



May 19, 2017

To: APA Active and Associate Members
From: Felicia Mason
RE: 2017 APA Summer Convention

Join us as APA returns to the Alabama Gulf Coast for our 146th summer convention July 6 – 8 at the Perdido Beach Resort. Enclosed, you will find important registration materials including the agenda, speaker lineup, and registration form.

We will kick-off the weekend Thursday evening with a two-hour sunset cocktail cruise aboard Wild Hearts, a 53-foot, open-ocean catamaran. There is no need to ride the bus; we'll depart from the dock across the street from the hotel. The price includes beer, wine, soft drinks, and water. Space is limited, so be sure to reserve your seat early.

On Friday afternoon, Bill Ostendorf, president of Creative Circle Media Solutions, will present "Mind Your Niches," a discussion on building niche audiences for high school kids, moms, military families, and more. Later that evening, we'll gather on the beach deck for a reception, and dinner will be on your own.

Saturday morning begins with the delegate roundtables, an informal discussion on current issues, and a continental breakfast. Delegates can then choose between program tracks on advertising through classifieds or easy tips for shooting and editing video. Please see the insert for more details. Before lunch, Ken Paulson, president of the First Amendment Center, will present "Revolution, Rights, and Rock 'n' roll: The hidden history of the First Amendment." It's an interactive presentation that will be sure to challenge and inspire.

At the close of the luncheon, we will also have a short membership meeting followed by an afternoon devoted to golf, shopping, lounging at the beach, or just relaxing. Later that evening, we'll meet again to celebrate the winners of the 2017 Better Newspaper Contest with a reception and banquet.

Please keep in mind that the **hotel deadline is Thursday, June 14, 2017**. To reserve a room, either call the hotel directly or book online at www.alabamapress.org/summer with booking ID **#13538**. Please contact Miranda Agee or me at (205) 871-7737 or 1-800-264-7043 if you have any questions or need additional information. We look forward to seeing you in Orange Beach!