

At the annual NAGC Board Retreat in December 2009, board members discussed a number of subjects. Below is a summary of some of the topics. What do you think about these subjects? How important are they to you? What other topics would you like to see considered by the board? E-mail me at gthomas@mlgw.org with your feedback or take the latest NAGC survey at <http://bit.ly/4Z7bF1>

- Enhancing member benefits and how to increase networking opportunities
- Re-evaluating the number of Blue Pencil/Gold Screen categories and helping winners receive greater recognition for their efforts with their supervisors and media contacts.
- Shifting the NAGC Communicator newsletter from a quarterly format to a smaller, more frequent format with more interaction (blog format, allow commenting, etc.)
- Increasing the number of case studies/benchmarking stories that are shared with NAGC members.
- Webcasting conference presentations.
- Hosting two regional networking events per year.
- Creating and publicizing of an editorial calendar with a schedule of communications for NAGC members.
- Considering separation of the Communications School and Blue Pencil/Gold Screen awards into two separate events at different times of the year.
- Upgrading and regularly refreshing the NAGC Web site.
- Increasing volunteer/committee opportunities and participation among NAGC members.
- Communications School 2010 in Washington DC. Presenters confirmed for the following subjects:
 - Web Return-On-Investment
 - Social Media 101
 - Advance Social Media
 - Speechwriting
 - Case Studies
 - Ad Networks
 - Work/Life Balance
 - Media Relations
 - Use of Twitter
 - Blogging
 - Writing E-Newsletters
 - What Journalists Are Taught Today