



## 72nd Annual SDBA Leadership Conference

July 29 & 30, 2021

Hotel Alex Johnson

523 6th Street, Rapid City, SD 57701



**Carolyn Becker**  
SDBA Chairman

### TUESDAY, JULY 27, 2021 - Sioux Falls, The Hilton Garden Inn Downtown - Central Time

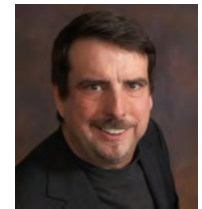
8:00am - 12:00pm	<b>BROADCAST JOURNALISM SEMINAR</b> Al Tompkins, Poynter Institute	<i>Revir A / B</i>
12:00pm - 1:00pm	<b>LUNCH</b>	<i>Revir C / D</i>
1:00pm - 5:00pm	<b>BROADCAST SALES SEMINAR</b> Jim Mathis, Reinvention Nation, LLC	<i>Revir A / B</i>



**Al Tompkins**

### THURSDAY, JULY 29, 2021 - Rapid City - Hotel Alex Johnson - Mountain Time

10:00am - 2:00pm	<b>SDBA BOARD OF DIRECTORS MEETING</b>	<i>Jefferson Room</i>
1:00pm - 5:00pm	<b>BROADCAST SALES SEMINAR</b> Jim Mathis, Reinvention Nation, LLC	<i>Lincoln Room</i>
3:00pm - 5:00pm	<b>BROADCAST LEADERSHIP SEMINAR</b> Mark Levy, Revenue Development Resources, Inc	<i>Rushmore / Washington Room</i>
5:00pm - 9:00pm	<b>RECEPTION / DINNER</b>	<i>Yesterdays Ballroom</i>



**Jim Mathis**



**Mark Levy**

### FRIDAY, JULY 30, 2021 - Rapid City - Hotel Alex Johnson - Mountain Time

7:30am - 9:00am	<b>BUSINESS MEETING / BREAKFAST</b> David Oxenford, Wilkinson Barker Knauer LLP Jack Smedile, NAB	<i>Rushmore / Washington Room</i>
9:00am - 12:00pm	<b>BROADCAST SALES SEMINAR</b> Mark Levy, Revenue Development Resources, Inc	<i>Lincoln Room</i>
9:00am - 12:00pm	<b>BROADCAST LEADERSHIP SEMINAR</b> Jim Mathis, Reinvention Nation, LLC	<i>Rushmore / Washington Room</i>
12:00pm - 2:00pm	<b>AWARDS LUNCHEON</b>	<i>Yesterdays Ballroom</i>