

NSSEA ESSENTIALS 2006 EDITORIAL CALENDAR

ISSUE DATE	THEME	FACE-TO-FACE INTERVIEWEE	MEMBER MATTERS SUBJECT	MEMBER VOICES SUBJECT
JAN/FEB 06	SPE Preview (EE and SES)	Service Provider**	Membership Directory	Letters to the Editor*
MAR/APR 06	Dealer/Supplier Channels (SPE Wrap-Up)	Supplier Mbr.	Mentoring Program	SPE Evaluation
MAY/JUN 06	Back to School	2006 Chairperson	Surveys/Reports	Letters to the Editor*
JUL/AUG 06	Mbr. Services	Consultant/Staff	Top 10 FAQs	Letters to the Editor*
SEP/OCT 06	Product Branding	McCurrah Award Winner	Budget/How Dues Used	Letters to the Editor*
NOV/DEC 06	Leadership Issue	Dealer Member	Networking Programs	Letters to the Editor*

GUEST/REGULAR COLUMNS IN EACH ISSUE:

- All in the Family by Mike Henning
- From The Marketing Side by Bob Stimolo
- Professional Development
- Tech Talk by Vicki Smith Bigham
- Supply & Demand by TBA
- On Capitol Hill (formerly Legislative Update)

OTHER REGULAR FEATURES COMPILED BY EDITORIAL STAFF:

- Ask The Expert
- Retail Store Roundtable
- Industry News (New Members, New Products, etc.)
- It's A Date — calendar
- Advertising Index
- Next Issue — teaser
- Table of Contents
- Website Highlight
- In Memoriam — obits*
- Basic Essentials (Newsbites, Question of the Month, On the Listserv)

IN THE SHOW PREVIEW ISSUE:

- Workshop Descriptions
- Schedule-at-a-Glance
- Quick List of Exhibitors
- Profile of Destination City
- Articles by Featured Speakers
- Networking Events

ANNUAL FEATURES:

- Leadership Nominee Slate/Bylaws Changes (JAN/FEB)
- Letter from the Editor (JAN/FEB)
- Leadership Nomination Ballot (MAY/JUN)
- Back To School — Best Seller Predictions (MAY/JUN)
- Letter from the C.E.O. to Membership (MAY/JUN)
- Member Service Insert (JUL/AUG)
- Guest Editor (JAN/FEB and MAY/JUN)
- Top Products (NOV/DEC) — Dealers top selling and favor ite products are featured.

**as needed*

***reps in odd years; service providers in even years*