

# *AlaPressa*

*The Newsletter Of The Alabama Press Association*

*JUNE 2018*

## Important Dates

---

APA Summer Convention  
& BNC Awards  
July 19-21, 2018  
Perdido Beach Resort

---

Online Media Campus  
*How To Turn Facebook's  
Changes Into Big Ad Dollars*  
Presenter: Ryan Dohrn  
July 26

Have you booked your room for the convention?

Alabama newspapers executives lobby against  
newsprint tariffs

Judge orders Alabama to release lethal injection  
information after aborted execution

New research indicates tight meters  
have won the pay model war for news websites

How to hire a millennial

Making sales calls count

The importance of thinking small



Alabama Press Association  
Alabama Newspaper Advertising  
Service Inc.  
3324 Independence Drive  
Suite 200  
Birmingham, AL 35209  
(205) 871-7737  
(205) 871-7740 (fax)  
www.alabamapress.org

#### Board of Directors

**Scott Brown**, Chairman of the Board  
The Decatur Daily  
**Kenneth Boone**, President  
Tallapoosa Publishers, Inc.  
**Horace Moore**, First Vice President  
The Northwest Alabamian  
**Jim Rainey**, Second Vice President  
The Tuscaloosa News  
**Robert Bozeman**, The Evergreen Courant  
**Dee Ann Campbell**  
The Choctaw Sun-Advocate  
**Terry Connor**, The Cullman Times  
**Eddie Dodd**, The Abbeville Herald  
**Denise DuBois**, The Citizen of East Alabama  
**Tricia Clinton-Dunne**  
The Fort Payne Times-Journal  
**James Phillips**, Daily Mountain Eagle  
**Parks Rogers**, Gulf Coast Newspapers  
**Darrell Sandlin**, TimesDaily  
**Steve Smith**, The Dothan Eagle  
**K.A. Turner**, Alabama Media Group

#### APA Staff

**Felicia Mason**, Executive Director  
**Brad English**, Marketing/Governmental  
Affairs Director  
**Leigh Leigh Tortorici**, Senior  
Marketing Representative  
**Jaclyn Langan**, Membership Coordinator  
**Megan Maxwell**, Network Coordinator  
**Sarah Russell**, Tearsheet Coordinator  
**Dennis R. Bailey**, General Counsel  
**Scott Goldsmith**, APA Accountant

## Have you booked your room for the convention?

2018

### APA SUMMER CONVENTION



The deadline to book your hotel room for the 2018 APA Summer Convention is **Wednesday, June 27**. The room block is filling up fast, so do not wait. Call (251-981-9811) or [Click here](#) to reserve online using our convention link. Use Booking ID#13592.

To register [Click Here](#) to visit our convention website at <https://alabamapress.org/summer>.

From a sunset sail to the celebration of the BNC winners, this convention will have lots to offer.

The Republican and Democratic nominees for attorney general, lieutenant governor and governor have been invited to participate in forums Friday afternoon and Saturday. You will want to hear from these candidates as they represent the future leadership team of our state. As of press time, Dr. Will Boyd, Jr. (Democratic candidate for Lt. governor) Walt Maddox (Democratic

candidate for governor) and Joe Seigelman (Democratic candidate for attorney general) have confirmed their attendance.

We will have two dynamic programs over the weekend led by Ryan Dohrn, creator of the 360 Ad Sales Training system and a globally recognized media revenue consultant.

The membership meeting will include a vote on changes to the APA bylaws. Please review the proposed changes that will add a new category of membership for magazines. [Click here](#) to view a copy of the proposed changes. The membership will vote at the meeting on July 21, 2018 during the Summer Convention

An agenda for the convention is included. Contact Jaclyn or Felicia at the APA office (205-871-7737 or 1-800-264-7043) if you have any questions or need additional information.

Thank you to our 2018 convention sponsors!



## Judge orders Alabama to release lethal injection information after aborted execution

By Associated Press,  
March 30, 2018

Alabama officials were ordered last month to release information about the state's lethal injection procedure as a federal judge granted news organizations' request to unseal records in the wake of an aborted execution.

U.S. Judge Karon O. Bowdre ruled that the public has a "common law right of access to the sealed records relating to Alabama's lethal injection protocol." However, Bowdre said the state can keep some information secret in the interest of security, such as the names of low-

level prison employees involved in executions.

The judge ordered the state to tell her by June 7 if there is identifying information in any of the records that the court plans to make public.

Alabama for years has released scant details about its execution process or where it obtains the drugs used.

A spokesman for Alabama Attorney General Steve Marshall said the office is reviewing the order.

The Associated Press, the Montgomery Advertiser and Alabama Media Group had filed a motion seeking the release of the protocol.

The motion was filed in federal court in a lawsuit brought by death row inmate Doyle Lee Hamm. Alabama halted Hamm's execution in February when the execution team could not connect an intravenous line to Hamm, who had damaged veins because of lymphoma, hepatitis and past drug use.

"It may also help the public to understand how the same scenario might be repeated or avoided under the protocol as it currently stands," Bowdre wrote of the release of the information.

The state is expected to appeal.

## Alabama newspaper executives lobby against newsprint tariffs

Two groups of newspaper publishers from Alabama joined over 55 newspaper publishers, owners and executives from across the U.S. to ask the Alabama delegation for support against the crippling newsprint tariffs.

This included Scott Brown and Clint Shelton of Tennessee Valley Media, Pam Siddall of Advance Local (Alabama Media), Kenneth Boone of Tallapoosa Publishing, Brandon Cox of the Jackson County Sentinel, Jim Rainey of the Tuscaloosa News, Tim Prince from Boone Newspapers, and Felicia Mason from APA.

Senators and representatives were asked to sign on to the Print Act, a bill to put a pause on the tariffs until studies can be done to measure the effect on businesses, mostly newspapers. Sen. Doug Jones has already signed on. Others wanted to review before signing.

Another opportunity for support is to testify before the International Trade Commission on July 17 or submit comments to the committee on our behalf. Sen. Jones has signed up to testify before the committee on our behalf.



While we shared stories and numbers of how the increased prices and supply shortages are affecting newspapers throughout the state, we still need all newspapers to ask them for their support.

**What can every newspaper in Alabama do today to continue to fight against newsprint tariffs?**

Continue to editorialize and cover the topic in your papers.

If you have not already done so, please contact your local and state representatives. Ask them to sign on to the Print Act. Also, if they are not

able to testify before the ITC, they can submit written comments.

Let APA know about any significant communications you have with the Alabama delegation. News Media Alliance chief lobbyist, Paul Boyle, emphasized the importance of publishers reaching out personally to your congressmen.

We also need to provide data on the reduction of newsprint consumed by Alabama newspapers. This will demonstrate the harm done to U.S. producers that the tariffs are intended to protect.

This article was published in the Daily Beast: <https://www.thedailybeast.com/newspapers-become-lobbyists-as-they-try-to-save-their-industry-from-trumps-tariffs>.

This is the kind of message we need to get to Washington! Please help!



## People

**Shannon Courington** has joined The South Alabamian in Jackson as a news reporter and feature writer. She is a graduate of the University of Mobile and the University of West Alabama.

She grew up coming to the newspaper after school when her mother was on staff, and says she is looking forward to returning to her "old post."

**Chris Heaney** has joined The Valley Times -News in Lanett as a staff reporter. He worked at The Auburn Plainsman as a staff writer, social media assistant and campus reporter.

Heaney is a graduate of Auburn University with a Bachelor of Arts in Journalism.

Also at the Valley Times-News in Lanett, **Rashad Milligan** has been named the new sports editor. He is a

graduate of Georgia State University with a Bachelor of Arts in Journalism. Milligan comes to Lanett from the Douglas County Sentinel in Douglas, Ga., as a reporter.

Opelika-Auburn News Publisher **Rex Maynor** has accepted a position in Branson, Mo., where he will oversee a group of community newspapers owned by Lancaster Management Inc., based in Gadsden.

Maynor has been at the newspaper since 2013. He served as president of the APA Journalism Foundation in 2017 and was currently serving as chairman of the board.

Steve Smith, publisher of The Dothan Eagle, will assume the publisher duties at the O-A News.

**Josh Richards** is the newest reporter for The Enterprise Ledger.

He is a Coffee County native and a graduate of Troy University. He has worked for The Opp News and the Geneva County Reaper.

While in school at Troy, he served as managing editor for The Rubicon, Troy University's literary journal, and also as a news reporter for The Tropolitan, Troy University's student newspaper.

Richards completed work on a master's degree in Strategic Communications from Troy University last year.

**Ditto Gorme** has joined the staff at the Atmore News and @more magazine. He will be working with graphics and composing.

Gorme has worked at the paper for quite some time in an unofficial capacity as a photographer, and now he is a full time staff member.

## Industry

# New research indicates tight meters have won the pay model war for news websites

By Brian Steffens

When newspapers first went online, the generally accepted wisdom of the time was that their content had to be free. It was argued that "free" was necessary to attract eyeballs, and that's what the advertising model required: LOTS of eyeballs.

That unearthed two problems. 1) The eyeballs weren't worth much, less than a tenth of a penny today, and 2) only the three or four largest national newspapers could attract enough of those eyeballs to raise enough pennies to sustain even a portion of the business.

So our industry spent more than a decade stumbling through various experiments. The Dallas Morning News put up a pay wall, later killed it and went back to free, and this past year launched a new pay model. It wasn't the only newspaper to ping pong through the decade.

The conversation became dominated by semantics (subscription or membership?), pricing (wet your finger, stick it in the air, and see which way the wind

is blowing?), and sampling (metering, allowing a certain number of free views before asking for money). These all have provided valuable learning experiences.

Research at the Missouri School of Journalism indicates our industry has finally found a pluralism in approach: a metered pay model with 10 or fewer free reads before a reader/viewer would be asked to subscribe, donate or register.

More than 300 news websites were surveyed, 236 of them newspaper websites. Of those 236, nearly three-quarters had a metered model. And of those 170 websites, almost 90 percent limited free views to 10 or fewer.

It's refreshing to note that the industry has upped its game in researching and analyzing its opportunities and business options. A few years ago, researchers from the University of Missouri worked with The Seattle Times to determine optimum content bundles (print, digital, mobile) and optimum pricing for each bundle. Smarter than a wet finger in the air.

Now, The Seattle Times is getting smarter about attracting readers to those bundles. The programmers there are experimenting with algorithms that help 1) widen the funnel of prospective readers, 2) determine which of those readers are most likely to respond positively to an invitation to subscribe or join and 3) at what point(s) in that journey down the funnel would they be most likely to accept such an invitation? This is the kind of data collection and analysis that many industries and companies use, but it's relatively groundbreaking for the news industry.

Follow RJI in coming months to learn more about experiments in more sophisticated approaches to growing digital subscriptions.

This report was created by Anna Lewis, a Discovery Fellow at the Missouri School of Journalism. Discovery Fellows are high-achieving students selected from incoming freshmen to conduct undergraduate research. Lewis, from Moberly, Missouri, is now a sophomore at the University of Missouri.



# How to hire a millennial

By Brian Steffens

I suppose a first question might be: Why hire a millennial?

Millennials and the generations coming up behind them are the future of news and journalism ... we hope! And as an industry, we've not done a great job of attracting their readership and viewership. It's time to let millennials "speak" with millennials.

Recruiting smart, talented millennials isn't easy. Traditional news operations aren't all that attractive to them. Many are too talented to be wasted in traditional entry-level roles of obit writers, police-and-court blotter note takers, or runners/gofers for on-air talent. Then there's that starting pay issue, typically far below other careers that attract skilled talent.

Then again, most journalists aren't in it for the money, the hours or the glamour ... though improvement in these areas wouldn't hurt recruitment efforts. They want to make a difference, hold the powerful accountable, identify ways we can make our lives better. Ping pong tables and free coffee might be nice (startup perks), but that's not going to get the job done.

Here's how one news organization, ABC News in Washington, D.C., went about the matchmaking process known as hiring.

Missouri School of Journalism convergence student Allison Pecorin spent her last semester working at ABC News in Washington, D.C., where she rotated through several editorial departments that produce political stories for TV and the web. Her experiences across the newsroom were varied, but all pointed back to an increased focus on digital media in a constantly evolving, digital-first space.

Her first general assignment task

was as a doorknocker (i.e. a cold call). She went to the residence of the first wife of White House aide Rob Porter. The woman had alleged domestic abuse in support of Porter's second wife's allegations, but had not spoken to the press. When there was no answer to the knock on the door, Pecorin camped out on the stoop for six hours, finally meeting and talking with the woman.

team story. ... Those one-hour Sunday shows have the power to move D.C. conversations." She says she found the analytical approach and research appealing.

On the Pennsylvania Avenue team she helped cover the March for our Lives and a presidential press conference. So, what's next?

Pecorin starts her career this month as a member of an ABC News task force covering Special Counsel Robert Mueller's probe into Russian interference in the 2016 presidential election. The ABC News team includes two senior political producers, a digital journalist, an assignment editor, a White House reporter, several justice reporters, a congressional reporter, a standards editor and a digital editor.

"Covering the biggest story of our generation requires adaptability and depth of experience, flexibility and teamwork, and a concerted group effort," Pecorin says. "To push relevant, digital first content requires atypical teams of individuals. Newsrooms need to develop strategies to work across traditional newsroom divisions."

Her other experiential observations: "It takes a lot of fact-checking. There are

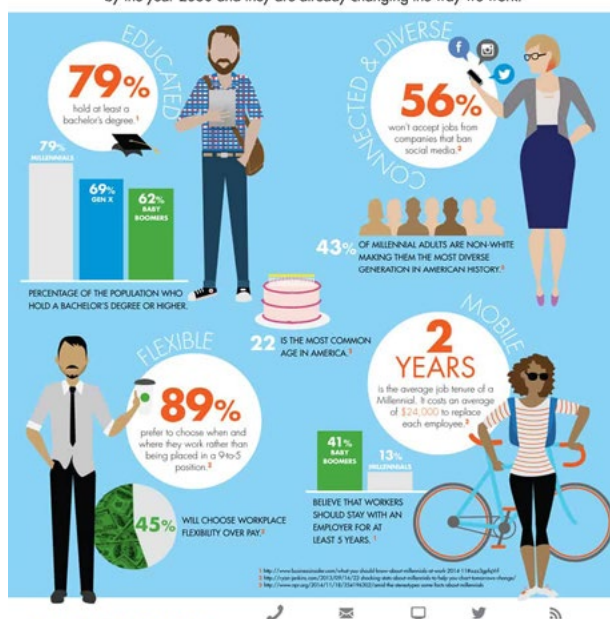
serious consequences if not. No requirement of speed should compromise accuracy (standards). ABC (and by extension, the news industry) cannot afford to get it wrong."

"Old school (news) beats are too narrow, too limiting for wide access." "People connections matter. Talk to them where they are" (be it at their home, amid a protest march, or in the hallways of government).

So how do you hire a millennial?

## THE MILLENNIAL MOVEMENT

The generation born between 1980 and 2000 will make up 75% of the workforce by the year 2030 and they are already changing the way we work.



Later joining the social media team, Pecorin found herself getting up at 3 a.m. every day to apply social media newsgathering techniques and storytelling during the Winter Olympics. She says one of her biggest learning takeaways was the importance of social verification and the growth and growing prevalence of social media teams in journalism. In that role she honed her skills in clearing rights on data, information and images not produced by ABC News.

Working for the weekly program "This Week with George Stephanopoulos," Pecorin found "analytical reporting that mirrors a (Missouri School of Journalism) convergence

see millennial  
page 7

## Making sales calls count



by Brad English  
APA

I remember years ago when Bellsouth (yeah, I know I'm dating myself right there) offered a plan that allowed you to add three extra options to your plan. I believe I chose the call-waiting feature and one other. But it was definitely the caller ID function that I was most excited about. Why? Simple. Telemarketers. And I'm not alone.

These days, being able to readily identify who's calling is pretty much an afterthought. We plug the contact information into our address book and the name pops up when they call. If a number appears we don't recognize, we don't answer. (If it's important, they'll leave a voicemail, right?) It's a simple way to screen people we don't want to talk to. Because in our world today, those people tend to be in sales. And there are lots of them.

We all know the importance of getting in front of the prospect. Brannigan and Humphries, two well known researchers, discovered that we produce up to 80 non-verbal communication signals with our face and head and another 55 with our hands and body. In other words, the face and body do a lot

of talking, and if you are selling on the phone, your prospect is effectively deaf to that form of communication.

So how do I get the prospect on the phone?

Generally speaking, our prospects don't take calls (or return them) for a variety of reasons. Could be they don't believe in our product. Perhaps they've bought into the perception ours is an aging product and is no longer a viable means for reaching their audience. In short, we can't help them.

Maybe the message we've left on the voicemail doesn't exude the confidence needed to inspire a call back. If your message consists of pauses, stammers or anything that leads him to believe you have doubt in your product or ability to help grow his business, why should he take the time to hear more?

Chances are, you've failed to provide him the number one reason for carving out time for you – "what's in it for me?" When you do get a prospect to answer a call – or return your call – you have two, maybe three sentences to capture his interest. If you haven't answered the question of "Why should I?" in those sixty to ninety seconds, it's likely to be a short phone call.

If you can get a common link prior to the initial call, you're half-

way home. The common link can be a mutual business associate (referral) or even a close personal friend. I've been in offices with longtime clients/friends when the topic of using referrals came up. In some cases, not only was the current client willing to give me a contact name with the other company, he offered to make a "warm-up" call for me.

Finally, network. Be mindful of community events or chances to meet the prospect out of the office such as Chamber of Commerce meetings, Kiwanis, Rotary, Ad Fed, etc. I'm not suggesting you make a sales pitch at that function, but you could certainly introduce yourself, mention you'd like to come by and talk, and ask for a good time to meet. Most of the time you'll know someone at that event who knows the person you'd like to see, and a "referral" introduction can be made.

Bottom line, setting appointments is part of the prospecting process. And like everything else we do these days, you have to be creative. Think of ways friends and current clients can help.

Setting appointments and getting that face-to-face meeting is not always easy. But if you take advantage of your resources and put some thought behind your efforts, you just might find the task is not as daunting as you think.

## The importance of thinking small



Ad-libs  
by John Foust

You may have heard about Volkswagen's initial ad campaign. At a time when big gas guzzlers were the norm on the roads, a European carmaker had the seemingly impossible job of convincing North American consumers to buy smaller cars. With direction from the Doyle Dane

Bernbach ad agency, one of their first print ads featured a small photo of the VW Beetle, surrounded by a sea of blank space. The headline read, "Think small," and the text explained the benefits of a car with easy maintenance and good gas mileage. Sales sky-rocketed and VW became a marketing sensation. Years later, Advertising Age magazine named it the best ad of all time.

Little things make a big difference. We all know what a typographical error can do to a

message. A misplaced comma can throw an advertised product's price off track by thousands of dollars. A misspelled name in an obituary can cause heartache and bitterness for a grieving family. And rushed – or neglected – proofreading can result in mistakes that are ridiculed for years.

see **think small**  
page 7

**think small**

from page 7

I remember seeing a full-page ad for a local furniture store. Art and copy were provided by a national manufacturer, with room for each store that used the ad to insert its own logo and address. But in this instance, the bottom of the ad read, "Name of Store, Address, City." The ad had made it all the way through the placement process, without anyone catching the error. A make-good wouldn't have captured the same audience, because the ad appeared in a special section.

Details matter. A sales person sits across from three people at a conference table. Introductions are

quickly made, but the sales person doesn't write down the names. Or the sales person receives a business card from each person but doesn't place the cards in left-to-right order on the table. Then in the middle of the presentation, he or she calls someone by the wrong name. That kind of mistake can doom a sale.

Have you ever wondered why airlines send luggage to the wrong airports? Maybe the problem starts at check-in. Each airport has a three-letter code. Get one letter wrong, and a suitcase ends up in Orlando (MCO) instead of Kansas City (MCI). Or it goes to Boston (BOS) instead of Boise (BOI). Or it lands in Mendoza, Argentina (MDZ) instead of Harrisburg, Pennsylvania (MDT).

We hear a lot of talk these

days about "thinking big" and "shooting for the stars." Those are good things. But along the way, I encourage us – all of us – to tighten our focus. Let's remember the importance of the day-to-day details of our work and our relationships with others. Let's make sure every ad – and every ad schedule – is checked for errors. Let's make sure to arrive on time for appointments. Let's leave the best parking spaces for customers, when we visit an advertiser's place of business. Let's take time to say, "Thank you." Let's think small.

*John Foust has conducted training programs for thousands of newspaper advertising professionals. E-mail for information: john@john-foust.com*

**millennial**

from page 5

One great way to invest in your future is to participate in the Reynolds Journalism Institute's Student Innovation Fellowship program. RJl partners with forward-thinking news outlets to financially support Missouri

School of Journalism students as they work 30 hours a week at one of those outlets. At the end of the semester you'll know what they are capable of. And you will have had the opportunity to show them what a vibrant, important journalism service you provide your community and audience.

Contact RJl Associate Director Mike McKean for details of the next round of Student

Innovation Fellowships.

"I want to be kept on my toes," says Allison. Her advice to her peers: "Be flexible, adaptable; say 'yes' before you know what it is."

*Brian Steffens is RJl's director of communications. Steffens served as executive director of the National Newspaper Association (NNA) and associate director of New Directions for News (NDN).*

2018

ALA BAMA

APA

SUMMER PRESS

CONVENTION

ASSOCIATION

July 19 - 21

Register Today!



## Help Wanted

### General Manager – Guntersville, AL

The Advertiser Gleam, a 6,200 twice weekly newspaper and 8,700 mailed weekly TMC seeks an experienced leader in the beautiful lake city of Guntersville, AL situated along the Tennessee River in northeast Alabama. Candidate should be innovative and results-oriented. He or she will manage the operation. This individual must possess leadership, marketing and communication skills as well as be dedicated to growing all aspects of a profitable newspaper. The ability to think strategically and work with managers to develop and execute plans is essential. We are looking for a proven leader with excellent organizational, financial and management skills. Community involvement is also necessary and encouraged. Ideal candidates will have experience as an advertising sales leader or general manager of a newspaper. Advertiser Gleam is owned by TN Valley Media and offers a competitive salary commensurate with experience and a comprehensive ben-

efits package including health insurance and 401K. Please send resume and salary requirements to darrell.sandlin@timesdaily.com

### Publisher - Clarksdale, MS

Publisher candidates sought for weekly newspaper in Clarksdale, Miss., grossing \$600K. Ideal candidate knows the business from both sides of the fence, is able to drive revenue and profit, along with producing quality products – this is not a “desk job.” Skills in business, advertising, editorial, leadership, research, problem solving, strategic planning, negotiation, customer service, management and teamwork are all wonderful traits. If you have the drive, but may be lacking a few tools in your skill set, we do train. Publisher is also expected to be an active and integral member of the community. Compensation \$50K – \$60K, 401(k), & other benefits. Send letter of interest, resume, and references to strack@emmerichnews-papers.com

### Experienced Newswriter/Reporter - Haleyville, AL

The 170-year-old newspaper in Alabama seeks an experienced newswriter/reporter for its top newsroom position. The managing editor/reporter is responsible for news and editorial content for the weekly, 3,000-circulation newspaper and sister print and digital platforms.

Candidates need a collaborative writing background, critical thinking skills, editorial writing ability, and photography. We prize accurate, local news and sports coverage in print and online. It is conveniently located at the intersection of State Highways 17 and 86 and is a short 33.9-mile drive to Tuscaloosa.

Interested candidates should send their resume, work samples of noteworthy journalism accomplishments, weekly salary requirements and a cover letter to P.O. Box 430, Haleyville, AL 35565 or email: hmoore123@centurytel.net. Equal Opportunity Employer.



**Coffee & Newspapers**

One wakes you up  
One opens your eyes

#newspapersthive




Need to find good employees?

Send APA your information to place in AlaPressa and online.

jaclyn@alabamapress.org

**Grimes, McGovern & ASSOCIATES**  
FORMERLY WIL GRIMES & CO. SINCE 1992

mediamergers.com



**LEWIS FLOYD**  
Senior Associate

Helping you Buy, Sell, or Value your publication

(850) 532-9466  
fax: (850) 290-5535  
lfloyd@mediamergers.com



**Alabama Nursing Home Association**

**You cover Alabama. We care for Alabama.**

With nursing homes in every county, the Alabama Nursing Home Association is ready to answer your questions about long-term care, rehabilitation and senior care.

John Matson, APR  
Communications Director  
Alabama Nursing Home Association  
334-271-6214 • jmatson@anha.org

anha.org

f i t i n

**TN TownNews.com**



The logo features a red diagonal bar on the left with the year '2018' in white. To the right, the text 'APA SUMMER CONVENTION' is stacked in blue, with 'ALABAMA PRESS ASSOCIATION' in a lighter blue background behind it. The word 'AGENDA' is written in large, light blue letters to the right.

# 2018 APA SUMMER CONVENTION AGENDA

## **Thursday – July 19**

6 – 8 p.m.                      Sunset Dolphin Cruise

## **Friday – July 20**

10:30 a.m. – 1 p.m.              APA/ANAS Board Meeting & Luncheon

12:30 - 6 p.m.                  Registration Desk open

1 p.m.                              Journalism Foundation Board Meeting

2 – 4 p.m.                        Ryan Dohrn: *Teaching Old Sales Dogs New Tricks*

4 – 5 p.m.                        Lt. Governor Candidate Forum

6:30 – 8 p.m.                    Opening Reception on the Beach Deck  
(sponsored by Alabama NewsCenter)

## **Saturday – July 21**

7:30 – 8:30 a.m.                  Continental Breakfast (sponsored by Honda)

8:30 - 9:45 a.m.                  Ryan Dohrn: *60 Media Sales Tips in 60 Minutes*

10 – 11:15 a.m.                  Attorney General Candidate Forum

11:30 – 12:40 p.m.              Luncheon (sponsored by AT&T)

12:45 p.m. – 2 p.m.              Gubernatorial Candidate Forum

5 – 6 p.m.                        Resolutions Committee

6 – 7 p.m.                        BNC Exhibit Reception (sponsored by BCBS of Alabama)

7 – 9:30 p.m.                    Awards Banquet (sponsored by Mercedes)

9:30 p.m.                        Post Banquet Reception