion, Education, Experience, and Energy. You will identify critical areas of your life that can be controlled and allow you to stand out in any market. We need to grasp a clear understanding and commit to excellence in all aspects of our daily lives. We participate in a busy world and can find ourselves chasing sales numbers, competing both externally and internally. We need to quit comparing material things in life and start committing to EXCELLENCE!

1:00 - 2:45 P.M.

Sales Strategies of Separation - Using Creativity to Connect and Deliver Meaningful Moments for your Customers

This session is designed to grow relationships. Learn how to utilize creativity to connect, stand out, and grow deeper relationships. You don't have to be a professional artist to personalize moments for customers. This session will give you the tools and simple tactics to leverage personalization to maximize simple moments. We want our customers to keep us top of mind in their decision process. After this session creativity will be your calling card!



HOLLY HOFFMAN
PROFESSIONAL
SPEAKER & AUTHOR

Holly Hoffman was the last remaining member of the Espada Tribe and the last woman standing on Season 21 of CBS' hit reality show "Survivor Nicaragua". Through that experience, and others throughout her life, Holly was inspired to share her message of survival.

A professional motivational speaker and the author of *Your Winner Within* and *Write Yourself a Note*, Holly acknowledges that life is made up of challenges, and we are oftentimes faced with situations that seem insurmountable. But within each of us is an ability to focus our thoughts, emotions, and energy to succeed—if only we have the knowledge, tools, and discipline to do so.

A native of South Dakota, Holly's

writing and speaking not only offer encouragement and optimism but a roadmap for self-discovery and spiritual enlightenment. Readers and audience members alike walk away inspired to light the fire of successful living within themselves.

Today, Holly is a recipient of the Certified Speaking Professional designation, and travels across the country and internationally, speaking to a wide variety of corporations, associations, universities, schools and women's organizations. Holly inspires her audiences to take opportunities and focus on faith, attitude, determination, confidence, desire and perseverance.

70th Anniversary Celebration BANQUET Speaker

When you eliminate unnecessary steps you can hurdle over any challenge. Are you ready to step up to the starting line and run your race? The Three Step Stride is how you take long strides to gain momentum, consistency and teamwork. On your mark, get set, GO!



WEDNESDAY, APRIL 2

3:30 P.M. - 5:15 P.M. – Leadership Roundtable Palisades I and II

6:00 P.M. – Pub Crawl Meet in Lobby

THURSDAY, APRIL 3

6:00 A.M.– Restore yoga Cascade

7:30 A.M.– BREAKFAST Falls East

8:15 A.M. – 9:45

Opening Ceremonies Falls East

KEYNOTE Dustin James

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9:45 A.M. BREAK

10:00 - 11:15 A.M. – BREAKOUT SESSIONS

SALES TRACK: Joleen Goodman ... Palisades I and II

Time and Territory Management Excellence

Boost your productivity and optimize your sales approach with practical strategies for managing your time and territory. This session identifies common time-wasting pitfalls and explores the Three Ps of effective management—Planning, Prioritizing, and Persistence.

Learn 28 proven tips to streamline your workflow and participate in hands-on exercises, including a time log review, to sharpen your skills, achieve your goals with greater efficiency and make more sales.

GRAPHICS TRACK: Russell Viers Palisades III

Character Styles on steroids

Ah the humble Character Style, often misunderstood as "just another way to make type bold," is actually quite a powerful formatting tool, for both ads and editorial pages. Not only can it make type bold, used in conjunction with Paragraph Styles, it can format text in magical ways, often automatically. In this class you'll unlock a new way of working with text, thanks to our ignored friend, the Character Style.

EDITORIAL TRACK: Lindsey Young Cascade

Creatively Covering Your Community:

Explore innovative approaches to community journalism with Kansas Publishing Ventures. Lindsey and Joey Young have cultivated a fresh, engaging storytelling style across their three newspapers in South Central Kansas? This session dives into creative techniques and unique story ideas they've developed over the past decade to enrich routine coverage. If you're looking to break free from the typical story lineup and want to infuse new life into your content, attend this workshop during which Lindsey will offer actionable ideas to keep your reporting dynamic and relevant.

11:30 A.M. AWARDS LUNCH Falls East

THURSDAY, APRIL 3 CONTINUED

12:30 - 1:30 P.M. – Are you ready to dominate today's digital landscape?

Digital Track: Joe Parker Falls East

This comprehensive digital training session with iPromote expert Joe Parker is designed with your needs in mind. In this session, Joe will cover current trends and opportunities in online advertising, examine why digital matters, and identify which businesses can benefit the most. You'll learn how to set and discuss budgets with confidence and handle common client concerns effectively.

1:45 - 3:00 P.M. – BREAKOUT SESSIONS

SALES TRACK: Dustin James Palisades I and II

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Automate Page and Ad Building with Object Styles

Maybe semi-automate is more accurate, as you have to push a couple of buttons first. Yes, once you set up Object Styles (sometimes with the help of Paragraph and Character Styles) you can format pages and ads... and entire documents, with a few simple tricks. You may not format 100 percent of the documents, but these techniques can save so much time that you don't mind doing a little clean up at the end.

EDITORIAL TRACK: Lindsey Young Cascade

Mastering Interviewing Skills:

Interviewing isn't just about asking questions; it's about crafting a conversation that reveals the story behind the words. Lindsey Young, experienced community newspaper co-owner, will guide you through the finer points of interviewing, from asking insightful questions to handling sensitive subjects and difficult sources. This session covers preparation techniques, effective follow-up strategies, and ways to manage challenging interview dynamics, helping you unlock the full potential of each interview. Perfect for editors and reporters looking to elevate their interviewing game and deepen their storytelling impact.

3:15 - 4:30 P.M. – BREAKOUT SESSIONS

SALES TRACK: Joleen Goodman ... Palisades I and II

TLI 114 - Strategic Long-Term Customer

Planning

Subtitle: Increase sales, lessen stress and create customer loyalty

In this class, you'll explore proven strategies for selling through long-term contracts, mastering the art of upselling, and creating persuasive proposals that secure commitment and growth. Gain the skills and insights needed to deliver exceptional value and build customer loyalty for the long haul.

GRAPHICS TRACK: Russell Viers Palisades III

Image Adjustment Ramblings

I take a lot of photos...a LOT of photos. And I shoot both digital and film. I mean A LOT of photos. So how in the world do I organize, find, adjust, format, and use my photos without quickly and easily? Join me as I show some tips and tricks based on whatever I end up doing during the day before this session. In short, we'll wander around, covering a lot of ground about image adjustment, metadata, and more, including any questions you might have.

EDITORIAL TRACK: Lindsey Young Cascade

Getting the Shot:

You don't need a studio full of equipment to capture compelling visuals for your publication or social channels. In this session, we'll cover key techniques for making the most of any camera—even a smartphone—to enhance the quality and impact of your photography. We'll explore practical camera settings, composition tips, and quick tricks that can make your next local event photo stand out, whether it's for the newspaper or social media. While we may not transform you into Ansel Adams, you'll leave with the know-how to capture photos that bring your stories to life.

6:00 P.M. 70th Anniversary Celebration BANQUET

.....Starlite Ballroom 10th Floor

FRIDAY, APRIL 4

8:00 A.M. – Forum Press Tour Meet in Lobby

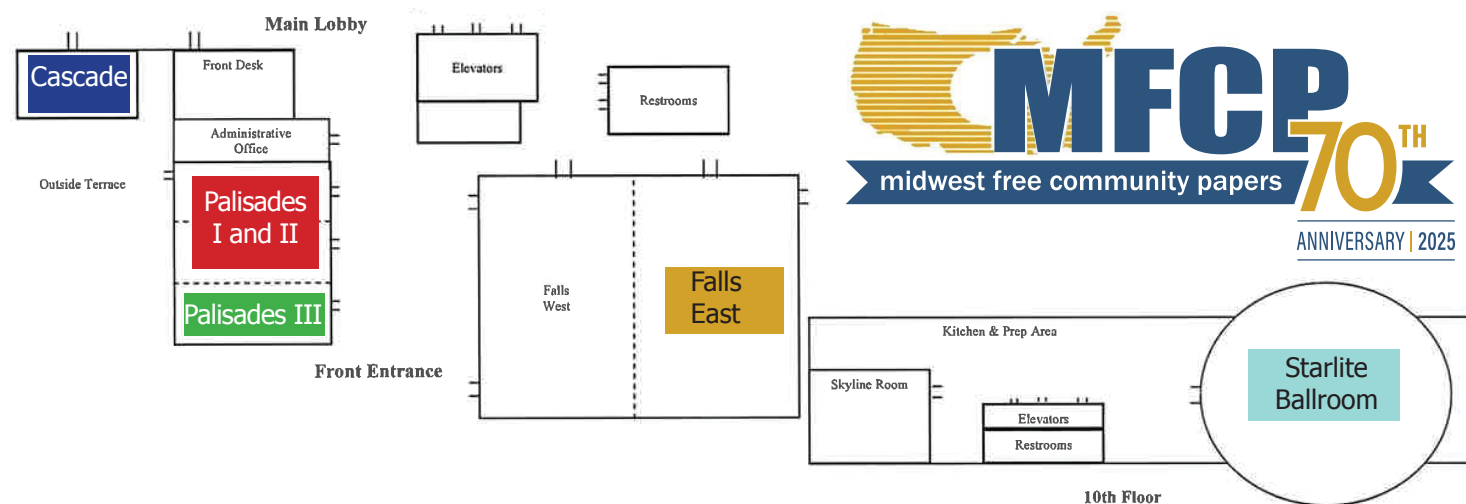
9:45 A.M. – Idea Exchange Falls East

10:30 A.M. – Membership Meeting Falls East

10:45 A.M. – Idea Exchange winners announced ...

..... Falls East

11:00 A.M. – Checkout Safe Travels



EDITORIAL TRACK.....Cascade



LINDSEY YOUNG
BUSINESS MANAGER
KANSAS PUBLISHING
VENTURES, LLC

Lindsey Young, along with her husband, Joey, is the majority owner of Kansas Publishing Ventures, which oversees the publication of three weekly newspapers: Harvey County Now, The Clarion, and The Hillsboro Free Press. They are becoming increasingly known for their innovative approach to business—implementing everything from an annual blues concert in their community to hosting readers monthly for drinks and conversation for Press Club. KPJV was featured in a recently published book, "Reviving Rural News." They are also proud to be aiding newspapers around the country to train community members to work in their newsrooms with Earn Your Press Pass, on-demand journalism training.

10:00 - 11:15 A.M. —

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DIGITAL TRACKFalls East



JOE PARKER
DIRECTOR OF SALES
IPROMOTE

Joe Parker is the Director of Sales at iPromote. He joined the company after spending time as a top sales performer at the biggest home service marketing company in the United States, and also a team lead at the world's largest SEO provider for small business. He is passionate about solutions for small businesses that allow them to compete in today's world.

Outside of work, Joe is a father of 3 and has an MBA from WGU

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SALES TRACK Palisades I & II

Jolene has a variety of experiences in her career with a metro daily, free newspapers, shoppers, niche publications, city magazines and alternative newspapers.

She began selling advertising at the Iowa State Daily in 1987 while studying art and journalism at Iowa State University. Her professional career started at The Shopper News Network in Des Moines. She then joined The Des Moines Register in 1992 where she worked in advertising sales and sales management. Jolene received the coveted J.R. Hudson Award for her outstanding performances in the company in 1994.

Jolene left the Register in 1998 to begin a family and raise her and her husband's three daughters.

10:00 - 11:15 A.M.

TLI 109 - Time and Territory Management Excellence

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JOLENE GOODMAN
TLI INSTRUCTOR

During that time, she continued working part-time in the industry for the Iowa Newspaper Association, Meredith Publishing, the Association of Free Community Papers and as

3:00 - 4:15 P.M.

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RUSSELL VIERS
GRAPHICS AND
NEWSPAPER INSIDER

Since 1981, Russell Viers has made a career in, and around, the publishing and printing industries. He began sharing his expertise of production techniques in 1997, since that time traveling to 23 countries as a speaker and trainer, teaching Adobe and Quark software to graphic designers and photographers. In addition to live training, Viers offers training online through his website, Digiversity.tv. He has also published videos for Adobe, Lynda.com, and Total Training.

distribution manager for Grimes Today, a start-up newspaper her husband created.

She joined the staff of Big Green Umbrella Media in 2007 as a contract advertising sales representative for the Iowa Living magazines division. During her time, she helped launch numerous publications and train sales reps. She served as the sales manager of the division and headed the company's recruitment and training. She now serves as the advertising director, working to continually contribute to the growth of revenue in the company.

Jolene is a native of Ames, Iowa, and holds a bachelor of arts degree from Iowa State University.