



# 71st Annual SDBA Leadership Conference

August 16 & 17, 2019

The Hilton Garden Inn Downtown  
201 E 8th Street, Sioux Falls, SD 57103



**Carolyn Becker**  
SDBA Chairman

**THURSDAY, AUGUST 15, 2019**

8:00am - 12:00pm mt **RAPID CITY SALES & JOURNALISM SEMINARS**, *Rushmore Plaza Holiday Inn*

1:00pm - 5:00pm ct **SDBA BOARD OF DIRECTORS MEETING**, *Lloyd Board Room, SF Hilton Garden Downtown*

**FRIDAY, AUGUST 16, 2019 - Central Time - all Friday sessions at the Sioux Falls Hilton Garden Inn Downtown**

7:00am - 8:00am **BUSINESS MEETING / NAB / BREAKFAST** *Hegg Board Room*

8:00am - 12:00pm **BROADCAST JOURNALISM SEMINAR** *Revir C/D*  
 “Compelling Stories on a Deadline”  
 “The Write Stuff”  
 “Social Media: It’s Personal”  
 Boyd Huppert, KARE-TV, Land of 10,000 Stories



**Boyd Huppert**

8:00am - 12:00pm **BROADCAST SALES SEMINAR** *Revir A*  
 “Building Relationships Your Competitor Can’t Steal”  
 “Back to Basics...and Beyond!”  
 Chris Lytle, Instant Sales Training



**Chris Lytle**

12:30pm - 2:00pm **AWARDS LUNCHEON** *Revir B*

2:00pm - 4:00pm **LEADERSHIP SEMINAR** *Revir A*  
 “Leadership Lessons for Managers”  
 Chris Lytle, Instant Sales Training

4:00pm - 5:00pm **CLOSING RECEPTION / CONFERENCE WRAP** *Revir B*

**SATURDAY, AUGUST 17, 2019 - Central Time**

**8:30am** **SIOUX FALLS AIRSHOW**  
**11:00am** Gates open and shuttles begin  
**5:00pm** Airshow begins with parachute jump  
 Gates close

