

270 N. 27th St., Ste. B  
Boise, ID 83702-4741



## RENEW YOUR ENTHUSIASM FOR BROADCASTING SALES AND MANAGEMENT



*Idaho State Broadcasters Association  
&  
Idaho Advertising Federation  
Convention  
July 30-Aug 1, 2009  
Sun Valley*

## THINK YOU'VE HIT A BRICK WALL?

Come to Sun Valley July 30 to renew your enthusiasm for the business of broadcasting.

**Jeanne McNamee of McNamee Media Sales Training & Consulting** will take two energy-filled hours to talk about new business initiatives and Great Needs Analysis.



Jeanne has been a national media advertising sales consultant for the past 11 years. Jeanne has consulted television, radio, rep

firms and newspapers in 18 markets and has worked with over 36 local media properties on how to generate new business from non-advertising budgets and with good ideas. Jeanne has an advertising sales background in broadcast television, radio, cable television, sports sponsorship and yellow pages. She has been a speaker at various state broadcasters' conventions and the NAB. Jeanne loves to train but really prefers to pick up the phone with sales people and make sales calls. She prides herself on helping her clients get appointments with the highest level decision makers in any industry and in any market for the initial in-depth client needs analysis and holding their hands all the way to the close.



**Elise Luray, a host of the History Detectives on Public TV** will present our keynote address at lunch on Friday.

*"Great finds still exist in this world. One can always hope that a find will prove to be something great."*

The first time Elyse Luray was spellbound by

a historical subject she was studying architecture in the French Quarter of New Orleans. She became fascinated by one of the grand old houses, and was soon spending all her time researching the home's architecture, former owners, and even the furnishings.

Her intensive studies in art and architecture ultimately brought Elyse to Christie's Auction House. As one of their top appraisers, she was allowed to research the authenticity of some amazing objects, including Judy Garland's ruby slippers.

These days, **History Detectives** is the happy beneficiary of her impressive research skills.

### Case in Point

Whenever Elyse talks about research, it's easy to see that she hasn't lost any of her youthful enthusiasm for exploring the past.

*"Anyone who loves history and research can become a sleuth. To be a successful detective you have to reason, dissect, and conclude."*

*"You also need to be able to tell if something is worth researching. When you decide to do the research, it's important to know where to look, and who to call to help answer your questions."*

*"Most importantly, never give up! You are bound to hit brick walls, but there is always an answer somewhere."*

Did you know Elyse never leaves home without her appraiser's kit?

Join us for all this and more! At the July 30-Aug. 1 Sun Valley Convention. It will improve your outlook and your bottom line.

# CONVENTION AGENDA AND REGISTRATION

## AGENDA

**2009 ISBA Convention, Chaired by Peter Morrill, IDPTV, Boise  
THURSDAY, July 30, 2009**

5-7 p.m. *Registration and Reception* Sun Valley Lodge Terrace

### FRIDAY, July 31, 2009

8:30 a.m. *Breakfast and Annual Meeting* Lodge Dining Room

9:00 a.m. *FCC Update* Sawtooth Room

Presented by: **Roy Stewart, Senior Deputy Chief, Media Bureau, FCC**

10:00 a.m. *New Business Initiatives and Great Needs Analysis*

Presented by: **Jeanne McNamee, McNamee Media, Sales Training & Consulting**

Noon *Keynote Luncheon (All afternoon sessions held with IAF)* Lodge Dining Room  
Presented by: **Elyse Luray, co-host of THE HISTORY DETECTIVES**

1:30 p.m. **“My degree is a B.S. in Advertising. How Fitting”** Lodge Dining Room  
**Stripping away the jargon and pseudo-science of modern marketing to get at the core truth of advertising.**  
Presented by: **Victor Camozzi, Group Creative Director—CSD&M Idea City**

2:30 p.m. **“Turning a Web Battleship: A Case Study From Higher Education** Lodge Dining Room  
Presented by: **Chris Cooney, Senior Director of Marketing, University of Idaho; Edward Moore, President, Davies Moore; Mike Kerby, President, c308 Marketing**

5-7 p.m. *Reception* New Sun Valley Golf Club  
Enjoy the view and the late afternoon sunshine, then find a place for dinner on your own

### SATURDAY, August 1, 2009

8:00 a.m. *Board Meeting and Breakfast* Sage Room

10:30 a.m. *First Tee-offs for Golf Tournament* Sun Valley Course

6:00 p.m. *Best in Broadcasting Reception and Awards Dinner* Limelight B Room  
Sponsored by: **THE IDAHO ARMY NATIONAL GUARD**

Awards Judged by: Maine Broadcasters Association

**Entertainment: Mike Murphy and the Idaho Army National Guard Band**

Show produced by Admagination, Boise

Dress: Cocktail Dresses and coat and ties.

## REGISTRATION FORM

Return with check to ISBA, 270 N. 27th St., Ste. B, Boise, ID 83702-4741

\_\_\_\_\_ \$150 ISBA Member

\_\_\_\_\_ \$275 Non-Member

\* Additional registrations from same company, deduct \$15 from above rates.

All full registrations include all sessions and meals.

\*\* Registrations after July 13, add \$25 to each registration.

\* Sponsors may register at member rates.

\_\_\_\_\_ \$85 – Guest Registration (Meals and Gala Only. – Must Accompany one full price registration.)

**Room Reservations: Call Sun Valley at 1-800-786-8259**

*Please print names as they should appear on your name tag.*

Name \_\_\_\_\_

Additional Names \_\_\_\_\_

Guest \_\_\_\_\_

Station/Company \_\_\_\_\_

Address \_\_\_\_\_

**PAST**

**PRESIDENTS' GOLF OUTING**

Saturday, Aug. 1 on the Sun Valley Course. Tee-off on the new nine.

Greens fees are **not** included in the registration and must be paid individually. **You must be registered for the convention to play** and participation is limited to the first 24 to sign up. First tee-off is 10:30 a.m.

Name: \_\_\_\_\_

Handicap: \_\_\_\_\_

Return with check in correct amount to:

ISBA

270 N. 27th St., Ste. B

Boise, ID 83702-4741

Questions? 208 345-3072

Fax: 208 343-8046

Email: [isba@qwestoffice.net](mailto:isba@qwestoffice.net)