

AIMS MEETING AGENDA
Westin Hotel Downtown - DENVER

August 30 – September 1, 2015

SUNDAY – AUGUST 30

- 6:00 pm Reception - Westin Hotel Downtown
(Horace Tabor Room)
- 7:00 pm Dinner – Westin Hotel Downtown
(Horace Tabor Room)

MONDAY – AUGUST 31
MEETING ROOM – LAWRENCE A

Continental Breakfast Available 7:30 – 8:30

- 8:30 Bob Proffitt – Alpha Media U.S.A.
- 9:30 Brad Williams, James Derby – Federated Media
- 10:30 **Discussion** – *Next Radio App (Who's using it, who isn't. What do we need to know).*
- 11:00 Dan Seeman – Hubbard Radio
- 12:00 Working Lunch (*Business Meeting – Members Only*) –
ROOM - Lawrence A
- 12:00 Lunch/Networking Meeting (*for all non-board members*)
ROOM - Lawrence B
- 1:30 Tony Richards – Kensington Digital Media
- 2:00 Lyndon Friesen, Richard Kroeker, Dave Lehman,
Brett Adnum – Golden West

3:00 **Discussion** – *Copyright Artists/Photos/Graphics on your website. Who has been burned? Who has been penalized by “trollers?” What are our options?*

3:30 Trish Garber – MacDonald Garber Broadcasting

4:30 *Adjourn*

TUESDAY – SEPTEMBER 1

MEETING ROOM – LAWRENCE A

Continental Breakfast Available 7:30 – 8:30

8:30 Pete Benedetti – Always Mountain Time

9:30 **Discussion** - *Measurement. Voltair. What are you using for audience measurement? Anything Custom? Qualitative/Quantitative?*

10:00 Tom Walker
Rick McCoy – Mid-West Family Broadcasting
(Potential Members)

11:00 Keith Black - Rawlco Radio

12:00 Lunch/Everyone - LAWRENCE B

1:30 **Discussion** – *Next Generation - Hiring young people. Where do you find them? Will you put them in key positions? What’s the future?*

- 2:00 Trila Bumstead – Ohana Media Group
- 3:00 Carol Logan – Forever Broadcasting
- 4:00 **Discussion** – Programmatic Buying - *What is it?*
Who's participating?
- 4:30 Adjourn
- 6:30 Dinner – (Location TBD)