

tip

The Independent Publisher



Visualize Success
page 6

Successful Publications
page 8



AUDIT PROMOTION CHECKLIST

All of the services listed below are FREE promotions included with your audit.

When your audit is complete the most important part of your audit process begins! To get the biggest return on your investment, make sure you promote your audit. It's easy, and it's free. Use this checklist to increase revenue today!

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If your audit is sponsored by IFPA, MFCP, WCP, CPII, MACPA, FCPNY, CPNE, CPM, SAPA, CPF, or PNAWAN you can have additional publications you own audited at association rates. Save thousands of dollars and call today for your no-obligation quote.

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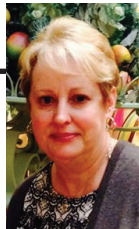
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"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

- Victor R. Jose
IFPA Founding Conference
September 20, 1980

The Independent Publisher

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DEADLINES: The next issue of The Independent Publisher will be published September 15, 2018. Deadline for all copy is August 15, 2018. Copy will be accepted on a space-available basis and the publisher reserves the right to edit or reject any material.

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"Experience is the name everyone gives to their mistakes."

Oscar Wilde



Jotted by Jane

by
Jane
Means



Many members reflect, "I try to never miss a conference," others shyly reveal, "I'm not going, I don't personally know anyone," while still others think, "In this tough economy, I don't know how publications can afford to go to a national conference. " Adding to it, some publishers bring their spouse or take multiple staff members!

First, let's think about WHY publishers get together at all. Sure, it's a get-away, a tax write-off, blah, blah, blah, but why is it a VALUE? Here's what your fellow members say, "It is great to network with other publishers", "I get huge value out of the hallway conversations!", "My sales manager needs fresh promo ideas," "I like learning more from the vendors who can save us time and money,"... the positive comments go on and on.

Plus, your IFPA board of directors listens to your concerns. We've

changed the annual September "conference" to a "Leadership Summit" ... one day less, and at a reasonable airport hub. Philly! Plus, if you choose to stay a day or two more, there is a wealth of history, entertaining sporting events, a great museum district, and a casino not far!

How can YOU make the Leadership Summit happen for your publication?

This is the first time EVER where we've bundled your hotel room into the registration. Only \$399, includes your hotel room for TWO-NIGHTS, breakfasts, lunch and breaks each day. What a true deal. Some members are coming along, some are bringing their spouse, and others are bringing a manager with them. The discussions will focus on leadership issues of all sorts.

The committee has extended the ever popular Idea Exchange ... it's always

proven to be the session where attendees take home lots of new or renewed money making ideas.

As you easily see, it doesn't take much to invest in the future of your publication. Rub elbows with the leaders in the free community newspaper industry. Find out how others are successfully increasing sales. Shy about asking opinions on topics where you need help? Go to one event and you will readily see just how easy and genuine every member is with helping each other. I usually end up hearing flawless ideas and wondering, "Why didn't I think of that?!"

Personally, I hope to see YOU in Philly on September 28 - 29, 2018. This new Leadership agenda is packed with valuable sessions to learn and an impressive city to explore. See you there.

Jane

What do you get for your **\$399** Leadership Summit Registration?

Let's start with the easy one: your registration for the Leadership Summit is included. (Value: **\$299**)

Shuttle to and from the airport. (Value: **\$40**)

2 Nights stay in your private, two room suite at the Sheraton (Value: **\$369**)

Full Breakfast Buffet Friday and Saturday morning. You can order anything you'd like to add at no cost. Want 3 eggs over easy? Just ask. (Value: **\$56**)

Lunch Friday and Saturday. (Value: **\$80**)

Friday evening reception right in front of the meeting room. Wine? Yep. Beer? Uh-huh. Food? Check. We were going to do a Beer Run and have the event in Gary Rudy's room but it won't fit us all so we moved it to this space. (Value: **\$99**)

Friday morning session with Ron Reason who will instruct us on how to design our publications for success and overcome the digital threat. (Value: **\$695**)

Saturday morning session with Tim Bingaman. Who knows more about our challenges and solutions? I can't think of anyone. (Value: **priceless**)

Saturday sessions with thousands of dollars worth of money-making ideas, time saving techniques, and networking time with your peers.

Total value for this event is way over \$1,600, all for **only \$399**. Register today as we only have room for 50 attendees.

After the first 50 have registered the price will increase to \$798 per person. Don't wait another minute.

REDESIGNING YOUR FUTURE



931.922.4171
888.450.8329 (fax)

104 Westland Drive
Columbia, TN 38401

www.ifpa.com

Friday, September 28

7:00 - 8:00 am

Breakfast

8:00 -10:00 am

Getting To Know You

8 Tables of 5 - 8 Things to Consider

10:00 -10:16 am

Break

10:16 - 10:32 am
Ron Reason

Noon - 1:37 pm

Lunch with Vendors

1:37 - 3:30 pm

Round Table Topics

3:30 - 3:48 pm

Break

3:48 - 5:15 pm

Ron Reason Roundtable

5:30 - 7:00 pm

Networking Bash in
the Atrium

Saturday, September 29

7:00 - 8:00 am

Breakfast

8:00 -10:00 am

Getting To Know You

8 Tables of 5 - 8 Things to Consider

10:00 -10:16 am

Break

10:16 - 10:32 am
Ron Reason

11:30 - 11:47

IFPA Business Meeting

Noon - 1:37 pm

Deli Lunch with Peers

(Hotel come up with something different)

Awards Ceremony

1:37 - 3:30 pm

5 Minute Money Makers

Handouts (Monday Money Making Magic)

4:00 pm

Board Meeting

Register Today!
Deadline is August 24th

\$399 Includes 2 nights in a spacious suite, breaks,
meals (limit 50 rooms)

Running High Hurdles to Visualized Success

By Bob Berting, Berting Communications

Several years ago, at the World Track and Field Championships in Stockholm, Sweden, the high hurdles champion was clocked at 12.6 seconds, which is a great achievement, and of such magnitude, it could be compared favorably to the time when the 4-minute mile was broken.

This announcement prompted the author to recall a time when a young man lived in an area called “Hell’s Kitchen” . . . a poor, tough, raucous environment where the sun was obscured by the smoke from nearby factories. This was a skinny kid with low self-esteem, who had to fight many bullies and gang types on a daily basis.

When it was time for high school, he chose a very large, nearby school with an enrollment of 5,000 students. He had always enjoyed running, so he went out for the high hurdles. The track coach was a nationally known coach who had developed many college and Olympic track and field champions. At the end of the year, the boy’s performance was mediocre and the coach said, “Quit – you have no leg strength, no stamina.”

THE BOY WAS CRUSHED - BUT DIDN'T GIVE UP

As soon as the season ended, the boy built 10 wooden high hurdles in a vacant lot next to his home. It was a long narrow lot that was close to the distance of a high hurdle race. After practicing all summer, fall and

the winter months, he again went out for the high hurdles. The coach, sensing his desire, gave some advice: “Your problem is that you’re not in the flow of what it takes to win. You need to work with the energy around you (other hurdlers) and build your focus, concentrating on the flow of the race to win.” The boy improved dramatically in his second year.

NOW IT'S TIME FOR HIS JUNIOR YEAR

The coach talked to the boy at the beginning of the season and recognized his efforts to improve and said, “You have tremendous desire, but I want you to concentrate on a clear, mental picture of maximum performance. I want you to visualize past the finish line and not one hurdle at a time.” (Kid wins Sectional, loses Regional.)

FINALLY HIS SENIOR YEAR

Again, at the outset of the season, the coach talked to him about the winning edge and how great athletes win with a final burst of energy to win a race and sometimes this winning edge can be very slight. The boy now wins the Sectionals and Regionals and is in the State Finals with a best time of 15.0 seconds.

However, in the State Finals is a hurdler from Gary, Indiana who holds the national high hurdle mark of 14.4 seconds. Many members of the press are three because the Gary hurdler had proclaimed that he would run a 14.0 second race and set a new national record.

THE HIGH HURDLES FINAL

As the boy settled back into the starting block, he remembered all the things the coach had told him: be in the flow... work with the energy around you... to visualize past the finish line... keep an intense focus... and understand that a winning edge can come from a final burst of energy. The gun sounds and the boy drives over the 10 high hurdles and after clearing the final hurdle, lunges at the tape with every ounce of fiber and strength in his body. He feels the tape hit his chest, but doesn’t realize that the Gary hurdler hit the tape 0.3 of a second ahead of him.

THE LESSON OF THE RACE

The Gary hurdler had won the race in 14.0 seconds, setting a new national high hurdle record and the boy came in second at 14.3 (clocked by his coach), still good enough to break the old record.

Even though he lost the race and came in second, the boy learned many valuable lessons in life: If you’re in the flow, you’re a team player. If you have a clear mental picture of maximum performance, you have great visualization powers. If you understand the winning edge, you can win by giving extra effort when it counts.

Another point is that if you’re standing second in line, in enough lines, and you’re working harder than number one, soon enough you’ll move up to number one.

These points are appropriate for advertising salespeople who strive every day to improve their selling ability and to be a trusted advisor and consultant to their customers.

THE QUESTIONS TO BE ASKED ARE:

1. Do you work with the energy around you? Are you in the flow with your team? Are you truly focused every day to be the best you can be?



2. Can you visualize yourself having a clear mental picture of maximum performance?

3. Do you feel the winning edge every day? Do you have the stamina to do as well at the end of the day, as you did in the beginning of the day?

The story described here is a story about a high hurdler who is a real

person, who today, would have a tough time climbing over a high hurdle . . . and also writes stories such as this.

See Bob's new website at www.bobberting.com where you can opt-in to receive his *Advanced Advertising Sales Monthly Memo*, learn about his consulting service and see how he can become a columnist for your publication.

You can also purchase his two e-book bundle for the newspaper industry, and learn more about all his training services including his tele-seminar and webinar programs. Bob is a professional speaker and sales trainer and has conducted over 1500 seminars for newspaper advertising salespeople, management, and customers. Contact Bob at bob@bobberting.com or 317-849-5408.

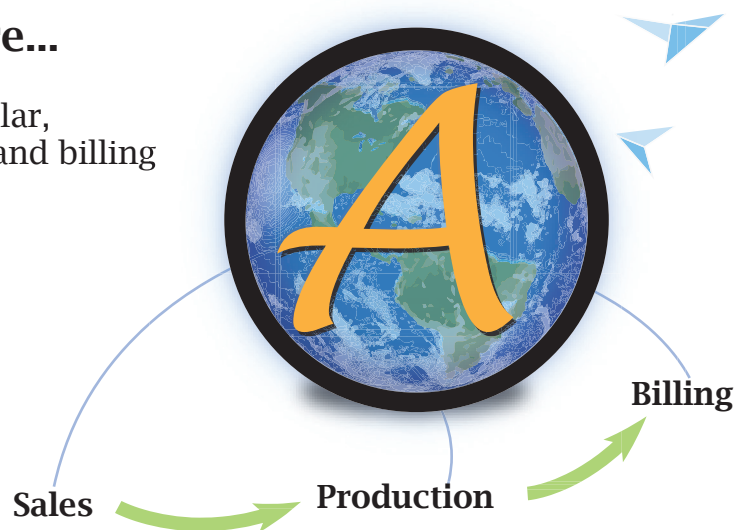
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www.FakeBrains.com



COMMON TRAITS

What do successful newspapers have in common?



Kevin Slimp
The News Guru

kevin@kevinslimp.com
stateofnewspapers.com

I really didn't expect to do much traveling this summer but plans don't always work out as expected and that certainly has been the case for me. The truth is I really love working with newspapers and when I get a call from a paper within a few hours asking for help it's hard for me to say "no."

Thus was the case when I left my lonely writer's nook and made the 70-mile drive to Cleveland, Tennessee five days ago.

The assignment was simple: The daily newspaper in Cleveland was upgrading all their hardware, software and editorial systems for shiny new, albeit unfamiliar, toys.

My two-day charge turned into a three-day mission when I was asked to return on Monday to help oversee the first day producing a paper with the new system. Fortunately, I wasn't on my own. Don



Colby Denton and Autumn Hughes, reporters at the Cleveland Daily Banner, were excited to get started with the upgraded system.



How do you train the staff of a daily newspaper and still get the paper out on time? You divide them into groups. One group is in class while the other group is getting the paper out.

Foy, technology specialist at Walls Newspapers, was on hand to make sure the paper went out as close to deadline as possible.

In two of my previous columns, I've mentioned other newspapers I've visited recently, and I can't help but notice a trend. Every paper I've visited over the past few months seems to be doing well.

It's not because of me. They were all doing well before I came along. Some of these papers were weeklies, some dailies, and a couple of others were somewhere in-between.

I took a few extra days to write this column because I wanted to finish the job in Cleveland and share some observations I've gleaned during my recent newspaper visits.

The \$64,000 question is this: Why are some papers successful, while others seem destined to eventual failure? Why are some papers profitable, with healthy readership and growing ad revenue, while others seem to base their future revenue on reduced expenses and

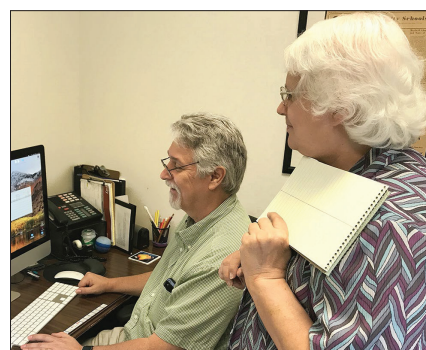
personnel reductions?

I've made the decision to focus on the positive today. The following are some of the common practices I've noticed during my recent visits to successful newspaper operations:

1 Successful newspapers have publishers who are engaged.

Someone asked me last week what a newspaper publisher does. My answer was simple, "Anything from nothing to everything."

Two months ago, I received a message from a young, new pub-



Don Foy, Technology Specialist, and Gwen Swiger, go over her new computer system.



Patty Hawkins was a major part of the system upgrade. Here, she works to get a section of the paper ready to send to the platemaker.

lisher. Her question, “What does a publisher actually do?” made me chuckle.

I jokingly answered, “Work on your golf game.”

True enough, I’ve seen more than my share of publishers who seem to spend more time away from their newspapers than on-site. Not lately, though. In my recent trips, I’ve found publishers who are engaged with their staffs, working side-by-side with their writers, editors, ad reps and production staffs to improve every aspect of their newspapers.

2 Successful newspapers have staffs that are happy. In every paper I’ve visited over the past few months, it was obvious the staffs loved their work.

In Cleveland, I listened as staff members cheerfully explained how much they appreciate working at the newspaper. Some had worked at other papers who weren’t as appreciative of their efforts.

It’s been my experience that happy workers are harder workers. Let’s face it, I put in long hours because I love what I do. You may do the same, or you may do as little as possible because you hate your job. Successful newspapers have staffs who are happy.

3 Successful newspapers plan for growth. None of the papers I’ve visited this year have been cutting staff, reducing print cycles or moaning about impending death.

They expect to be healthy because they are used to being healthy, and plan accordingly.

4 Successful newspapers don’t believe all the hype. When I visit dying papers (whether they realize they are dying or not), there always seems to be a lot of talk about what others are saying about the eventual death of newspapers. They’ve read it all, from metro CEOs to digital experts, concerning the death of print.

Maybe successful papers are just too ignorant to know better, but they don’t believe they are dying and they act as if they are going to be around for a long time.

As a young college student, I remember studying a popular theory in sociology called “the looking glass-self theory.” Basically, the theory states that people become



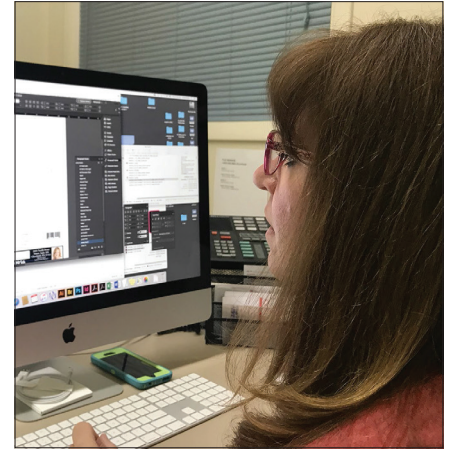
Kevin Slimp with Ralph Baldwin, publisher of the Cleveland Daily Banner.

what they think they will become. Therefore, happiness and success are largely based on the perceptions we have about ourselves.

I was recently “cornered” at a newspaper convention by a group of managers from a national newspaper group. Their basic premise was, “You have no idea what you’re talking about. Print is dead. Newspapers are dying.”

As I walked away from the group, I was convinced their papers will achieve just what they are predicting, and from what I see, that is the case.

Successful newspapers believe they are, and will continue to be, successful. They don’t believe all the hype.



Trena Bailey, designer, begins work on her first page on the first day using her new hardware and software.

I know that some will read this column and say, “What an idiot. He’s dreaming.”

That’s their prerogative. I’ve been hearing that for at least 10 years.

But I’ll leave you with this. I’ve visited a lot of newspapers, probably thousands, over 25 years. And it only takes a few minutes after entering a newspaper office to get a good idea of what the future holds for that paper.

I’m sincerely thankful these papers asked me to visit them this summer. This writer’s nook can get a little lonely sometimes.



30 minutes after deadline. Not bad for the first morning with a totally new hardware/software system.

SiteSwan Grows

JIM HAIGH JOINS SITESWAN WEBSITE BUILDER TEAM

Syosset, New York, July 9, 2018 -- JB Multimedia is excited to announce a new addition to their team: Jim Haigh dives into the SiteSwan lake as our new Product Evangelist, bringing a lifetime of championing entrepreneurs and Small Businesses (SMB's) to our White Label Website Reseller Program. Jim will lead strategic initiatives to cultivate Reseller growth, harness partnerships and 3rd-party Integrations, and spread the word of SiteSwan opportunities across the digital landscape. If you're a SiteSwan Reseller, be on the lookout for profiles of you and your peers in fresh new Reseller Case Studies In Success. Get ready for more coverage of SiteSwan Website Builder innovations, features and awesome integrations that make selling, building and receiving residual income from SMB websites better and easier by the day.

Not exactly "new" to SiteSwan, Jim and SiteSwan co-founder and president Justin Gerena volunteered

their time together as board members for the Mid Atlantic Community Paper Association (MACPA). They worked together to develop and promote digital innovation and publisher revenue initiatives. At the time, Jim was also helping print publishers band together to fight for an Open Internet, years before most had ever heard of Net Neutrality, making the case that the same grave threats to the distribution of physical print publications also loom on the digital horizon.

"It was this kind of foresight that intrigued me about Jim," declared Justin. He continues, "But then I learned about his broad experience as well. His diverse accomplishments include advertising sales management, hometown publishing, community paper industry advocacy and lobbying, and leading membership development and public policy at a regional chamber of commerce. Jim has a robust understanding of what business owners want and need from their marketing. He's been helping and watching small businesses grow for decades. Jim's unique vision, passion and fierce advocacy make

him the ideal Product Evangelist for SiteSwan Website Builder."

Jim knows what makes small business tick and what they need to succeed. Throughout his entire career, he has dedicated himself to cultivating local commerce and community. From creating compelling ad campaigns to organizing downtown festivals for merchants on Main Street, to testifying at the State House and before the Federal Communications Commission in favor of free enterprise and fair competition for small business, Mr. Haigh has always championed self-reliance and sustainable business practices. As he puts it: We need to cultivate a garden of local commerce together. If everyone's just running their own little strip mine, our collective opportunity for better futures together will just lay barren.

"As a first hand witness to his odds-defying triumphs against government on behalf of local publishers, printers and all their small business clients -- from stopping new taxes, threats to distribution, schemes to dismantle Postal services, and busting open regulated advertising markets to name a few -- he turned powerful arguments into stories that changed minds and reshaped the rules in favor of entrepreneurs. We're really excited to now have Jim telling the secret but amazing success and growth stories of print publishers, agencies, and media companies venturing into small business website sales," Justin added.

Please join us in welcoming Jim Haigh to the SiteSwan Website Builder Team. We invite you to connect with him on LinkedIn (<https://www.linkedin.com/in/jimhaigh/>) and to follow the SiteSwan Website Builder Company Page on LinkedIn (<https://www.linkedin.com/company/siteswan/>) and to Tweet with us @SiteSwan (<http://twitter.com/SiteSwan>) -- and in the meantime, let's keep building more beautiful, responsive websites, one small business at a time!



Will the Internet kill your free community paper?
Did instant coffee kill coffee?

New technologies change many things. But not everything. You may tweet, blog, surf, shop, or search online but you continue to read your free community paper. You just proved it.

Readership of free community papers is now higher than paid daily papers, and continues to grow. Rather than being replaced by "instant" media, your local free community paper has become an important part of our neighborhood.

The reason, which sometimes is not heard because of all the noise about the Internet, is pretty obvious: your free community paper does what the Internet doesn't. We promote connections at a local level. Free papers join readers and advertisers in ways digital media don't.

In fact, the local content and power of your free paper makes advertising even more effective. We are the number one medium for driving purchases. That's important in every product category.

Including coffee.

Free Papers
Working For You



Gary's Gallery

To keep you on your toes, TIP (The Independent Publisher) will include several photos from Gary Rudy's vast photo library. Try to identify each person and email those names to Douglas Fry (douglas@ifpa.com)



5 Tech Tools to Grow Your Publishing Business

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business in 2017.



SiteSwan

What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website...you can change that and make money all at the same time.

How much does it cost: Plans start at \$99/mo
www.siteswan.com

Ideal Directories

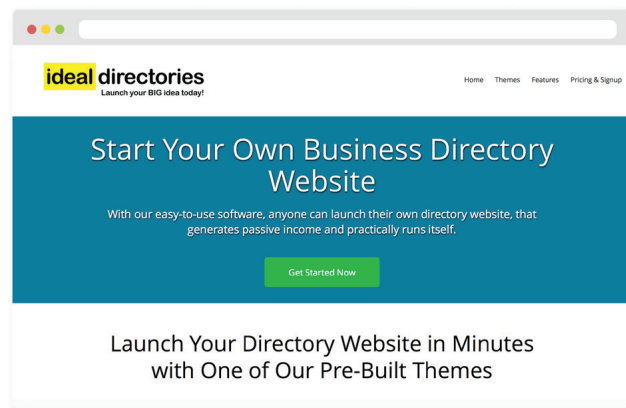
What is it?

Turn-key business directory websites that can be branded for your publication and market. Choose from different directory "themes" including a general business directory, restaurant directory, wedding vendor directory and more.

How can it help you grow?

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

How much does it cost: Plans start at \$99/mo
www.idealdirectories.com





PageFlip Pro

What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully-responsive interactive Page-Flip Digital Editions.

How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is **always up-to-date** with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers...plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

How much does it cost: Pricing starts at just \$1 per page (based on volume).

www.pageflippro.com

Exchange Classified Ads Platform

What is it?

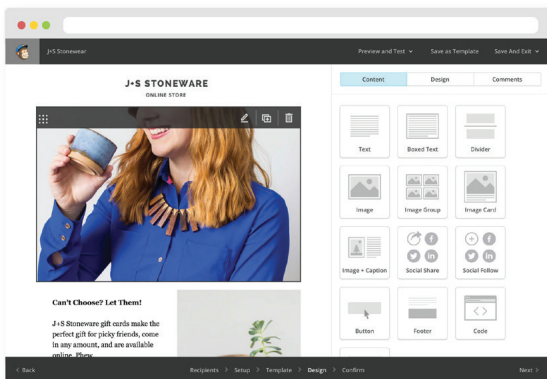
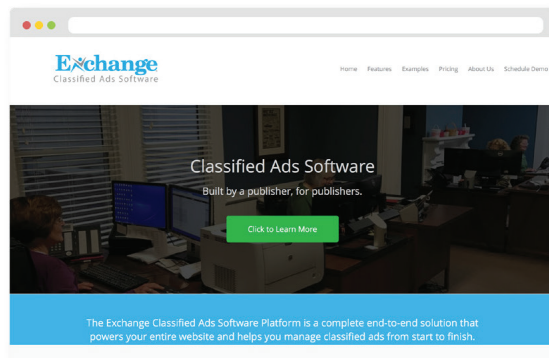
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated upsell opportunities to add a photo to an ad significantly boost average ad cost. Your **staff all have separate logins** to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

How much does it cost: Plans starting at \$685/mo

www.classifiedads.software



Mailchimp

What is it?

An easy-to-use email marketing system that lets you send out thousands of emails at once.

How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

How much does it cost: Paid plans starting at \$10/mo (based on subscriber list size)

www.mailchimp.com

Graphic Hooks

Funny thing... last month I thought I could show you the do's and don'ts of reverse ads... and funny thing... I couldn't find any on my computer. Don't get me wrong, they are out there, but apparently I don't save them.

However I did come across an ad that has a number of basic design elements that I can address! I did reduce it to 68.5% of its regular size (ran as a 3x8) so there is enough space—but that space is too segmented to be cohesive and unified—and easily read.

10th Annual Hartford Balloon Rally

Saturday, August 9th

Activities start 12:00 noon
Hartford Airport
Miles Field on Hwy U
Free Admission

**FOOD
ICE CREAM
RIDES**

- Performances by the Hartford Energizers
- Young Eagles Program 12 noon to 4pm
Kids 8-17 FREE airplane rides
Thank you to all pilots for volunteering their time!
- Children's Games
Sponsored by Laufer Trucking
- Ping Pong Drop
Sponsored by Hartford Savings Bank
- Air Show Display Courtesy of Air Cargo Carriers
- Hot Air Balloon Launch 1 1/2 hours before sunset
- Balloon Night Glow at dark
- Fireworks

**FREE Shuttle Service
4 to 10 pm**

* Aurora Health Center
1640 East Sumner (Hwy. 60
and Pike Lake Dr.)

* Hartford Union H.S.
805 Cedar St.

Sponsored by
First Bank Financial Centre

Weather permitting
for balloon launch
and fireworks

CORPORATE UNDERWRITING SPONSORS:
Community Memorial Hospital * Quad/Graphics * Synergy Health
Re/Max Town and Country * National City Bank

MEDIA SPONSOR: Times Press

BALLOON SPONSORS: * H.A.D.C. * Shorewest Realtors of Hartford * Sno-Way International
* R&R Insurance

TOO MANY SEPARATIONS!

There are too many separations within the ad for the unity that is necessary to tie all this information together. Plus the fact that so many sponsors are listed, that it becomes almost impossible to tell what the events are and when and where they happen. There needs to be some serious re-shuffling of the information.

The reverse areas only confuse the issue... and draw the reader's eye to the wrong areas. This ad should inform the public of an exciting event that will take place. The sponsors, while important, are not responsible for getting the people to the event, so a change in the hierarchy of information is also needed. This ad looks like multiple ads with all those divisions.

The revised ad next to the original is just one way that we can help to organize and unify the information for more coherency.

THE REVISED AD

The ad below is not the only way to add cohesion, clarity and unity to the info. I think color in the balloon art would help, but I wanted to keep the general elements the same.

Putting dates, times, sponsors, etc. close to the "source" helps clarify. Typefaces are kept consistent—there is a lot of information, but tighter organization and a simpler format makes for a cleaner ad.

**10 ANNUAL HARTFORD
BALLOON RALLY**

SATURDAY, AUGUST 9

Activities start 12:00 Noon
at Hartford Airport • Miles Field on Highway U

Free admission

Food, Ice Cream, Rides

Free Shuttle Service 4 to 10pm
Sponsored by First Bank Financial Centre
Aurora Health Center 1640 East Sumner Street
(Hwy 60 and Pike Lake Drive)
Hartford Union High School 805 Cedar Street
Sponsored by First Bank Financial Centre

Performances by the Hartford Energizers
Young Eagles Program 12 Noon to 4pm
Kids 8-17 Free Airplane Rides
Thank you to all pilots for volunteering their time

Children's Games
Sponsored by Laufer Trucking

Ping Pong Drop
Sponsored by Hartford Savings Bank

Air Show Display
Courtesy of Air Cargo Carriers

Balloon Night Glow at dark

Hot Air Balloon Launch*
1 1/2 hours before sunset

Fireworks*
*Weather permitting for Balloon launch and Fireworks

CORPORATE UNDERWRITING SPONSORS: Community Memorial Hospital • Quad/Graphics • Synergy Health • Re/Max Town and Country • National City Bank
MEDIA SPONSOR: Times Press
BALLOON SPONSORS: HADC • Shorewest Realtors of Hartford • Sno-Way International • R&R Insurance

SOME DETAILS...

I used the typeface **Amplitude** because it offers a variety of options... condensed, regular, wide. I chose **House Movements Custom** for "Balloon Rally" because of a more distinctive look as opposed to the text. Asterisks by Balloon Launch and Fireworks clarify "Weather permitting..." info.

Less boxes and a linear approach to the text lets the reader's eye follow from one item to another in an easy sequence.

Using balloon art to anchor the left side provided emphasis to all the text.

The corporate sponsors took up too much space, I thought, so moving them to the bottom (without the reverse box) takes up less space and still provides necessary, promotional information.

Until next month...

Ellen Hanrahan hanrahan.in@att.net ©2018

You Are Nearly Out Of Time to Register

Everyone is motivated by different things. No matter what drives you, you'll find lots of reasons to attend the IFPA Leadership Summit on September 28 & 29, 2018 in Philadelphia.

1- Save Time: The Summit is a two day slug-fest of great, time saving ideas. Even the agenda saves you time. There is only one track to attend. What could be simpler?

2- Save or Make Money: Saturday afternoon we'll have two hours of 5 Minute Money Makers, sure-fire ways to make and save \$.

3- Overcome Fears: The internet is the Boogie Man everyone fears.

But you shouldn't. On Friday Ron Reason will work with us showing how to design our publications (not our websites) to attract readers, get results for our advertisers, and make more income.

4- Feel Pleasure: This is a tougher one. Really? Feel Pleasure? Yep! From Friday mornings "Getting To Know You" hosted by Doug Fabian, to the Beer & Pretzel Run that evening, you're bound to get a little tingly.

5- Avoid Pain: Making uninformed decisions can be a real pain. The most informed voice in the industry is Tim Bingaman. On Saturday morning he'll help us avoid painful decisions by showing us the Best of the Industry.

You will profit from you attending the IFPA Leadership Summit in these ways and more. The IFPA board of directors is so committed to helping you be more productive and profitable they have decided to pay half the cost of the summit for the first 50 people that register. So for those people the cost is only \$399. This low rate includes two nights at the hotel, meals, breaks and the Friday evening bash.

After the first 50 people register the cost for the IFPA Leadership Summit will be \$798, space available. If you wait, you might not save time, make money, overcome fears, feel pleasure, or avoid pain. Register today.

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SS-8

SS-5



C-6SD

ST-91SD

C-91SD

C-2003SD

Steel Distribution Boxes

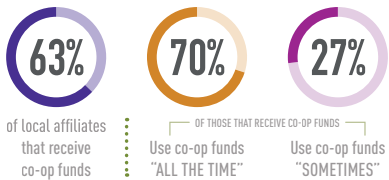


Why Co-op Has Eroded In Your Market

By Tim Brennan

So last month in TIP, Peter Wagner talked about the decline in auto print advertising and its relation to the brands who mandate dealer co-op for internet spending. True and false. The auto brands traditional co-op and compliance programs DO mandate spending in internet programs BUT the mandate is generally 50% of funds. The balance of their co-op funding is discretionary to what the dealer feels will move the metal. Eligible activities run the gamut of traditional media including newspaper.

Yet despite the fact that over 99% of co-op programs are authorized for newspapers, their usage in the medium has been declining for years.



MAJOR REASONS CO-OP FUNDS AREN'T USED:	
"I don't have enough points/money"	<ul style="list-style-type: none"> Points aren't accrued fast enough Don't have enough matching funds or co-op points available
"It's too complex"	<ul style="list-style-type: none"> Reimbursement process is too complicated Too many approvals and sign-offs
"Lack of Awareness"	<ul style="list-style-type: none"> Lack of education that the funds are available and/or expiring.
"I don't have enough time"	<ul style="list-style-type: none"> Short timeframes to use the ads Small business owners don't have time to do marketing
"The tactics I use aren't covered"	<ul style="list-style-type: none"> Points/dollars can't be spent on the most effective tactics Not eligible for digital or social advertising Not eligible for referral-based marketing
"The eligible creative doesn't work for me"	<ul style="list-style-type: none"> Not aligned with most recent creative or ads running nationally Co-op approved ads aren't the most competitive in local markets Creative doesn't allow me to co-brand in a way that emphasizes my brand/location

Obviously some of that revenue has pushed over to the digital side and newspaper companies may be capturing some of that, but overall the attitude from the top of many news media operations is that co-op is so 1990.

Yeah, 1990 when the money was rolling in.

Since then there has been an explosion in media options for local businesses, while churn on the local sales side of many newspapers has eroded the relationships and trust earned from those business partners. Co-op programs have evolved to include most of these new media options and their usage has been left to the discretion of the local dealer. Those dealers are slammed with a multitude of local media opportunities on a regular basis and their business is earned by those that demonstrate value along with expected results...the ability to speak the language of co-op and manage the process is a bonus.

Local businesses that have survived this economy are as cut to the bone as the rest of us. Their sole goal in advertising is to make the cash register ring while not having to think too much about the process. Their co-op budgets have dwindled with their purchase volume and various turn-key programs the manufacturer has put in place to enhance their display, both in their physical store and their virtual storefront. The funds leftover get used (or not) to drive traffic to the store for specific brand promotions,

and generally not for the co-branding efforts the manufacturer might prefer.

Your brand dealers all have access to some form of dealer portal or asset management site with the brand that has material for them to customize for local promotion. The disconnect is that they are generally not ad designers. They are not media planners. They are not advertising strategists. They need direction, they need support, and they need to know what your audience means to them and how you can help them. Their brand sales reps have access to all of the co-op stuff they (or you) need. Unlocking the detail to those programs takes trust, and just how might you earn that?

Any market will have a wealth of opportunity with local dealers of major brands. Appliance stores with General Electric or Whirlpool... Building Supply stores with Andersen Windows or Owens Corning Insulation... Flooring stores with Karastan or Mannington... not

Newspapers • Magazines • Shoppers
Book Publishing • Directories • Digital Media

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to mention Motorsports operations, Auto Service and Tire locations, Jewelry shops, Heating contractors, Boat dealers, Insurance agents, Hardware stores, etc.

All it takes is an interest in their business, the devotion to help them manage the details, and the ability to deliver customers from the investment in your audience.

The reason co-op has eroded in your market is that you've let it. As you see brand name products displayed or featured with your area merchants, simply ask about it and see what details they have available. Their answers may surprise you. You could likely find an opportunity to step up your business and really discover what co-op advertising is all about. Hint: it's advertising.

Tim Brennan is an independent consultant gun-for-hire to help take the mystery out of co-op advertising. For more information on how he can help expand your brand advertising potential, please reach out to twbrennan@me.com or 309.678.8745.



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Key votes on paper tariffs in August; lawmakers testify at hearing



The United States International Trade Commission will vote Aug. 28 whether to make the U.S. tariffs on Canadian paper imposed by the Trump's administration permanent. The rationale behind the decision will be made public Sept. 17.

The Commerce Department is set to make its final decision on the matter by Aug. 2. If both bodies rule that the tariffs are needed, they will become permanent.

The preliminary tariffs were imposed earlier this year after a petition from the North Pacific Paper Company (Norpac), a papermill in Washington state.

At a commission hearing Tuesday, a group of 19 bipartisan members of Congress argued that the preliminary tariffs were causing damage in the marketplace as higher newsprint costs were forcing newspapers to cut consumption by lowering page counts, reducing days of delivery and, in some cases, moving from print to digital distribution.

"I support strong trade remedy laws that protect American jobs and industries; however, in this particular case, the tariffs are harming the very U.S. industry they are supposed to protect," said Senator Susan Collins (R-Maine). "The tariffs will hurt the U.S. paper industry because they will cause permanent harm to newspapers, printers, and book publishers, shrinking the U.S. paper industry's customer base."

Collins introduced a bill in May to halt the tariffs for an economic impact study. An identical House bill was introduced by Rep. Kristi Noem (R-South Dakota).

"Local newspapers aren't just any business – they are vital parts of Maine communities, and important participants in our democracy," said Senator Angus King (I-Maine). "However, the new tariffs under consideration by the ITC threaten to cause permanent harm to these local cornerstones, while also impacting hundreds of thousands of American jobs in the U.S. newspaper business and paper manufacturing industry, which are already operating on razor-thin margins."

Paul Tash, chairman and CEO of the Tampa Bay Times, and Andrew Johnson, publisher of Dodge County Pionier (Wisconsin), were among those testifying against the tariffs at the hearing.

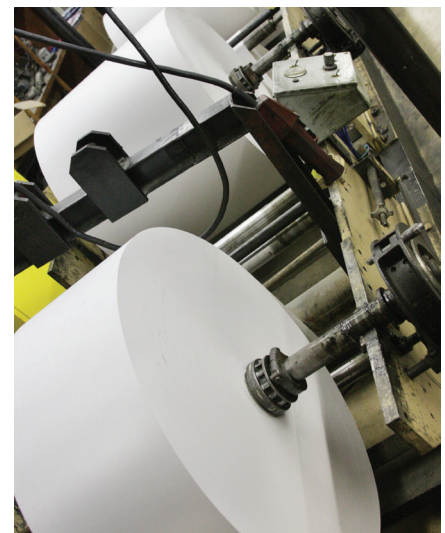
"Today at the ITC hearing it was clear from the testimonies that the buying and selling of newsprint is a regional market that falls along East and West boundaries, not North and South," said David Chavern, president of the News Media Alliance. "The commission heard from publishers, newsprint producers and 19 members of Congress that the tariffs will do more harm than good. Tariffs will ultimately hurt U.S. producers — including Norpac — as their customers cut demand as a result of higher costs. We encourage

the ITC to reverse these unjustified and damaging tariffs."

New York hedge fund One Rock Capital Partners owns Norpac. It is one of five mills in the U.S. producing newsprint and the sole company advocating for the tariffs.

Norpac pushed for the tariffs in a prehearing filing to the ITC. "Without relief, subject imports will continue to undercut and depress U.S. prices, disproportionately take volume and market share, and cause injury to the domestic industry," Norpac said. Company representatives testified that the mill has rehired 60 full-time and part-time employees following the imposition of the tariffs.

Four commissioners of the International Trade Commission are to vote on the case. Three votes are needed to reverse the preliminary tariffs. A 2-2 tie would go in favor of the petitioner.



Lawmakers Across the Aisle Fight Canadian Newsprint Tariffs

IMPORT TAX ON PAPER IS HURTING LOCAL NEWS, MEMBERS TELL INTERNATIONAL TRADE COMMISSION

Nineteen members of Congress spoke on July 24, 2018 against the Commerce Department's tariffs on Canadian newsprint, telling the U.S. International Trade Commission the import tax hurt local newspapers.

The bipartisan group of legislators asked the ITC to reverse tariffs the Commerce Department imposed on Canadian newsprint imports. Opponents of the tariffs say they would deal a major blow to local newspapers, which already struggle to stay afloat, by increasing the cost of newsprint.

The tariffs already substantially increase the cost of newsprint, leading newspapers to shrink the size of their pages and plan for job cuts in response, the lawmakers said. The tariffs would hasten the decline of local news, they said, harming journalists and communities served by small local publications rather than major newspapers.

"In these communities, there are no big newspapers to bring people their local news," said Rep. John Moolenaar, a Republican from Michigan. "These tariffs, if continued, would do lasting damage to these local institutions."

The Commerce Department imposed tariffs in March on Canadian newsprint or uncoated groundwood paper. The department's action came after the North Pacific Paper Company, a mill in Washington state, complained that Canadian manufacturers were harming their business by selling newsprint at non-

competitive prices. The ITC held today's hearing while it reviews the tariffs.

Tariffs have been a point of friction between the Trump administration and Congress, including some Republicans, who traditionally favor free trade with minimal government interference.

At Tuesday's hearing, legislators said the news media's shift to digital platforms is chiefly responsible for declining business for paper mills, not the cost of Canadian groundwood paper. The tariffs may create some jobs at North Pacific Paper Company, but would cause lost jobs across the country, lawmakers said.

Speakers against the tariffs included House Republican Conference chairwoman Cathy McMorris Rodgers of Washington, Republican Sen. Susan Collins of Alaska and Democratic Sen. Bob Casey of Pennsylvania. The group comprised 13 Republicans, five Democrats and independent Maine Sen. Angus King.

Collins was the first to raise the issue in Congress. Several of the testifying lawmakers noted it is unusual to find agreement across the aisle on economic matters.

A representative for the North Pacific Paper Company, the petitioner for the tariffs, said the tariffs have allowed paper mills to ramp up production and re-hire American workers.

But King said the tariff on newsprint is a cure "worse than the disease," and asked the commissioners to think of the issue as the local newspapers "that will be one inch smaller next year."

Lawmakers noted the issue of tariff-driven cost increases are particularly sensitive in the newspaper business, given the impact on independent journalism.

"The freedom of the press is one of the central tenets of the First Amendment," Rep. Brian Higgins, D-N.Y., said.

The publishing industries employ about 600,000 people in the United States, according to Stop Tariffs on Printers & Publishers, a group of companies in the printing and publishing industry leading the charge against the newsprint tariffs.

The group says 11,000 people from all 50 states have signed a petition against the tariffs, and more than 80 members of Congress, including Senate Minority Leader Chuck Schumer of New York, have raised concerns.

Get breaking news alerts and more from Roll Call on your iPhone or your Android.

<http://www.rollcall.com/news/politics/lawmakers-across-the-aisle-fight-canadian-newsprint-tariffs>

CX and EX (Customer Experience and Employee Experience)



by Shep Hyken

Customer service and customer experience (CX) have become as hot of topics as any in business. Owners of small businesses and leaders of the largest companies recognize the importance of CX. It's what drives our business. It's become a customer expectation. Don't deliver on the CX and the customer will find someone – or some company – that does. And, not only do you have to deliver on the experience, you have to stand out and be different. In many of our customer service workshops, we do an exercise where the participants answer a powerful question that helps them understand what makes them different:

WHY SHOULD SOMEONE DO BUSINESS WITH US?

In other words, why us instead of our competition. What do we do differently than our competitor? And, even if it is different, do our customers care? And, more importantly, will that difference make a customer do more business with us versus others that sell a similar product or service? These are great questions that can cause us to have two to three hours of conversation.

Today, there is a twist. If you've been following my work, you know that I believe that what's happening on the inside of a company is felt on the outside by the customer. Just as a company wants to keep their best customers, there also needs to be a focus on what you

do to keep employees. So, the new question isn't about customers. It's about employees and the employee experience (EX). And, that question is:

WHY WOULD SOMEONE WANT TO WORK FOR OUR COMPANY?

While this question may seem totally focused on the employee, it really isn't. Yes, it goes to the way employees are treated, but it also directly ties to the customer experience. Because, without happy employees, you aren't going to have engaged employees. And, a lack of engagement has a direct impact on the customer experience.

There are plenty of stats and facts that prove to be the best place to buy from, you have to be the best place to work for. Take a look at the list of the top 100 companies who provide the best customer service and you'll see a lot of overlap with the top 100 companies who are considered the best places to work. You can't ignore the obvious.

So, is your CX in balance with your EX? Do you have engaged employees who feel a sense of ownership and pride when they are at work? Do they own their customer's experience? In other words, do they take responsibility for their role in creating a good CX? Answer these questions and you'll have an idea of the direction you're headed – or need to head – to create an amazing customer experience.



Shep Hyken is a customer service expert, keynote speaker, and New York Times bestselling business author. For information, contact 314-692-2200 or www.hyken.com. For information on The Customer Focus™ customer service training programs, go to www.thecustomerfocus.com. Follow on Twitter: @HykenShep Hyken is a customer service and experience expert, award-winning keynote speaker, and New York Times bestselling business author. For information, contact 314-692-2200 or www.hyken.com. For information on The Customer Focus™ customer service training programs, go to www.thecustomerfocus.com. Follow on Twitter: @Hyken



Fall Leadership Summit

Space is limited to first 50 attendees
Sheraton Suites Philadelphia Airport
Don't wait another minute
Go to IFPA.com to register



Friday, Sept. 28

7:00 - 8:00 am

Breakfast

8:00 -10:00 am

Getting To Know You with Doug Fabian
8 Tables of 5 - 8 Things to Consider

10:00 -10:16 am

Break

10:16 - Noon

Workshop with Ron Reason

Noon - 1:37 pm

Lunch with Vendor Introductions
Sponsored by CVC

1:37 - 3:30 pm

Round Table Topics

3:30 - 3:48 pm

Break

3:48 - 5:15 pm

Ron Reason Roundtable

5:30 - 7:00 pm

Networking Bash outside Meeting Room

Saturday, Sept. 29

7:00 - 8:00 am

Breakfast

8:00 -10:00 am

The Best of the Industry
Tim Bingaman

10:00 -10:14 am

Break

10:14 - 11:30

Quick Fire Roundtables
3 Different Topics (20 minutes each)

11:30 - 11:47

IFPA Business Meeting

Noon - 1:37 pm

Deli Lunch with Peers
Awards Ceremony

1:37 - 3:30 pm

5 Minute Money Makers
(Monday Money Making Magic)

4:00 pm

Board Meeting

IFPA Minutes

IFPA BOARD MEETING, THURSDAY, JULY 19, 2018

President Jane Means called the meeting to order at 9:00a.m. (EST) Board members present: Doug Fabian, Katie McNabb, Joyce Frericks, Rick Wamre and Executive Director: Douglas Fry Excused: Joe Nicastro, Joe Mathes and Deborah Phillips

Board Updates – Jane Means: Jane shared a couple updates on Board of Directors changes.

Finances– Danielle Burnett: The June financials were emailed prior to the call, Danielle shared the current cash position versus prior year and gave an update on CADNET performance. Joyce made a motion to accept the financial report. Katie seconded the motion, all were in favor.

September Event – Douglas Fry: Douglas reported that another mailing went out promoting the event and the cutoff for the hotel registration is August 24th.

CADNET – Danielle Burnett: Danielle reported that CADNET is performing ahead of last year and ahead of budget. It was also reported that CADNET audit packets have gone out for the first half of 2018.

Top 20 Prospects – Douglas Fry: Douglas will share a report showing the updated status of members who have not yet paid 2018 membership dues.

SHARE – Doug Fabian: Doug reported that the recent SHARE group had the highest attendance ever. Doug and the committee are still working on plans for additional SHARE groups.

Social Media – Jane Means: There was discussion on which Board member will handle Social Media and AdSense going forward.

Website – Douglas Fry: Douglas reported that he is working with Dan Buendo to change the platform of the IFPA website which should go live the beginning of August.

New Business – Doug Fabian: Doug led discussion about adding to the

current Summit schedule in specific areas to help member publications compete stronger within their communities.

Rick made a motion to adjourn, Katie seconded the motion, all were in favor. The meeting was adjourned at 9:40 am EST.

Recording Secretary Danielle Burnett

Talk Less, Listen More, Increase Sales!



"An entertaining and easy read, this book is filled with valuable advice... the author provides entertaining examples of real-life situations that illustrate the power of simply listening to others."

Amazon Review


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