

**35<sup>th</sup> Learning Conference TATTLER SCRAPBOOK**  
 Volume XXXVI Number 32 August 20, 2010  
**The Conclave**  
 Presents  
**The TATTLER**  
 Publisher: Tom Kay Editor: Ben Holsen  
 Cartoons Suggested by Lenny Bronstein & Jay Philpott



Folger Media CEO Joel Folger steals the show at **IDENTITY THEFT FOR FUN & PROFIT**



Actress Margi Simmons introduces The Brave New Workshop to the Conclave



THE WECAN NETWORKING EVENT kicks off the 35th Learning Conference



Fred Jacobs welcomes Clavers to the 1st Annual JACOBS MEDIA SUMMER SCHOOL



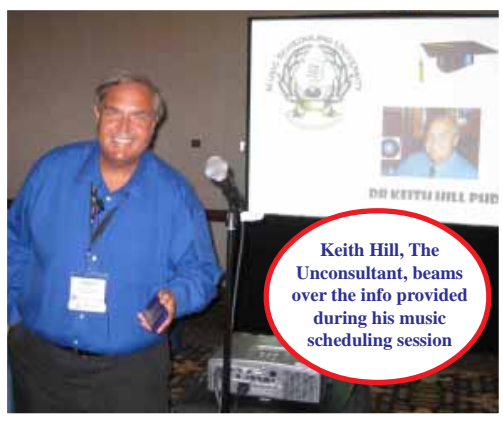
Folger Media's Jules Riley and Entercom's David Moore answer questions at the Promotion Summit



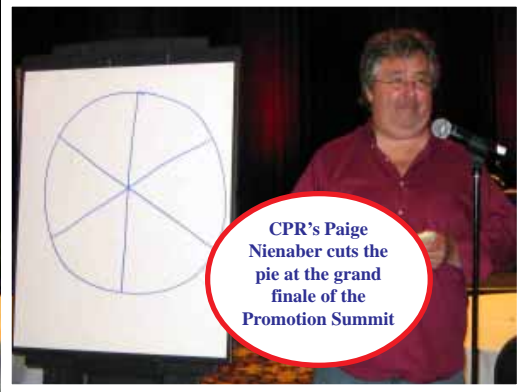
Saga's Steve Goldstein gets down to basics at the JACOBS MEDIA SUMMER SCHOOL



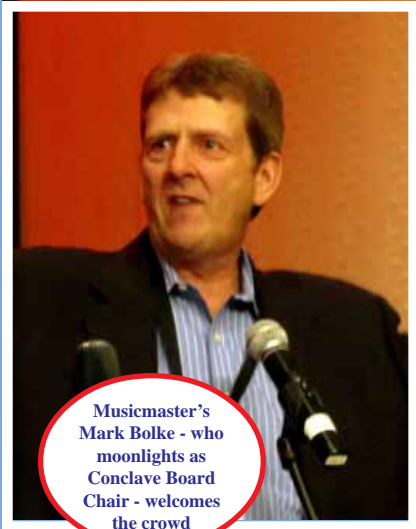
Arbitron's Dr. Ed Cohen reveals diary secrets at the Jacobs Media Summer School



Keith Hill, The Unconsultant, beams over the info provided during his music scheduling session



CPR's Paige Nienaber cuts the pie at the grand finale of the Promotion Summit



Musicmaster's Mark Bolke - who moonlights as Conclave Board Chair - welcomes the crowd



The opening night Welcome Gathering turns the Conclave into a grand reunion



Valerie Geller receives the 2010 Rockwell Award from Edison Research's Sean Ross



Radio-Info's Tom Taylor introduces the faculty for the highly charged MEET THE PRES session\*

\*Faculty L-R: Bonneville's Bruce Reese, Connoisseur's Jeff Warsaw, NexMedia's Jeff Dinetz, and Maverick Media's Gary Rozynek

Mike O'Malley and Tommy Kramer teach a packed house during THE 50 MINUTE OIL CHANGE



The Conclave provided the perfect debut for the acclaimed up & coming pop act, Lynhurst



**THE CONCLAVE THANKS THE  
2010 LEARNING  
CONFERENCE SPONSORS!**

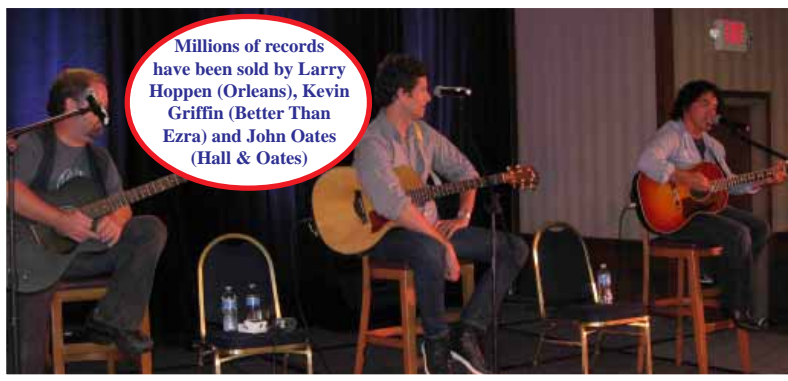
All Access  
AWM  
Americountry  
Arbitron  
Atlantic Records  
BMI  
Brown College  
Capitol Records  
Coleman Insights  
Comrex  
Interscope Records  
Island Def Jam  
Records  
Lynhurst  
Jeff Davis Productions  
Envision Radio  
Networks  
McNally-Smith  
College of Music

Minnesota Teen  
Challenge  
MIXER/Mighty Loud  
MusicMaster  
Mr. Skin  
Nielsen/BDS  
Nine Ball Radio  
Powergold  
PromoSuite  
Radio DOPLR  
RAMP  
RCA Records  
RCS  
Specs Howard School for  
Media Arts  
SpotVO.com  
Triton Digital Media  
Troy Research  
Wide Orbit  
Win Win Radio



The winners of the 2010 Conclave Scholarships show off their BMI hardware during the Awards Luncheon\*

\*L-R: Christopher Currie, Tyler Nettet, Jeena Dennison, Grace Evenson, & Brendon Adams



Millions of records have been sold by Larry Hoppen (Orleans), Kevin Griffin (Better Than Ezra) and John Oates (Hall & Oates)



Sinclair/Milwaukee's Clarissa Mankus claims this year's Rockwell Scholarship



Accuradio's John Gehron conducts the highly anticipated EXEC MARKS THE SPOT session\*\*

\*\*Faculty L-R: Emmis' Jimmy Steal, Clear Channel's Rod Phillips, Radio One's Jay Stevens, & Journal's Tom Land



It was 'stuff the bus' time, as Clavers prepared for their first journey to Target Field



What a view from the Home Run Porch, home of the Conclave for the Twins/White Sox contest

**THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416**

**Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at [tomk@theconclave.com](mailto:tomk@theconclave.com) Web: [www.theconclave.com](http://www.theconclave.com)**





Brown College's Karol Baumeister welcome's Mix 105's Ron Revere to the 2010 Job Fair



This A-list faculty had the answers for SURVIVING IN A MULTI-PLATFORM WORLD\*\*

\*\*Derrick Brown/Director of Urban Programming Clear Channel Chicago, Jay Stevens/SVP Radio One, Derrick Baker/Program Director 99 JAMZ Miami, Tony Gray/President-CEO Gray Communications, Brad Davison/SVP Urban Promotion Columbia Epic Records, George Cook/Geometric Media



An All-Star faculty of legendary jocks grace the stage for Saturday's TALENT FREE FOR ALL\*

\*Dave Ryan/KDWB Minneapolis, DeDe McGuire/KKDA Dallas, Chris Carr/WUBE Cincinnati, Blaine Fowler/WDVD Detroit



Chicago legend Steve Dahl keynotes the first annual RAIN SUMMIT-MIDWEST



RAIN emissario Kurt Hanson introduces the RAIN SUMMIT line-up for Saturday



Z100/New York's J.J. Kincaid (above) and KIOI/San Francisco's Don Bleu (below R, with Brown's Mike Kronforst) return home!



Burgers, Brats and good times abound at Saturday's GREAT MINNESOTA PICNIC

# the Conclave

Learning Conference • July 14-16, 2011 • Minneapolis

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Email [tomk@theconclave.com](mailto:tomk@theconclave.com)

## 2011 Earliest Bird Registration Form

Please enter all requested information. Incomplete forms will be not be processed. Fax finished form to **952-927-6427**.

Name \* \_\_\_\_\_ Company \* \_\_\_\_\_ City \* \_\_\_\_\_

**Exactly as you want this information to read on your badge!** There will be a \$50 charge to change the badge from what you enter here! **ALL INFORMATION** requested below must be completed, or this application will be considered incomplete and will be returned to you. Thanks!

Address \_\_\_\_\_ City \_\_\_\_\_ Email \_\_\_\_\_

State \_\_\_\_\_ Zip code \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Yes, it's okay for the Conclave to tell others I'll be in attendance this summer and I understand the Conclave will not sell this information!

I want a FULL \$149 EARLIEST BIRD tuition for the industry's premier Learning Conference in 2011. This rate good for students, educators and free-agents - and it is non-refundable. This offer is good for a limited time only, and is subject to certain restrictions and conditions.

I want to make a donation of  \$25  \$50  \$100  Other: \$\_\_\_\_\_ to the non-profit Conclave  Send receipt, please.

Where did you hear about this Learning Conference?  My employer  A co-worker  A friend/relative  My school

A trade publication  Internet website (list \_\_\_\_\_)  Other (list \_\_\_\_\_)  I've attended in the past

Employed by:  Radio  Records  Vendor/Supplier  Trade Publication  Student/Educator  Other? \_\_\_\_\_

My primary position:  GM  OM  PD  Sales Mgr/Acct. Exec  Promo. Director  Prod. Director  Air Talent  Other \_\_\_\_\_

Your format:  AAA/Alternative/Rock  AC/Hot AC  Christian/Religious  Classic Rock/Oldies/80's/Jack-type  Country  News/Talk/Sports  
 Non-Comm/Public Radio  Top 40  Urban(Urban, Urban AC, Hip Hop)  Other \_\_\_\_\_ (Check as many as apply!)



Form of payment:  Mastercard\*\*  Visa\*\*  Discover\*\*  American Express\*\*  Check/Money Order (payable to "The Conclave")

**\*\*For credit cards, please complete the following-**

Card number \_\_\_\_\_ Security Code (3 digit/back of card) \_\_\_\_\_ Exp. date (MM/DD/YY) \_\_\_\_\_

PRINT Cardholder name \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

**COMPLETE THIS FORM. ENCLOSE PAYMENT/INCLUDE CREDIT CARD INFORMATION. MAIL OR FAX 952-927-6427.**

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|---|--|---|--|--|--|
|    |  | <b>2010 Learning Conference CD Order Form</b><br>July 15-17 • Doubletree Park Place Hotel • Minneapolis |  | Payment method?<br><input type="checkbox"/> CHECK <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD<br><input type="checkbox"/> DISCOVER <input type="checkbox"/> AMEX |  |
| First name _____ Last name _____  |  | _____   |  | For credit cards, please complete the following section-   |  |
| Company _____   |  | _____   |  | Credit Card # _____  |  |
| Mailing Address _____   |  | _____   |  | Security Code _____ Expiration (MO-YR) _____   |  |
| City _____ State _____ Zip Code _____   |  | _____   |  | _____  |  |
| Email Address _____   |  | _____   |  | AMOUNT ENCLOSED / TRANSACTION TOTAL<br>\$ _____  |  |
| 2010 Learning Conference Highlight Sessions are now available!<br>Check the sessions you wish to purchase:  |  |   |  |  |  |
| <input type="checkbox"/> THE JACOBS MEDIA SUMMER SCHOOL-Thu July 15 /All sessions (4 hours) \$39.99*<br><input type="checkbox"/> THE PROMOTION SUMMIT-Thu July 15 /All sessions (4 hours) \$39.99*<br><input type="checkbox"/> MEET THE PRES-Fri July 16 /1 session (1 hour) \$9.99<br><input type="checkbox"/> CONCLAVE COLLEGE-Fri July 16 /3 sessions (3 hours) \$29.99*<br><input checked="" type="checkbox"/> Add \$5 for shipping and handling per order. |  |   |  |  |  |
| TOTAL \$ _____ (Please allow up to 4 weeks for delivery.)   |  |                     |  | _____<br>Cardholder<br>_____<br>Authorized Signature   |  |
| *The Jacobs, Promotion Summit, & Conclave College sessions are sold only in full blocks (individual sessions within these blocks are not available).  |  |   |  |  |  |
| Mail/fax/email COMPLETED ORDER FORM to:<br><b>The Conclave</b><br>4517 Minnetonka Blvd, #104 Minneapolis, MN 55416<br>fax 952-927-6427 or <a href="mailto:tomk@theconclave.com">tomk@theconclave.com</a>  |  |   |  |  |  |

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