

# ENVISION IT

wisdom into reality

NDNA / SDNA Joint Convention  
May 11-13, 2023



Spirit Lake Casino, Devils Lake, ND

**Registration now open! [ndna.com/convention](http://ndna.com/convention)**

## Thursday, May 11, 2023

- 3:00 p.m.**      **NDNA and SDNA Board meetings**  
• NDNA: upstairs executive conference room  
• SDNA: main level White Owl conference room
- 4:30 p.m.**      **Registration desk opens**  
*Ballroom foyer*
- 5:00-9:00 p.m.**      **Welcome Reception & Grand Hors d'oeuvres  
@ Black Paws Brewery in Devils Lake**  
Guest speakers: Stacy Kusler, N.D. Center for Rural Health and Kay Miller Temple, student writing expert  
"TRHE (Targeted Rural Health Education) project"  
*Transportation sponsored by Devils Lake Tourism: meet at NDNA/SDNA registration desks in ballroom foyer by 5 p.m.!*
- 7:00-8:30 p.m.**      **Museum Tours: Lake Region Heritage Center**  
*Across street from brewery; please go in small groups when done at reception. Good will donations accepted!*
- 8:45-9:00 p.m.**      **Transportation back to the casino!**  
*Watch for buses waiting by the Black Paws Brewery.*

## Friday, May 12, 2023

- 7:30 a.m.**      **Registration desk opens**  
*Ballroom foyer*
- 8:00-9:00 a.m.**      **Breakfast - Welcome and Announcements**  
*Cedar ballroom*
- 8:30 a.m.**      **Silent Auction and Trade Show Open**  
*Ballroom foyer*
- 9:10-10:00 a.m.**      **GENERAL SESSION:  
Jim Brown, Borrell & Associates  
"Media Landscape"**  
*Walking Eagle ballroom*
- 10:15-11:00 a.m.**      **CONCURRENT SESSIONS:**  
■ **Chuck Haga, UND  
"Writing Workshop"**  
*Cedar ballroom*  
■ **Bryan Piatt, Podcast host/Mental Health advocate  
"Mindfulness in your environment"**  
*Walking Eagle ballroom*
- 11:15a.m.-12:00p.m.**      **NDNA & SDNA Awards Presentations**  
• NDNA: Walking Eagle ballroom (Advertising awards)  
• SDNA: Cedar ballroom (News & Advertising awards)
- 12:00-12:45 p.m.**      **LUNCH with guest speaker Bryan Piatt,  
Podcast host/Mental Health advocate  
"Maneuvering Mental Health in the Media"**  
*Walking Eagle ballroom; buffet style luncheon*
- 1:00-2:15 p.m.**      **NDNA Awards Presentation &  
SDNA Annual Business Meeting**  
• NDNA: Walking Eagle ballroom (News, Photo, Special awards)  
• SDNA: Cedar ballroom (SDNA annual business meeting)

- 2:30-3:30 p.m.**      **GENERAL SESSION:  
Lindsey & Joey Young, co-owners  
of Kansas Publishing Ventures  
"Earn Your Press Pass"**  
*Walking Eagle ballroom*
- 3:45-4:45 p.m.**      **CONCURRENT SESSIONS:**  
■ **Cole Short, Editor, Hillsboro Banner  
"Hot Seat: Best Ideas Spotlight"**  
*Cedar ballroom*  
■ **Michael Vosburg, Photo Editor,  
Forum Communications  
"Photo Safari"**  
*Walking Eagle ballroom*
- 5:30 p.m.**      **Banquet Social**  
*Ballroom foyer*
- 5:50 p.m.**      **Annual Group Photo**  
*Meet by registration desks in ballroom foyer*
- 6:00 p.m.**      **Silent Auction and Tradeshow close for the day**
- 6:30 p.m.**      **Banquet & Final Awards**  
*Walking Eagle ballroom*  
■ **Remarks from the NDNA & SDNA Presidents**  
■ **NDNA Hall of Fame Induction**  
• **Mike Gackle, NDNA past president and  
previous owner, publisher, and chief  
financial officer of BHG Inc., Garrison, N.D.**  
■ **NDNA General Excellence & Sweepstakes**  
■ **SDNA General Excellence & Sweepstakes**  
■ **Best of the Dakotas**
- 9:00-9:30 p.m.**      **Silent Auction items: Please pay and pickup!**  
*NDNA registration desk in ballroom foyer*
- 9:30 p.m.**      **Hospitality Time!**  
*Auditorium*

## Saturday, May 13, 2023

- 8:00 a.m.**      **Registration desk opens**  
*Ballroom foyer*  
*\*\*\*Silent Auction items: please pay and pickup items  
at the NDNA registration desk if you haven't already.*
- 8:00-9:00 a.m.**      **Breakfast with Closing Comments**  
*Cedar ballroom*
- 9:30-10:30 a.m.**      **GENERAL SESSION:  
Jack McDonald, NDNA Legal Counsel  
& Dennis Pathroff, GA Group Lobbyist  
"Law Review"**  
*Walking Eagle ballroom*
- 10:45-11:45 a.m.**      **NDNA Annual Meeting**  
*Walking Eagle ballroom*
- Noon**      **Convention concludes**

## Thursday evening: Black Paws Brewery and Lake Region Heritage Center museum excursion

### Guest Highlight- "Targeted Rural Health Education project"

Thursday night, *Devils Lake Tourism* has graciously offered to sponsor transportation by Moonlight Limo and Bussing for attendees from the casino to *Black Paws Brewery* in Devils Lake for food and tours following at the *Lake Region Heritage Center museum* across the street.

*Stacy Kusler from the North Dakota Center for Rural Health (CRH)* will be informing attendees on Thursday evening about a new project, TRHE (Targeted Rural Health Education). For the past 6 years, the North Dakota Rural Health Association (part of the UND CRH) has been working with health profession students at UND on this project, which aims to help students learn about a pressing health need in a rural community where they are training/shadowing. Students will write articles on these topics under the guidance of their writing expert, *Kay Miller Temple, a board certified physician with a master's in journalism.*



## Friday a.m. general session - "Media Landscape"

*Jim Brown of Borrell & Associates* kicks off convention sessions on Friday with his talk on "Media landscape in today's news environment."

"Do you find the future scary or exciting?" Brown asks, and will explain the importance of looking back before moving forward, and invites you to notice what's happening now that might predict the future.

Brown will challenge us to take stock: "Are we truly connecting with our communities or simply continuing to publish what we've always done, in the way we've always done it? If yes, how is that working out for us? How do we expect this behavior to play out, and what can we do with the existing tools and assets to grow our business?"

Jim's session will motivate everyone to consider retiring products and services that will not help you get where you need to be right now.



## Friday a.m. - "Writing Workshop"

Friday morning concurrent sessions include time with *Chuck Haga*, former publisher and current journalism instructor at *UND*.

Haga will lead writers in his popular "Writing Workshop." In this workshop, Haga will help members learn how to keep readers engaged and excited to read beyond the headline.

**One-on-ones:** there will also be a sign-up sheet at the registration desk for one-on-one opportunities with Haga.



## Friday a.m. - "Mindfulness in your environment" and special lunch chat - "Maneuvering Mental Health in the Media"

Presenter *Bryan Piatt* will hold a session on "Mindfulness in your environment" on Friday morning, and is also our special guest during the luncheon with a chat on "Maneuvering Mental Health in the Media," both of which are sure to inspire attendees to be the best versions of themselves.

Piatt is a former news and reporter at KARE 11 in the Twin Cities, currently pursuing a graduate degree in mental health counseling. Bryan is still in front of the microphone as host of the *"Take what serves, leave the rest" podcast* – which is aimed at creating safe spaces to talk about mental health. Bryan has spoken at several companies and organizations, publicly sharing his journey with anxiety and OCD. Bryan is a meditation guide, certified Yoga Instructor, and breathwork facilitator.

Bryan's session invites us all to treat ourselves gently, no matter what we're experiencing.



## Friday p.m. general session - "Earn Your Press Pass"

*Lindsey and Joey Young*, practicing journalists and co-owners of *Kansas Publishing Ventures*, will present a rookie employee training program called "Earn Your Press Pass." The self-paced, online training course is designed to help prospective and new employees get their feet on the ground. Lindsey has been immersed in community newspapering since she and her husband Joey Young purchased their first community newspaper, *The Clarion*, in 2014. Lindsey teaches simple interviewing and writing steps to make new reporters more successful. Additionally, the course outlines basics like newspaper jargon, editing and basic photography.



## Friday p.m. - "Hot Seat: Best Ideas Spotlight"

*Hillsboro Banner* editor *Cole Short* doesn't have enough advice to share with an audience for an hour. But he's willing to bet 20 attendees have five minutes of everyday tips and tidbits they're willing to share among their peers.

In this fast-paced session, attendees will take turns in the hot seat and have 30 seconds to offer once piece of advice before they're buzzed and booted from the chair. Session will be recorded and shared on social media.

Bring your best ideas to the "Hot Seat" with Cole!



## Friday p.m. - "Photo Safari" Bring your camera!

*Forum Communications's* photo editor, *Michael Vogsburg*, has an exciting "Photo Safari" planned Friday afternoon.

Session goes will enjoy an outdoor photography adventure, and afterwards, share their photos with the classroom and discuss ideas, tips, settings, and more.

Vosburg has extensive years of training and experience under his belt and can help advise on photography questions.



## Friday evening after the banquet - Hospitality time in the Auditorium!

After the special awards banquet, everyone is invited to head over to the Auditorium (just down the hall from the ballrooms) to enjoy their complimentary drinks and snacks, music and fun, and to enjoy time visiting with all your friends/peers!

## Saturday a.m. general session - "Law Review"

The always popular, annual legislative summary will be held Saturday morning by our godfather lobbyist and state counsel *Jack McDonald*, and *Dennis Pathroff*, lobbyist for NDNA during the 68th Legislative session representing the *GA Group* out of Bismarck.

Be sure to not miss the newest updates after this year's legislative business has been wrapped up.



## Saturday a.m. - "NDNA Annual Meeting"

Annual NDNA business will be conducted at convention on Saturday a.m., right before the convention concludes.

SDNA will hold their annual business meeting on Friday after the luncheon.

