



2016 SDBA Leadership Conference Agenda

July 21-23, 2016

Hilton Garden Inn - Downtown
201 East 8th Street
Sioux Falls, SD

THURSDAY, JULY 21, 2016: *all times are in Central Time (CT)*

1:00 - 4:00 PM **BOARD OF DIRECTORS MEETING**

5:00 - 7:00 PM **WELCOME RECEPTION / HOTEL CHECK-IN / SDBA REGISTRATION**

A welcome reception kicks off the conference - reconnecting with SDBA colleagues and meeting new members. Drinks / Hors d'oeuvres will be served, Dinner is on your own.

FRIDAY, JULY 22, 2016:

8:00 - 9:00 AM **NETWORKING BREAKFAST - REVIR D**

9:00 - 10:15 AM **SDBA BUSINESS MEETING - REVIR B**
NAB WASHINGTON UPDATE presented by Dennis Wharton

10:15 - 10:30 AM **BREAK**

Your choice of sessions to attend:

10:30AM-12:00PM	CONTAGIOUS LEADERSHIP presented by David Rich - <i>REVIR B</i> For General Managers / Owners / Station Managers	SOCIAL MEDIA SUPERSTAR presented by Al Tompkins - <i>REVIR C-D</i> For News Directors, Production Directors
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12:00 - 1:00 PM **LUNCH - REVIR A**

1:00 - 2:45 PM	CONTAGIOUS SELLING presented by David Rich - <i>REVIR B</i> For Sales Managers, Account Executives & Staff	LET'S GET CRITICAL presented by Al Tompkins - <i>REVIR C-D</i> For News Directors, Production Directors
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2:45 - 3:15 PM **BREAK**

3:15 - 5:00 PM	CONTAGIOUS SELLING (continued) presented by David Rich - <i>REVIR B</i> For Sales Managers, Account Executives & Staff	WRITE TIGHT: AIM FOR THE HEART presented by Al Tompkins - <i>REVIR C-D</i> For News Directors, Production Directors
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6:00 - 7:00 PM **AWARDS DINNER - REVIR A**

7:00 - 8:30 PM	AWARDS CEREMONY Commercial Production Awards SDBA Broadcaster of the Year Award Tom Brokaw Award
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SATURDAY, JULY 23, 2016:

8:30 AM - 5:00 PM **SIoux FALLS AIRSHOW - <http://www.siouxfallsairshow.com/>**

A limited number of VIP tickets have been purchased for SDBA members for Saturday's AirShow. It's important that you indicate on your registration form if you plan to attend. Free general admission is also an option.