

You are cordially invited to attend the 95<sup>th</sup> Annual MACMA conference.

Newspapers are evolving like never before. Join us in Charlotte to tackle the challenges you face each day.

Sunday May 4

8 am Golf

2 pm MACMA Board Meeting

5 pm Opening Reception & Cocktail Party

7 pm Directors Dinner

Monday May 5

• Kickoff Speaker

• Legal Updates with Mike Zinser

• Hot Ideas Luncheon

• Single Copy Merchandising

• Day one takeaways and mini iPad giveaway!

Evening Entertainment

Tuesday May 6

• Partner Strategy with Kevin Craig

• E-Mail, Digital, and Social Media Strategies with Scott Stines, President Mass2One

• Publishers' Round Table discussing the transition from Circulation to Audience Development

• "Changing of the Guard" Luncheon and another mini iPad giveaway!

And so much more!



Charlotte University  
Place Hilton

Accommodations, meeting  
sessions and golfing.

Tee Time: 8 am  
\$69 a round



MID - ATLANTIC CIRCULATION MANAGERS ASSOCIATION  
**MACMA 95<sup>th</sup> Annual Conference**  
May 4-6, 2014



## Circulation and Audience: Developing A Winning Strategy

### CONFERENCE REGISTRATION FORM

Please note that hotel registration is separate from this package. Please contact the hotel directly for your reservation. Hotel reservations must be made prior to **April 7, 2014** to receive MACMA conference rate.

Name \_\_\_\_\_

Title \_\_\_\_\_

Work Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Newspaper/BusinessName \_\_\_\_\_

Please note any dietary restrictions \_\_\_\_\_

**Registration Fees**

\_\_\_\_ \$125 Member (\$150 after April 1)

\_\_\_\_ \$250 Non-member (\$300 after April 1)

\_\_\_\_ \$75 One-day session (circle one: Monday or Tuesday)

\_\_\_\_ \$75 Spouse Fee

\_\_\_\_ \$69 Golf - Sunday, May 5

\_\_\_\_ \$35 Membership Dues

\_\_\_\_ \$ Total registration fee

**MACMA status (check for name tag)**

\_\_\_\_ Current Board Member

\_\_\_\_ Past President

\_\_\_\_ Member

\_\_\_\_ Associate Member

Spouse/Guest Name \_\_\_\_\_

\_\_\_\_ I will attend Tuesday Changing of the  
Guard Luncheon



**Charlotte University  
Place Hilton**

8629 JM Keynes Dr  
Charlotte, NC 28262

Rooms \$119 per night.

1-800-hiltons  
[www.charlotteuniversity.hilton.com](http://www.charlotteuniversity.hilton.com)

Group Code: MACMA

Register online with credit card or make checks payable to MACMA and mail registration form to: Sun Journal, Circulation Dept., Attn: Sheila Meadows, 3200 Wellons Blvd., New Bern, NC 28562. Conference attire is business casual. Registrations cancelled after April 1, 2014, will not be refunded.