

MAIN STREET

Presents

The Conclave

TATTLE R

Publisher: Tom Kay Editor: Benjamin Holsen
Cartoons Suggested by Lenny Bronstein & Jay Philpott

Former **Tribune** N/T WGN-AM morning man “**Uncle Bobby**” **Collins** will be inducted posthumously into the **Radio Hall of Fame**. Bob Collins was killed at the height of his popularity when a small plane he was piloting collided with another plane and crashed. Also named posthumously at the **Museum of Broadcast Communications** will be **Jess Cain** of Boston and **Dick Whittinghill** of Los Angeles. “These three great broadcasters are gone, but they should never be forgotten by the millions who invited them into their homes and hearts,” said Hall of Fame Chairman **Bruce Dumont**. The group also announced 14 other broadcasters and two programs as nominees including: Chicago icon **Steve Dahl**, **Howie Carr** of Boston, **Bob Grant** of New York and **Ronn Owens** of San Francisco. The national category lists: **Bob Costas**, **Dr. Laura Schlessinger**, **Howard Stern** and **Dr. James Dobson**’s “Focus on the Family.” Winners will be inducted November 8th at the Renaissance Chicago Hotel.

The **NAB** has named 10 winners of the **Crystal Radio Awards** for outstanding year-round commitment to community service and all but three are from the Midwest! The 2008 NAB Crystal Radio Award recipients are: **KCVM/Cedar Falls, IA**; **WDRV/Chicago**; **KFOR-AM/Lincoln, NE**; **WIZM-AM/La Crosse, WI**; **KSTZ/Des Moines**; **WJBC-AM/Bloomington, IL**; **KUZZ/Bakersfield, CA**; **WUBE/Cincinnati**; **WAWZ/Zarephath, NJ**; **WUGO/Grayson, KY**. Chicago radio personality **Larry Lujack** was inducted into the NAB Hall of Fame and **WUSL/Philadelphia** was given the NAB Crystal Heritage Award for long-term commitment to community service.

The 2008 Learning Conference’s Friday keynoter, **NAB** President **David Rehr**, announced an industry-wide campaign called “Radio Heard Here” this week at the NAB Conference in Las Vegas.

The multimillion-dollar campaign — which aims to actively encourage more radio listening among listeners aged 18-24 and 25-34 — will encompass plenty of radio airtime across all broadcast groups as well as non-radio elements including print, outdoor, YouTube and other social-networking destinations. Said Rehr, “The average consumer tends to perceive radio as oxygen...they don’t know what they’d do without it, but because it’s everywhere they’ve kind of forgotten its value.” Rehr introduced “Radio Heard Here” as a part of a larger initiative called **RADIO 2020**. “The idea is that [Radio Heard Here] becomes our ‘Got Milk?’” said **RAB CEO Jeff Haley**. “It’s a flexible, easily-accessible phrase that can stand for a lot of things and can move from place to place to really be relevant.” *Commentary: The TATTLE R has occasionally disagreed in the past with some of the NAB’s processes and procedures. This time, the organization is spot on. Way back when, we mused on these pages that the industry needed a campaign similar to the Stan Freberg-created ‘Who Listens To Radio?’ crusade of the 60’s – an on-air advertising blitz aimed at improving radio’s image, as it recovered from hits suffered at the hands of TV. Stan’s creativity coupled with ownership’s programming and promotional innovations, helped spawn a new era in radio broadcasting. That’s why we couldn’t be more thrilled to hear about Mr. Rehr’s contemporary quest to drain Lake Michigan and fill it with hot chocolate. Personal to David: just don’t forget the Maraschino cherry! - TK*

Radio One Urban WHTD/Detroit’s station vehicle was stolen and an employee carjacked as he re-fueled at a gas station less than a mile from the radio station. Held at gunpoint, **Keith “Shug” Gillespie** said the teenager then hopped into the heavily branded vehicle and took off. Midday personality **Suga Rae** went on the air soliciting tips as to the whereabouts of the vehicle. The studio lines were flooded with tips that were passed along to Detroit police who found the vehicle within the hour. The local residents, whose tips led to the arrest of the suspects was awarded with a pair of front-row tickets to the **Alicia Keys-Neyo-Jordin Sparks** concert.

Another Texas court refused to dismiss a lawsuit by **Clear Channel** and private equity firms **Thomas Lee and Bain** that would order a group of banks to pay-up for the \$20 billion leveraged buyout of Clear Channel. The three-judge panel of the Texas Fourth Circuit Court of Appeals in San Antonio affirmed the same ruling April 11th by Bexar County, TX Judge **Joe Brown, Jr.** The trial for particulars is still set for June 2nd.

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David Rehr
President, NAB



Ed Schultz
Jones Radio

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Rita Cosby
Author/Commentator



Isaac Hayes
Artist/Songwriter

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KEYNOTES	<p><u>Formatics - presented by R&P</u> Urban Symposium: The Urban Conundrum Top 40 Symposium: Great Show Prep Oldies Symposium: Marketing & Programming to Boomers Triple A Symposium: The Proper Relationship AC Symposium: Talk To Her NOW, or ... Country Symposium: Secrets of My Success News/Talk Symposium: Electing To Win Rock Symposium: The Four P's</p> <p><u>Management & Programming</u> Flipping the Switch? (Syndication) What PPM Can Teach Small Markets Aircheck Critiques That Work! PPM - A report from the front lines! Building Your Personal Brand Radio vs. Royalties: The Debate! Non-Traditional Success (NTR) Ms. Understood (Communicating effectively) The One-Minute Talent Developer</p> <p><u>Conclave College - presented by All Access</u></p>		<p><u>Technology</u> Embracing Technology Texting Texting 1, 2 - Richard Rene The Bedroom Project, Summer Update What a Wicked Web We Weave Social Media Workshop Hear, Here! (Production/Imaging) New Tools for Fun & Profit (Production tools)</p> <p><u>Life Skills</u> The Time Management Seminar Life After Radio (Career Options) The Change Management Seminar Handling Clash With Class (Conflict Resolution) I's All About Me! (Mentoring, Self-promotion) Financial Management For Dummies...Radio!</p> <p><u>Promotion - presented by R&P-PromoSuite</u> Social Responsibilities: Working with Charities Understanding Agencies Reaching Young Demos with Radio Marketing in a PPM World Being PC: Promotionally Correct!</p>	PARTNERS
<p>David Rehr!</p> <p>Ed Schultz!</p> <p>Rita Cosby!</p>				<p>All Access! Arbitron! BDS Radio! BMI! Bob & Sheri/ Matt & Ramona! Brown College! Edison Media Research! McNally-Smith College! McVay Media! MegaTrax! MusicMaster! Nielsen/BDS/ SpotScan! PlayMPEI! PromoSuite! R&P! RCS! Specs Howard!</p>
SPECIAL GUEST				
Isaac Hayes!				

Please note: If you have never experienced conflict with another person, you may discontinue reading this article. If you have experienced differences with others and sought a (relatively) pain-free resolution, please read on! The Conclave today released information on a session from its Life Skills learning track. *Handling Clash with Class* will focus resolving conflict with others effectively. The session is scheduled for Saturday, June 28th at 9:00am during the upcoming *Conclave 08': At the Crossroads*, June 26th-29th. **Dr. Jody Janati**, an instructor at Brown College in Minneapolis will dedicate an hour to ways of diffusing interpersonal conflict specifically in the workplace. She will talk about how to attendees can confront someone without violating his or her rights or allowing their own rights to be violated. In addition, assertive communication will be discussed as it pertains to healthy confrontation skills in general. In addition to the Life Skills track at this year's Learning Conference, Formatics, Management and Programming, Technology, and Promotion tracks will also available. The complete agenda for the Conclave Learning Conference: At the Crossroads, slated from June 26th-28th, 2008 as well as details on registration can be found online at www.theconclave.com.

Cumulus will drop **Arbitron** effective January 1st, 2009 says Cumulus CEO **John Dickey**. Dickey invited qualified vendors to submit proposals for a new service designed to measure both quantitative and qualitative audience characteristics for its stations in markets 100+. "Our plan is to work closely with leading researchers, other broadcast organizations and advertisers to design a system that is credible, accurate and comprehensive — both today and in the future," said Cumulus. Arbitron's Pres./ Sales and Marketing **Pierre Bouvard** responded quickly, saying "We welcome the initiative announced today by Cumulus Media Inc. to enhance the tools that radio broadcasters in markets 100+ need to compete for local ad dollars. For the past year, we have been working with our **Small Market Owners and Operators Caucus, The Radio Advisory Council Diary Market Subcommittee**, and former RAB Pres. small-market veteran **Gary Fries** to better align our priorities with those of radio's "Main Street markets."

RFD-TV's \$25 million gamble on simulcasting **Don Imus'** morning radio show is paying off and according to Founder/Pres. **Patrick Gottsch**, the independent cable network is "very close" to being picked up by major cable systems including **Time Warner** and

Verizon. RFD is currently only available on satellite and began simulcasting Imus when he started on **Citadel** Talk WABC/New York in December. RFD's corporate headquarters are located in Omaha, NE.

The **RAB** reports local radio revenues were down 8% percent overall in March and tough news for national, with a 17% drop. Local and national combined for a 10% decline. There's been no good news for 2008 so far, with the 8% overall decline the sharpest for the year so far. Revenues were down 6% in January and 2% in February. National revenue has now fallen in three of the last four months by double digits, off 12% in December, 13% in January and 1% in February. Local revenue didn't fare quite as poorly, down 8% in March after losses of 4% in December, 5% in January and 4% in February. Non-spot revenue remains the sole bright spot, gaining 18% in March, following 12% in December, 13% in January and 17% in February. Local and national revenues are based on approximately 100 markets as reported by **Miller Kaplan Arase & CO**.

NTR FOR FUN & PROFIT!! This week, the **Conclave** announced details on its latest summer Learning Conference session addressing non-traditional revenue success: *This Ain't Your Dad's NTR*. The session is part of the Management and Programming track at this year's Learning Conference, *Conclave 08': At the Crossroads*, June 26th-29th. Technology is changing, and so is listener expectation. Whether you are in programming, sales or on-air, you will need to know all about where your station can create new revenue. **Kevin Russell**, NTR director for **Greater Media/Charlotte** and recipient of the *NTR Director of the Year Award* will talk about where Non Traditional Revenue is going and how your station can open up heretofore new and unexplored revenue options. Experiential Marketing, Cause-Marketing, Product Placement, Interactive Media and Websites, Client-Based programming will be just some of the topics. The session is scheduled for Saturday June 28th at 8:00am. According to Conclave Vice Chair, **Tony Garcia**, "The sky's the limit and we will cover all of these in this lively hour that will be worth getting up early for." Get up early indeed. This session alone could well be worth the price of not one, but TEN admissions. Just hope your competition isn't in the house when these moneymaking ideas are shared! The complete agenda for the Conclave: At the Crossroads, slated from June 26th-28th, 2008 as well as details on registration can be found online at www.theconclave.com.

KEYNOTES
DAVID REHR
 PRESIDENT/CEO
 NAB
ED SCHULTZ
 JONES RADIO
 NETWORK
RITA COSBY
 MSNBC

AT THE CROSSROADS
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 June 26-June 29
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The recording industry spent nearly \$2.8 million lobbying on Capitol Hill last year to limit fees charged to Internet radio stations for music broadcasts and on efforts to limit copyright violations, especially overseas. The **NAB** spent almost \$9 million in 2007 to lobby on digital TV, cable and satellite radio matters. NAB continues to lobby against **Sirius Satellite Radio's** proposed \$5 billion buyout of rival **XM Satellite Radio**, a deal the NAB sees as a monopoly maker. There were no figures announced regarding the NAB's lobbying effort to limit cash assessments for the right to play recorded music on the radio and on the Internet. **Reminder:** this "million dollar" question will be debated openly during Conclave College at the *2008 Conclave Learning Conference - AT THE CROSSROADS - on Friday, June 27th at the Marriott City Center.*

This week, a Tennessee member of the U.S. House, **Marsha Blackburn** (R) sent a letter to **FCC** Chairman **Kevin Martin** expressing concern about the FCC's plan to install localism thresholds for radio broadcasters. The letter was signed by over 120 of her bipartisan colleagues in the House. Said Blackburn, "While we agree with the Commission that fostering more and better local programming is a laudable goal, we do not agree that mandates from Washington are the best means of achieving that goal." In a press release announcing the letter, she announced a concern that "the FCC localism effort will restore a 1970s era regulatory regime for local broadcasters. That represents a return to a time when most local radio stations operated in the red. Reverting to out-of-date rules would impose significant costs on broadcast licensees that will harm their ability to serve the public interest. This could ultimately lead to cost-cutting and job elimination in an effort to comply with the Commission's ill-conceived mandates." *Commentary: Two things stand out in the Congresswoman's anti-localism effort. 1) Her entire approach sounds like fear mongering to us, 2) We think her contention that 'most radio stations operated in the red' in the 70's may need further review. Let's ask Hall-of-Fame caliber 1970's Midwest owners like **Dean Sorenson, Tom & Bob Ingstad, Andy Hilger, Lew Latto, etc.** if they suffered economically with their holdings 3 decades ago. While their stations may have not experienced the profit margins consolidation brought later on, we don't think they stood in line for food stamps, either. And by the way, their ilk - then and now - define the very best that radio provides, proudly...and locally! - TK*

**Conclave 007: RADIO UNDER CONSTRUCTION
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Relive Conclave 007! The Learning Conference's most exciting moments are now available for purchase! Every session are available on CD at \$19.99 each. FREE domestic shipping and please allow up to 4 weeks for delivery. Visit www.theconclave.com to place your order.

CHICAGO PD RECREATES WNEW FOR NEW YORK! The legendary WNEW has been reborn (102.7 HD 2/New York) and updated (www.wnew.com) to reflect its historical influence on today's rock scene. The new WNEW website has recordings from the late '60's through today as well as music from the most promising emerging artists yet to be discovered by the masses. Thousands of hours of archival interviews by former WNEW hosts **Scott Muni, Dave Herman, Richard Neer** and others with artists like **John Lennon, The Who, Stevie Wonder** and **David Bowie** will be integrated throughout the station's on-air and online programming. Who is this Chicago PD? Let me introduce you to the award winning PD of WXRT/Chicago and **CBS** VP/Adult Rock Programming WNEW mastermind **Norm Winer**. "As a music fan and radio geek who grew up in Brooklyn listening to the original WNEW, I'm excited to help recapture the spirit and philosophy of progressive radio, using tools we never dreamed of back in the early days. With the foundation of a timeless and totally one-of-a-kind archive, we will provide rock devotees of all generations the chance to hear incredible moments from our collective past and enable them to connect the dots to rock's most compelling artists of the present and future." he said.



"Remember, a fool and his money are our target audience."

Big congrats to **Regent** Country KUAD/Ft. Collins, CO and the "Good Morning Guys" **Brian, Gary** and **Todd Harding** on raising over \$106,000 for three local child abuse prevention centers during their 10th annual 28 Hours of Hope Radiothon.

Chaddsford Winery introduced a wine bearing the likeness of **Pierre Robert**, a longtime radio personality on **Greater Media Rock WMMR/Philadelphia**. The 2006 "Pierreno Grigio" is a private label vintage complete with a label sporting Robert's picture adorned with his signature tie-dye. *Conclave veterans will recognize Pierre as the host for the Learning Conference's Legend Luncheon with Graham Nash in 2002! (This year at the Learning Conference, the "Legend" will be Isaac Hayes who will appear during Saturday, June 28th's, 30-Under-30 Luncheon!)*

Need cash to go back to school? To learn a new trick of the trade? To simply expand your knowledge of the things that surround you? The Conclave is encouraging those in the radio industry to apply for the organization's new **Rockwell Scholarship**, with the May 1st deadline for application fast approaching. Anyone in the industry – from first-year rookies to 30-year-veterans - are eligible to receive \$1000 to enhance their skills through education. Candidates may come from the ranks of programming, sales, promotion/marketing, engineering, production, or any other department inside a radio organization. You must either be enrolled, or plan to be enrolled, in an accredited post-secondary educational course or courses. According to Conclave Scholarship Committee chairperson, **Siobhan Kierans**, "We want to make sure that the industry knows this money is available to pros who wish to continue to learn, not just to those who are considered "students". She goes on to say, "The characteristics of a Rockwell Scholarship recipient include having a strong belief in oneself while demonstrating selflessness, possessing a passion and optimism for the industry, and has gained the respect of their co-workers." This year, the Conclave Rockwell Scholarship has been donated by the 2007 Conclave Rockwell Award recipient, **Erica Farber** – publisher of the industry's newspaper, *Radio & Records!*

CBS Talk KMOX-AM/St. Louis won five 2008 regional **Edward R. Murrow Awards** for excellence in electronic journalism. **Tribune** NT WGN-AM/Chicago radio news won three and **Journal's** WTMJ/Milwaukee nabbed four. Congrats to all!

The 2008 Conclave Learning Conference: At The Crossroads/ Marriott City Center-Minneapolis. Keynotes: David Rehr (President, NAB), Ed Schultz (Progressive Talk Personality), Rita Cosby (Cable TV commentator & author), and the Learning Conference will also feature a special appearance by Rock & Roll Hall of Famer, Isaac Hayes. Over 30 sessions in 5 Learning Tracks. Tuition includes 9 meals/snacks & Twins-Brewers baseball. Just 13 days left to save on Tuition, \$299 until 5/1/08. After 5/1, Tuition will rise to \$399! Details at www.theconclave.com!

Chicago Public Radio elected **Digitas** Chicago President **Tony Weisman** as Chairman. Weisman has been serving as Interim

Chair of the parent of noncommercial WBEZ/Chicago since **Heather Steans** exited last Fall to run for Illinois State Senate.

Tribune Talk WGN-AM/Chicago APD **Kurt Vanderah** exits to join marketing firm **Gaspedal** as VP of events.

CBS/Detroit Market Manager **Debbie Kenyon** named **Georgeann Herbert** as Dir./Digital Media for the CBS cluster in Detroit. Herbert will continue on as Dir./Programming at NT WWJ-AM.

Clear Channel Urban WGCI/Chicago adds **UB Rodriguez** for swing. Rodriguez was doing similar duties at **Cox** Urban WEDR/ Miami in January.

The **Conclave** would like to thank its Partners for making the 33rd annual Learning Conference a possibility: **All Access Music Group, Arbitron, BMI, Bob & Sheri/Matt & Ramona, Brown College, Edison Media Research, McNally Smith School of Music, McVay Media, MegaTrax, MusicMaster, Nielsen Entertainment/BDS, PlayMPE, PromoSuite, RCS, Radio & Records, Specs Howard School of Communication Arts, and SpotScan!** The Conclave is deeply indebted to these stalwarts of the industry. Thanks to their generosity, the Conclave can maintain the lowest tuition for its Learning Conference in the industry!

Front-Line Celebrity
A famous soldier is revealed

...but was I thinking, classmate... what was I think

**ARMY REVEALS
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FRONT LINE FOR
THREE MONTHS**

INSISTS HE WOULD DIE FOR U



Prince alerts soldiers to incoming missile.

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other sites in the group. Minimum one year experience in website design/development and maintenance with a working knowledge of HTML, Photoshop, and familiarity with interactive programming (Java, JavaScript, Flash, Dreamweaver). Successful candidate must be willing to work in a fast-paced, team environment. Should have strong problem solving, communication and analytical skills. College degree required. E-mail cover letter, resume and salary history to: Employment@ClearChannel.com...KFMW-FM (Rock 108), is looking to fill part-time openings immediately. Qualified applicants must have at least some on-air broadcasting experience. Up to 25 hours a week possible for the right candidate. This is a terrific opportunity for someone who is looking to take that next step in their career without voicetracking their show. Send mp3 and resume to cross@rock108.com or snail mail to: KFMW-FM, 514 Jefferson Street, Waterloo, IA 50701...Clear Channel Minneapolis is on the hunt for an Online Sales Director. This position is best suited for an individual who is looking to take charge of a highly successful internet sales culture in a critical top 20 market. This individual will the competitive advantage of representing 7 radio stations and their digital brand extensions, as well as oversee a sales force of 60+ sellers dedicated to internet sales success. Applicants must be the lead rain-maker; be able to hold themselves accountable; be a strong communicator; a great trainer; and consistently strive to win. E-mail cover letter and resume to: Employment@ClearChannel.com...Northwestern Media's Christian A/C Life 102.5/Madison, WI has a rare opening for a program director. Bring your passion for radio and make a difference in the lives of others while living in beautiful Madison, WI. You'll use your strategic thinking and have access to the necessary tools in order to create an experience for listeners that is unique and powerful. Email package to jobs@nwc.edu...All listings in Jobs represent equal opportunities and are provided free of charge. To place an ad, send particulars to tomk@main-st.net no later than Thursday evening for Friday publication. No calls unless otherwise specified.

<p>the Conclave AT THE CROSSROADS</p>	<p>2008 Learning Conference Registration Form June 25-29, 2008 • Marriott City Center Hotel • Minneapolis</p>	<p>PLEASE COPY THIS FORM FOR USE WITH MULTIPLE REGISTRATIONS!</p>
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<p>HOTEL. A limited number of discounted Marriott City Center hotel rooms are available for \$134/night+tax (single/double). Call 612-349-4000, Connect with Reservations, and ask for the Conclave rate. Act quickly! An early sell-out is expected! REFUNDS. Ask for details.</p>		<p style="text-align: center;">Cardholder _____ Authorized Signature _____</p>