



## 85TH ANNUAL CONVENTION SESSIONS & SPEAKERS

*August 13-14, 2019*

*Embassy Suites - La Vista*

**REGISTER AT [WWW.NE-BA.ORG](http://WWW.NE-BA.ORG)**  
**Early Bird Registration Deadline is July 30th**

### MANAGEMENT

**Tues. 1:00 - 1:50PM, Legal/NAB Session**

John Wells King, Attorney

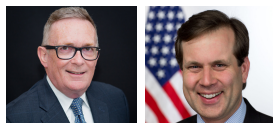
Josh Pollack, NAB Government Relations

**Tues. 2:00 - 2:50PM, Managing Millennials**

Chuck Underwood, The Generational Imperative, Inc.

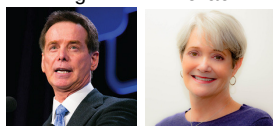
**Tues. 3:00 - 4:15PM, Better Hiring Practices**

Laurie Kahn, Media Staffing Network



King

Pollack



Underwood

Kahn

### SALES

#### RADIO

**Wed. 9:00 - 10:15AM, Digital & Integrated Marketing**

**Wed. 10:30 - 11:45AM, Developing & Retaining Long-Term Advertisers**

Jeff Schmidt, Radio Advertising Bureau

#### TELEVISION

**Wed. 9:00 - 10:15AM, Using TV & Digital to Drive Client Analytics**

Brian Allers, Television Bureau of Advertising

**Wed. 10:30 - 11:45AM, Driving Automotive Revenue**

Brad Seitter, Television Bureau of Advertising

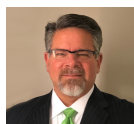
#### RADIO & TELEVISION

**Wed. 1:30 - 2:45PM, Break the Rules, Close More Sales**

L'areal Lipkins, Lipkins Consulting Group

**Wed. 3:00 - 4:15PM, Perform Like a Champion Sales Professional**

Aaron Davis, Aaron Davis Presentations



Schmidt



Allers



Seitter



Lipkins

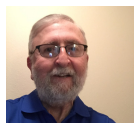


Davis

### BANQUETS & LUNCHEON

**Hall of Fame Banquet, Tues. 6:00PM**

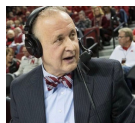
Inductees: Steve Altmaier, Ken Fouts, and Kent Pavelka



Altmaier



Fouts



Pavelka

**Keynote Luncheon, Wed. 12:00PM**

Revolution, Rights and Rock 'N Roll  
Ken Paulson, Director, National Free Speech Center, Middle Tennessee State University

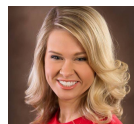


Paulson

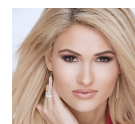
**Pinnacle Awards Banquet, Wed. 6:00PM**

Emcee: Brandi Paul with

Miss Nebraska USA 2019: Lex Najarian



Paul



Najarian

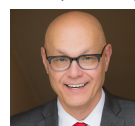
### NEWS

**Wed. 1:30 - 2:45PM, What Would Edward R. Murrow Do?**

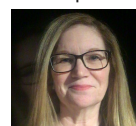
Dan Shelley, Radio Television Digital News Association

**Wed. 3:00 - 4:15PM, Investigative Reporting on a Shoestring**

Patti DiVencenzo, Investigative Reporters & Editors



Shelley



DiVencenzo



Johnson

### RADIO PROGRAMMING

**Wed. 1:30 - 2:45PM, How to IZE Your Content**

**Wed. 3:00 - 4:15PM, Be a Content Superhero**

Tracy Johnson, Tracy Johnson Media Group

### ENGINEERING

**Wednesday**

**8:45 - 9:00AM, SBE Meeting**

**9:00 - 10:00AM, FCC Regulatory & Legal Update**

John Wells King, NBA Attorney

**10:15 - 11:15AM, Faster, Cheaper, Better: Perfect Audio Now**

Kirk Harnack, Telos

**11:15 - 11:45AM, Tornado Alley Project: EAS Alerts on RDS**

James Duchesneau, NET

**11:45 - 12:15PM, Workbench Session**

John Bisset, Telos

**1:30 - 2:30PM, Omaha TV & FM Repack Experiences**

Omaha Engineers

**2:45 - 3:45PM, Trade Secrets of a Guy with a Network Analyzer**

Jeremy Ruck, Jeremy Ruck & Associates

**3:45 - 4:00PM, Nebraska EAS Update**

Rod Zeigler, KRVN/State Emergency Comm. Committee

*New This Year...*

### NBA NETWORKING LOUNGE

**Enjoy Free Cocktails and  
Expand your NBA Network!  
Wed. 4:15 - 5:15 PM**