



2023 Convention

August 8 - 9, 2023
Embassy Suites - La Vista
Early Bird Registration Begins June 20th
Register at www.ne-ba.org



Sessions & Speakers

MANAGEMENT

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

Anna Chauvet, V.P. of Public Policy, NAB
Davina Sashkin, Attorney & Partner, Wilkinson Barker Knauer, LLP

Tues. 2:00 - 2:50PM, *Nebraska's Economic Outlook*

Dr. Eric C. Thompson, Dept. Chair & Professor of Economics, University of Nebraska-Lincoln

Tues. 3:00 - 4:15PM, *Leadership Lessons From Man's Best Friend*

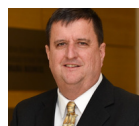
Tom Ray, Executive V.P., JDA.media



Chauvet



Sashkin



Thompson



Ray

NEWS

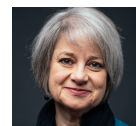
Wed. 10:30 - 11:45AM, *Moving Beyond "Repurposed Content"*

Wed. 1:30 - 2:45PM, *Taking Writing from the Ear to the Eye*

Regina McCombs, Lecturer & Senior Fellow, University of Minnesota

Wed. 3:00 - 4:15PM, *Reporting on Nebraska's Trial Courts Panel Discussion*

Moderator: Bill Kelly, Sr. Producer/Reporter, NE Public Media
Justice Jeffrey Funke, Nebraska Supreme Court
Judge Todd Hutton, Sarpy County Court
Rose Ann Shannon, Retired KETV News Director
Bayley Bischof, Assignment Manager, KOLN/KGIN TV



McCombs



Kelly



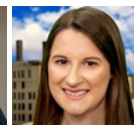
Funke



Hutton



Shannon



Bischof

SALES RADIO

Wed. 9:00 - 10:15AM, *Lead Generation for Radio Salespeople*

Seth Resler, Digital Strategist, Jacobs Media

Wed. 10:30 - 11:45AM, *What's the Big Idea: The Key Ingredient to Closing More Deals*

Jamie Aplin, Founder, CreativeReady

TELEVISION

Wed. 9:00 - 10:15AM, *Selling in Uncertainty*

Tom Ray, Executive V.P., JDA.media

Wed. 10:30 - 11:45AM, *Don't be an Average Joe (or Josephine!)*

Kelly Wirges, President & CEO, ProMax Training & Consulting, Inc.

RADIO & TELEVISION

Wed. 1:30 - 2:45PM, *The Retail Auto Industry is Alive and Well*

John Tkac, Automotive Advertising Expert, Local Broadcast Sales

Wed. 3:00 - 4:15PM, *Developing a Competitive Multimedia Advantage*

Kelly Wirges, President & CEO, ProMax Training & Consulting, Inc.



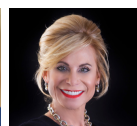
Resler



Aplin



Ray



Wirges



Tkac



Wirges

ENGINEERING - WEDNESDAY, AUG 9

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

9:00 - 10:00AM, *FCC Regulatory Issues & Updates*

Davina Sashkin, Wilkenson Barker Knauer LLP

10:15 - 11:15AM, *Overhauling your FM+HD Network, Managing a Changing Environment.*

Nick VanHaaster, GatesAir

11:15 - 11:45AM, *Engineers...Control Your Talent. Industry-Leading Audio Codex For The Remote World.*

Brittany Hilton, Synthax Inc.

11:45 - 12:15PM, *Bringing to Light: The Changes in the Tower Lighting World.*

Jami Marsh, Lumenserve

1:30 - 2:30PM, *Drone Technology for Tower Inspection*

Gary & Cindy Cavell, Cavell, Mertz & Associates

2:45 - 3:45PM, *Virtualization At The Transmitter End Of The Air Chain.*

Jeff Welton, Nautel

RADIO PROGRAMMING

Wed. 1:30 - 2:45PM, *Connecting the Dots: How Social Media, Blogging, and Podcasting Fit Into Your Station's Digital or Show's Digital Strategy*

Seth Resler, Digital Strategist, Jacobs Media

Wed. 3:00 - 4:15PM, *Mastering the Setup: The Gateway to Unforgettable Radio Segments*

Tracy Johnson, Founder, The Tracy Johnson Media Group



Resler



Johnson

BANQUETS & LUNCHEON

Hall of Fame Banquet, Tues. 6:30PM

Inductees: Bill Kelly, Val Lane, and Otis XII.



Kelly



Lane



Otis XII

Keynote Luncheon & AE of the Year Awards Wed. 12:00PM

Power from Unexpected Sources

Speaker: Mitch Holthus, Voice of the KC Chiefs

Pinnacle Awards Banquet - Wed. 6:30PM

Emcee: John Baylor, Voice of UNL Volleyball



Holthus



Baylor