

# Chicago & Dallas Billboard Operators Seminar

*How to sell, create, manage, and stay out of trouble*



**Monday, October 9 or Monday, November 13**

6:00 - 8:00 PM Welcome reception / networking

**Tuesday, October 10 or Tuesday, November 14**

9:00 – 9:30 AM **Billboard industry overview** (Co-chairs, OAAA President & CEO Nancy Fletcher)

9:30 – 12:30 AM **How to boost local sales: *keeping customers and getting new ones*** (Lamar Chief Marketing Officer Tommy Teepell and OAAA's Steve Nicklin)

12:30 – 1:30 PM Networking Lunch

1:30 – 2:30 PM **How to improve local campaigns with better creative** (Adams + Fairway Creative Director Todd Turner and Steve Nicklin)

2:30 – 3:30 PM **Selling mobile advertising to new types of local advertisers** (DDI Media President Vince Miller, Todd Turner, and Steve Nicklin)

3:30 – 4:30 PM **New federal regs: *how the OSHA rule affects billboard climbers and how to comply*** (Meadow Outdoor's Chris Zukin, Formetco's Jim Poage, and OAAA's Myron Laible)

6:00 – 8:00 pm Networking reception

**Wednesday, October 11 or Wednesday, November 15**

9:00 – 10:00 AM **How to draft local ordinances** (OAAA-member attorney and OAAA's Kerry Yoakum)

10:00 – 11:00 AM **How to inspect and maintain billboards: *fixing little problems before they're big, costly problems*** (Productivity Fabricators's Jon Odom, All Steel Structures' Ted Bratsos, and Myron Laible)

11:00 – 12:00 AM **What to do if your locality tries to re-write its sign code because of a recent Supreme Court ruling: *understanding Reed v. Town of Gilbert and what it means for billboards*** (attorney and Kerry Yoakum)

12:00 – 12:30 PM **Recap of lessons learned and take-aways** (Co-chairs and Nancy Fletcher)