



Maximizing Sales Force Effectiveness

April 10-11, 2010

Front Row (L to R):

Drew Davis, API, Reston, VA; **Joshua Hundley**, The Daily Advertiser, Lafayette, LA; **Tom Harris**, Johnson City Press, TN

Rob Francois, Grand Haven Tribune, MI; **Carlos Moreno**, El Nuevo Dia, San Juan, PR; **Juan Alvarez**, Editorial Primera Hora, Inc., Guaynabo, PR

Vivian Antunez, El Nuevo Dia, San Juan, PR; **Kurt Vantostky**, The Birmingham News, AL; **Donna Gordon**, The Charlotte Observer, NC

Mark Farnsworth, Springfield News-Leader, MO; **William Ortiz**, Editorial Primera Hora, Inc., Guaynabo, PR; **Mark Mulholland**, API, Reston VA

Back Row (L to R):

Mel Van Tine, TV Media, Inc., Ottawa, ON; **Donna Denson**, Rust Communications, Cape Girardeau, MO; **Roger Wells**, The Lebanon Democrat, TN

George Coleman, Kingsport Times-News, TN; **Vanessa Koper**, Sandusky Newspapers, Chagrin Falls, OH; **Tim Kelly**, Sandusky Newspapers, OH

Christy Lyons, Petoskey News-Review, MI; **Lisa Kinsler**, Citizen Tribune, Morristown, TN; **Davis Taylor**, Seattle Times Co., WA

Leslie Kahana, Chattanooga Times Free Press, TN; **Maack McCormick**, The News & Observer, Raleigh, NC; **Doug Olsson**, Sandusky Newspapers, Cincinnati, OH

Mark Yocum, Sandusky Register, OH; **Brad Roghaar**, Standard-Examiner, Ogden, UT; **Crystal Thurman**, Northwest Arkansas Media, Fayetteville, AR