

FREE PAPER

INK

The Free Paper Industry's NEWS SOURCE

OCTOBER 2018  
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A PUBLICATION OF THE ASSOCIATION OF FREE COMMUNITY PUBLICATIONS

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**COMING**  
next  
month

The November issue of INK will look into the numerous family publishing businesses and second or third generation operations across the country. Also look for more emerging information on how the Las Vegas AFCP Conference will be "A Golden Opportunity" for community publications!

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**MISSION STATEMENT**  
Bring news and resources to the attention of the free paper industry by publishing a responsible quality magazine.

Free Paper INK is dedicated to keeping the industry informed on key issues, topics and industry news. If you have any items of interest that should be shared with people throughout the Free Paper Industry, simply email them to [loren@afcp.org](mailto:loren@afcp.org). We welcome your input, appreciate your readership and look forward to your contributions to our content.

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*"The mission of AFCP is to help its members enhance their profitability and lead in strengthening the free publication industry."*



*Dave Neuharth*

DAVE NEUHARTH  
**EDITOR**

## We Won

### IN THE MAY ISSUE OF FREE PAPER

INK publishers were asked to get involved in a movement to stop tariffs from Canada.

The AFCP Board of Directors endorsed the efforts of the Stop Tariffs on Printers and Publishers (STOPP) organization to stop tariffs on Canadian newsprint which were put in effect earlier this year. Publishers were asked to contact their representatives in Congress to protect the over 600,000 jobs the print industry provides.

The Department of Commerce assessed preliminary newsprint tariffs, which range as high as 22 percent. Printers and publishers were already feeling the pinch of higher prices and disruption in newsprint supply. The Commerce Department had imposed the tariffs in response to a complaint from a hedge fund-owned paper producer in Washington state, which argued that its Canadian competitors took advantage of government

subsidies to sell their product at unfairly low prices.

Earlier this year in Florida, the Tampa Bay Times let go dozens of employees because of the tariffs. Numerous papers around the country were affected.

That was the bad news.

The good news is that the efforts of the many who got involved won the battle. In August, the U.S. International Trade Commission voted to overturn the tariffs. The five-member body voted unanimously to strike down the duties tariffs. The decision means that Canadian paper providers will no longer need to pay tariffs on newsprint.

What is next?

We have heard rumors that a tax on advertising is still in the wind. If that tax comes closer to being implemented, we will have to go back to work once again to ensure that it does not happen. **INK**

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# The Ultimate PrintSource

THE ULTIMATE PRINTSOURCE, INC., HAS BEEN printing for the trade since 1994.

This Association of Free Community Publications member is a leader in printing programs for advertising, marketing and circulation departments.

The company operates as a seamless extension of client operations for more than 50 newspapers across the nation, providing cost-effective products and unprecedented personalized service to advertising, marketing and circulation departments.

You name it, the company does it. Printing with bindery, general sheet fed printing, heatset web printing and non-heatset web printing. The prepress is computer-to-plate with the latest technology.

Besides printing, the company provides forms, labels, tags and stickers, and array of short run products to compliment their long run capabilities.

Services include brochure design, advertising designs, desktop publishing, mounting, list brokerage, print media design, displays, business accounts and color copying.

The Ultimate PrintSource has an experienced sales staff that provides clients with 24-hour access to the company's services. Their Customer Service Center does estimates, places orders, can transfer a file, or review a proof around the clock, all from the convenience of your office or home.

The president of the company, Jeff Ferrazzano said, "We have been blessed with growing sales and great employees. Currently we have three web presses, four Digital presses, two sheetfed presses and a full bindery and mailing operations. We ship throughout the country. I acknowledge that I was only moving. God directed my paths and blessed me with this business. Our theme verse is Proverbs 3:5."



The Ultimate PrintSource's President, Jeffrey Ferrazzano, and his wife enjoyed a day at San Francisco's Fisherman's Wharf.



Ferrazzano started out in the restaurant business at the age of 11, working in his parents' restaurant in New Jersey. He learned under several chefs, and at an early age took over operations in the kitchen.

He left New Jersey at 17 to pursue a restaurant career in California, where he worked as a chef at a Holiday Inn in Ontario.

At that time, he started working on an Apple computer. Shortly after that, he and his wife started a typesetting and design business. A local newspaper salesman was looking for someone to print flyers and suddenly they had their first print job. In 1991, his new career was underway.

In 1994, Ferrazzano merged his business together with his current partners, Jon Le Leux and his family, and the rest, as they say, is history. **INK**

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# Recognize Your Rising Stars

**NOMINATE ONE OF YOUR RISING STARS NOW** for this career development opportunity.

Since 2009 AFCP member publications have added value to their organizations through participation in the Rising Stars program. Add your name to this growing list by nominating a talented industry professional today.

“Encourage growth and teach leadership skills to young professionals.” This simple mission of the Rising Stars program truly embodies what the program is all about.

The Rising Stars program acknowledges individuals who represent the best of our up-and-coming industry professionals. If accepted into the program, nominees will receive free conference registration, a meal plan, up to \$500 in travel reimbursements and specialized training sessions during the conference. With ongoing participation, a Rising Star can be selected to attend two additional annual conferences; so with enough conferences under his or her belt, a Rising



The 2018 Rising Stars pose for a photo in Baltimore.

Star could accumulate nearly enough TLI credits to graduate – without ever paying a cent to attend.

After the conference, growth and skill development continues. Each month the Rising Stars maintain their peer connections through participation in a focused conference call. This affords them the opportunity to remain engaged as we digest industry topics and assigned training/discussion lessons.

As a member benefit, it is hard to find one that offers as much to an individual and the publication alike. Whether pounding the streets in sales, developing graphic arts campaigns, instituting digital initiatives, or covering local news, the Rising Stars program offers leadership training to all.

We encourage you to take advantage of this great membership benefit by nominating your young professional for selection into the program.

These individuals should show the promise of, and a commitment to, impacting their publication and the industry in a positive manner through professional achievement. Nominees must also show they not only perform their jobs to a high standard, but they also have a commitment to furthering their knowledge and abilities. Nominees must actively work in the free paper industry for a member or associate member of AFCP and are required to have been employed for more than one year. Nominees must not be older than 35 as of December 31, 2018.

Recipients will be recognized during the 2019 conference in Las Vegas, Nevada, where their training opportunities will begin. The nomination deadline is December 1, 2018. Nomination forms are available from the AFCP office or online at [www.afcp.org](http://www.afcp.org)

If you have specific questions, you can contact the AFCP office or AFCP board member and program chairperson, John Draper, at [jdraper@pipestonestar.com](mailto:jdraper@pipestonestar.com). **INK**

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# The LEADERSHIP Institute

by Jim Busch

The Leadership Institute is a structured sales and sales management training program sponsored by the Association of Free Community Publications.



To date, 1,814 free paper professionals have attended classes at the AFCP, state and regional conferences, earning over 10,935 class credits in 66 different course curriculums. A total of 81 people have completed all the requirements and been certified as Associate Advertising Executives (AAE) by the AFCP Board!

## "Remember Tomorrow!"

—Jesse Itzler

**NO ONE HAS EVER ACCUSED JESSE ITZLER OF BEING A** slacker. He has excelled in every aspect of his life.

As a teenager growing up in a middle class suburb, he made a name for himself as a rapper and break dancer. Itzler then went on to become a songwriter; and combining this with his love of sports, he went on to produce team songs for professional sports.

A flash of insight led him to found a private jet rental service. In spite of having no business training or any aviation experience, his company flourished and was eventually purchased by Warren Buffet. Refusing to rest on his laurels, Itzler became part owner of the NBA's Atlanta Hawks and founded a series of successful companies.


In addition to his achievements in the business world, Jesse Itzler is an author of several best-selling books and an endurance athlete. He competes in ultramarathon races, has raced around Manhattan in a stand-up paddleboard race and has completed a treacherous winter climb of Mt. Washington.

So what is Jesse Itzler's secret? With all of his accomplishments, Itzler is the first to admit that he is no superman. He readily admits his own shortcomings, failings and self-doubts.

Early in his life, Jesse Itzler adopted the simple phrase, "Remember Tomorrow" as his personal motto. Like all of us, Itzler has a voice inside his head that tells him to play it safe or to quit when the going gets tough. When he is tempted to quit or take the easy path, he tells himself, "Remember Tomorrow!" He thinks about how he will feel the next day about not doing his best.

"How will I feel about myself in the morning if I quit? Will I be proud or will I feel shame?" Frontloading his regrets gives him the kick in the backside he needs to push through self-doubt and exhaustion.

Most of us suffer from "Would'da, Should'da, Could'da," because we don't consider the consequences of our actions until it is too late to change course. We are so absorbed in the struggles of the moment that we don't take the time to consider the long term implications of our actions. Taking a second to "Remember Tomorrow" reminds us of our objectives and dreams. It distracts us from momentary pain by helping us visualize what's at stake.

To enjoy a "Better Tomorrow!" we must always "Remember Tomorrow!" 



# You may be **asking** yourself ...

*“Should I plan on going to the 2019 AFCP Vegas Conference?”*

2019 Conference Committee

**EACH YEAR AT THIS TIME PUBLISHERS START TO** think about whether or not next year is going to be a good year, how much to budget for sales and what can be done to grow the business. We would like to offer the perfect solution to put all of these things on the right track for 2019. Guess you could call it “A Golden Opportunity!”

The conference committee is already pushing the planning calls every other week to formulate a program that will include an abundance of business growth presentations, solutions to everyday problems and industry specific educational opportunities. From the opening keynote that will be delivered by Andrew Davis – entitled “The Future of Digital is PRINT” – all the way to the closing ceremony, the content will focus on improving your business for 2019 and beyond.

The educational offering in Las Vegas will include two certificate programs again this year but presented on a schedule that will allow participants to get involved in additional areas of the conference as well. The Management Certificate will be offered for the Coaching Workshop that will include both a Coaching

Skills Inventory self assessment as well as a session focused on Effective Coaching Conversations. The TLI Sales Certificate program will be targeted towards Advanced Level Sales Training. It is being developed as you read this.

Now, we also know that when you work as hard as everyone does all day long at conference, there needs to be some enjoyable down time in the evenings. Who does that better than AFCP? Nobody! Where is the best place to do that? Las Vegas! This setting will provide everything from an AFCP slot tournament on Thursday evening to the annual Club AFCP activity-based mixer a few blocks from the Golden Nugget in the Backyard of the Gold Spike!

From atmosphere to education to networking with the people who do what you do, this conference will offer something for everyone to take home and build business with.

Don't wait to add the April 25-27, 2019 dates on your calendar. Do it right now and take the very first step in seizing this “Golden Opportunity” to make 2019 and beyond more successful. **INK**



Fremont Street, Credit: Shutterstock.com



# Ink in our Blood

by Charlie "Blue" Delatorre

**WHEN I WAS PROMOTED** to the General Manager's position of my local shopper in 1996, I was asked to

attend a manager's meeting at our regional office in Jacksonville. At the time I worked for Add Inc, which owned 5-6 publications in the North Florida area. I was new to the management crew and anxious to make an impression.

I'll never forget the nervous feeling I had pulling up to the offices in Jacksonville, but I was determined to fit in, speak up and offer my opinions when asked. I had just walked through the door when my Regional Manager offered to take me on a tour of the facility, including our press. There I was, shaking hands and schmoozing people – on my way to making that great impression I was striving for.


I spent most of my time that afternoon in the pressroom. I had never seen a press operate and I loved everything about it. The smell, the sounds, the product rolling off the press... and I especially liked the pressmen. I spent about 20 minutes that day talking to the press manager, asking questions and telling jokes with the pressmen. It was a homerun day and I was feeling pretty good, until one of those awesome pressmen

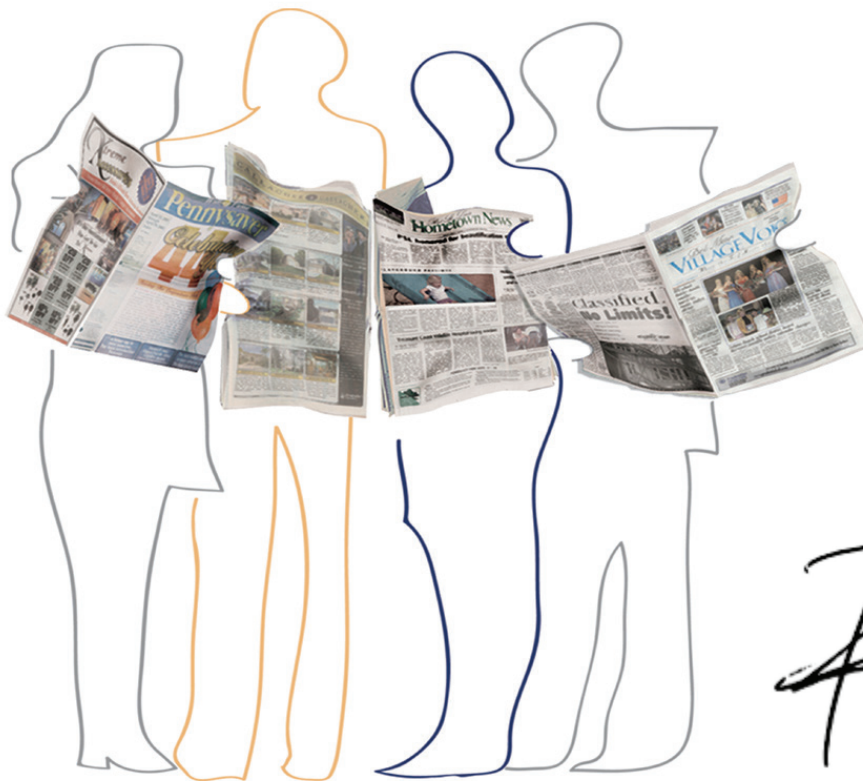
pointed out that I had leaned against one of the ink tubs and had a huge cyan stripe across my butt!

I had made an impression all right and found a new nickname along the way. I made that weekly drive for almost four years and every time I came walking through that pressroom, someone would yell "Blue!"

I realize not all of our operations have presses but most of us have been around when one is running, and I think you'll agree, there's nothing quite like it. But those machines don't run themselves (ok some do these days). They're run by dedicated pressmen and presswomen who care about quality, who care about hitting a deadline and most importantly, they care about our products.

This edition of INK is dedicated to them, the printers and the issues surrounding the printing of our various products. As owners, directors, managers and salespeople, we're often consumed with the

day-to-day operation of our businesses, but none of it works without our printer! It can be a thankless job, being a printer, so let this be a reminder to pick up the phone or walk back to the pressroom and say "thanks." They'll appreciate it and you may even pick up a new nickname! 



CHARLIE DELATORRE  
AFCP PRESIDENT  
TOWER PUBLICATIONS



# Meet Tom Ward of Valley Breeze

**AFTER 19 YEARS OF WORKING FOR DAILY** newspapers, Thomas (Tom) Ward made the decision to go into the free paper business.

While attending college he took a photography class and fell in love with the work. He won two major photo contests as an amateur and in 1977 took a position with his hometown paper, The Woonsocket Call in Rhode Island. He enjoyed working there as a photojournalist for eight years.

In 1985 the Call was sold to the Journal Register, but Ward stayed on and served as the Sunday editor until 1991. He then joined the staff of the Fall River Herald News in Massachusetts as its special sections editor. There he honed his skills in the emerging arena of desktop publishing. He also met Jamie Quinn, a young advertising artist who did great work with new technology.

In 1996 he made the decision to establish The Valley Breeze. He said, "It was clear to me that the Journal Register Company was failing our community." (He lived in Cumberland, and Lincoln was right across the river). "Circulation was plunging and I saw an opportunity for a 'good news' community paper."

Ward asked Quinn to join him as a minority partner and together they published their first newspaper in March of 1996. They went to work in the living room of Ward's home in Cumberland, and the rest is a history of success. The decision was made to deliver the paper through racks and businesses.

"Thankfully, my wife and three young girls were patient and understanding during the first nine weeks of putting our paper together," Ward said. After those initial nine weeks, the production was

moved to a business address.

The first edition was 10,000 copies delivered to the Cumberland and Lincoln areas. The paper featured positive journalism in a tab format and was an instant hit with its readers. The circulation was quickly increased to 14,000 and then to 17,500.

Also there from the beginning were Editor Marcia Green, who retired last year, and bookkeeper (now Controller) Barbara Phinney.

In 1999 The Valley Breeze company expansion was on the way. The nearby communities of North Smithfield and Woonsocket were looking for another newspaper and in August of that year, Ward started those editions. A year later the company expanded to Blackstone, Mass. Today 16,400 copies are distributed weekly in those areas.

In 2006 The Valley Breeze purchased the 50-year-old weekly Observer newspaper in Smithfield, R.I. The paper has a paid circulation of about 3,000. The newspaper was converted to free distribution and 10,000 papers were printed for the market.

The decision was made to add the Pawtucket, R.I., area to The Valley Breeze in 2009. Those 8,700 copies bring the company's

five-newspaper distribution to 60,000+ today. The company has grown to a payroll of more than 40 persons.

The company pays attention to its delivery system. Drivers often go back to check on the pickups during the weekend to record the pickup rate so adjustments can be made the following week. Most of The Valley Breeze papers are in high traffic locations like supermarkets, drug stores, restaurants, coffee shops, salons and spas, schools (for staff only), libraries and more. The Valley Breeze can be found in more than 1,000 locations across the northern one-third of Rhode Island.

*Continued on page 17*

Leading The Valley Breeze are, from left, Deputy Publisher James "Jamie" Quinn, Controller Barbara Phinney and Publisher Tom Ward. Ward and Quinn founded the paper in 1996. Phinney has been with them – first as a bookkeeper – since the beginning.



The Valley Breeze news staff is made up of, seated from left, Reporter Nicole Dotzenrod, Design Editor Laura Colantonio, and Copy Editor Lise Barnett. Standing from left are Reporter Lauren Clem, News Editor Pat Erickson, Reporter Jacquelyn Moorehead, Managing Editor Ethan Shorey, and Sports Editor Eric Benevides. Missing are Reporter Kayla Panu and copy editors Russ Gusetti and Nancy O'Halloran.



# Printing Trends, Issues & Options

PRINTING IS A HUGE PART OF THE FREE PAPER industry. The AFCP office has asked both members and associate members about the trends, issues and options related to printing that they see in the near future.

**SHANE GOODMAN OF CITYVIEW PUBLICATIONS** said, "Full color is a must. We need to invest in it to improve our image as an industry and to get the best results for our advertisers — and to keep readers' attention. Spot color won't cut it.

"Quality paper stock is a must. The days of printing black and white on standard newsprint are over. Readers and advertisers expect more.

"Sticky notes, wraps and similar options are important as advertisers seek bright and shiny new options.

"Commercial printers are hungry and aggressive. Seek quotes frequently.

"Understand newsprint prices. Commercial printers are quick to raise prices when newsprint prices go up but don't seem to lower them when they go down.

"Create digital editions and promote this. Include in your audit numbers, too. Use email to deliver."

**BARRY FITZGERALD OF CUMMINGS PRINTING SAID,** "While we are seeing unprecedented increases in paper costs, quarter on quarter, for the past 18 months and also increases in postage with more to come, potentially, we as a company are seeing a lot of growth in the print industry as a whole, especially in the city/regional market.

"While both publishers and printers are absorbing these hits, we are weathering the storms together and are coming up with different ways of raising revenues and getting our message out. Being a printer these days means more than just putting ink on paper. You need to be able to be a resource for whatever ideas your customers have to enable them to maximize revenue."

**HANS APPEN SAID, "SINCE OUR INCEPTION 30** years ago, Appen Media Group has outsourced our print-

ing. It has its pros and cons. On the pro side, we can focus on what we do best: news, marketing, innovation, serving our customers and readers.

"I also believe we took less of a hit from the recent newsprint tariffs as we did not absorb the entirety of the additional cost. Of course, this also means we have less control over our print schedules, margins and cannot handle disaster issues related to not printing ourselves. We have put a lot of faith in the experience of our printers and have always worked as a team."

**DAN ALEXANDER OF SUN COMMUNITY NEWS & Printing in New York** said, "Being a commercial web and sheet printer has been an important component of our company services; but at the same time, it can be a heavy challenge.

"This year we've faced heavy increases in the cost of raw goods due to tariffs, and finding skilled operators has also been challenging.

"Despite the need to expand capabilities in both pre-press and on press color reproduction and quality, we find the biggest challenges are coming in the post-press area. Increased insert volume has reduced speed output not so much due to our equipment, but the quality and condition of the flyer we are sent from outside sources.

"Delays due to poorly cut or folded products coupled with postal costs and requirements make each week like running a gauntlet race.

"Long hours and watchful eyes on the expenses help to maintain smaller margins than we've seen in the past as well as fewer competitors bidding on work."

**GREG BRUNS, PUBLISHER OF THE ARCADIA NEWS,** said, "We have outsourced printing and mailing services since the Arcadia News was established in 1993. For the last 15 years, I've been printing at Valley Newspapers in Deer Valley, Ariz., which is owned by Independent News-media, Inc., which has papers in five states and printing facilities on both coasts.

*Continued on page 14*

# People in the Spotlight



Joe Nicastro

**THE INDEPENDENT FREE** Papers of America (IFPA) has appointed Joe Nicastro to the board of directors. He replaces Eileen Curley who left the free paper industry to work in the health care field.

Nicastro previously served on the IFPA board and is well known for his involvement in the free community paper industry.

A Flanders, N.J., resident, he is the owner of Mount Olive News and North Jersey Media Group. He also owns a web business, CoolerAds, which has unique tools for publishing companies.

He has been involved in local politics, serving on the township council in Mount Olive. He has also served on the Mount Olive Child Care Advisory Council and as a council liaison to the Safety Committee and Economic Development Committee.

**SOFTWARE CONSULTING SERVICES (SCS) VICE** President Curtis Jackson attended a reception at the White House on August 29, 2018.

Jackson was invited to attend the White House Historical Association's Presidential Sites Summit. Dr. Stephanie Tuszynski, Director of the Digital Library, had asked SCS to attend in recognition of SCS's pivotal role in helping build their new website and supplying its new digital asset management system and Digital Library ([www.whitehousehistory.org/digital-library](http://www.whitehousehistory.org/digital-library)).

Among those who personally thanked Jackson were President Donald Trump, First Lady Melania Trump and Vice President Michael Pence. Jackson received the rare, special treat of actually going into the oval office.

The White House Historical Association is a private,



SCS Vice President Curtis Jackson can be seen on the far right, up against the rope.

non-profit organization founded in 1961 by First Lady Jacqueline Kennedy with a mission to protect, preserve and share with the public, artifacts and archives of America's Executive Mansion. Successive First Ladies have been honorary chairpersons.

"The Presidential Sites Summit was a tremendous success," said Jackson. "The White House Historical Association brought together over one hundred organizations. These organizations represented presidential library sites from those of George Washington to George W. Bush. Additionally, there were over 40 descendants of past Presidents and First Ladies. It is an honor to provide the White House Historical Association with the integrated software systems that drive its Digital Library and to support their mission of publicly sharing White House history with these freely open online archives."

SCS offers an extensive line of publishing related applications. SCS is also the distributor of Fotoware's digital asset management products in the Americas. More than 300 sites in 18 countries in five languages use SCS technology to publish in either print or online every day. SCS is a privately held company located in Nazareth, Pa. It is owned by Richard and Martha Cichelli. Learn more about the companies at [www.newspapersystems.com](http://www.newspapersystems.com) and [www.fotoware.com](http://www.fotoware.com) **INK**

## Printing Trends, Issues & Options

*Continued from page 13*

"Valley has always done a great job with our products, and I know I can depend on them to meet our deadlines. If we look good, they look good, and vice-versa – and the result is a long-term partnership.

"With a monthly paper and some

special editions, I want to be able to send my publications off and know that they're in good hands, and then I want to get to work on the next issue. Outsourcing our print work makes the most sense for us."

**GREG BIRKETT OF THE DUBUQUE**

Advertiser in Iowa said, "Since we do not have our own web presses (we do operate a commercial printing division for sheet-fed and digital printing), having a good relationship with our web printing partner is very important.

"We are fortunate that we have that relationship with Woodward

# Transactional vs. RELATIONAL Sales



John Foust

I WAS TALKING TO NICK, A long-time ad manager, about the nature of selling. "I agree with the theory that there are two types, transactional and relational," he said. "As consumers, we have become increasingly transactional. We go to the store, pick out a product, take it to the register, pay for it and take it home – even if the clerk at the register doesn't bother to

say 'hello.' Or we shop online, find something of interest, compare prices, click 'buy' and wait for delivery."

Nick explained that organizations that rely on sales – including newspapers – measure success in terms of transactions. How many ads are in the latest edition? How much revenue will those ads produce?

"It's tempting to see all sales as transactional," Nick said, "but that would be a huge mistake. The challenge is to be relational in a transactional world. That's why customer loyalty, which is long term, is more valuable than customer satisfaction, which is sometimes based on single buying experiences.

"It starts with rapport," Nick said. "I encourage our sales team to find common ground and build from there. Along the way, clients learn that our folks have some marketing savvy. That gives us credibility and makes selling a lot easier."

To expand on Nick's observations:

1. Individual transactions don't necessarily lead to good relationships. When sales people treat their advertising product as a commodity, they encourage prospects and customers to see them as anonymous people at the cash register. There's no connection. That often leads to churn – advertisers who jump ship if their ads don't work right away.


2. Good relationships can lead to more transactions. A smart sales person looks beyond the immediate gratification of today's sale. He or she works to build rapport and turn that transactional advertiser into a marketing partner.

3. Leadership is relational. In many organizations, a sales person who consistently has good numbers is likely to be promoted to sales management. If his or her company has a transactional sales culture, the new manager will be poorly prepared for a management position. The duties of leading a team are relational, not transactional.

4. Individual ad sales are transactional. Think of a vending machine. Insert money into the coin slot and get an ad. It's difficult to go any further than that, when sales people present themselves – and are seen as – order takers who sell one ad at a time.

5. Ad campaigns are relational. Properly executed, an ad campaign requires consistent contact between sales person and client. From planning to execution to periodic tweaks, there are plenty of opportunities to build strong relationships.

6. Don't forget your clients' relationships with consumers. On a broader scale, strong ad campaigns create relationships between advertisers and their audiences. Think of the number of times you have been drawn to certain stores or brand names because you felt connected to them. That emotional attachment is a major factor in brand identity.

And that kind of campaign success can lead to – surprise! – more advertising dollars for your newspaper. 

*(c) Copyright 2018 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com*




Printing Services, which operates a large printing facility only 45 minutes from us.

"When we have been contacted by other area printing facilities to switch printing companies we have been able to cite our great relationship, quality printing and competitive pricing as reasons

to stay with our current printer. We have a great relationship with the staff at WPS and they work hard on our behalf to give us a great product. Their pre-press folks will not hesitate to have our backs if we need to fix something last minute and sometimes they catch things and let us know,

even though it would be easier for them to just print it and let the error go to press. We also know that we need to be good partners too and try very hard to meet deadlines.

"Hopefully paper tariffs are off the table for good and newsprint supply will stay in our favor." 

# Proofing with Pikachu

by Ericka Winterrowd, Rising Star

AS AN EDITOR I AM ON A CONSTANT SEARCH for mistakes. In fact, even when I read a letter-perfect story I imagine an error, such as a misspelled word, wearing one of those invisibility cloaks from the Harry Potter books.

My quest for a nonexistent mistake is never-ending because when it comes time to send an issue off to press, I always have that momentary sinking feeling of "Man, I hope I caught them all." Then I start to recite that familiar Pokémon theme song every kid growing up in the '90s knows: "Gotta catch 'em all, gotta catch 'em all." As if my job as an editor was akin to catching Pikachu and Jigglypuff – except in my case I'd be catching sentence fragments and missing apostrophes instead. To those who don't know what a Jigglypuff is, I apologize. Google it. It's adorable.

The search for "publication perfection" is something an editor can always strive for. However, we all have deadlines to meet and as one of my previous editors once told me, at some point you just have to pull the trigger. So here is one of my favorite tips that helps do just that by focusing on improving eyestrain.


Eye fatigue is real. We've all heard the phrase "My eyes are playing tricks on me." Research suggests that looking at screens all day is one of the main culprits.

According to allaboutvision.com, a main cause of computer eyestrain is focusing fatigue. To reduce your risk of tiring your eyes by constantly focusing on your screen, look away from your computer at least every 20 minutes and gaze at a distant object (at least 20 feet away) for at least 20 seconds. Some eye doctors call this the "20-20-20 rule." Looking far away relaxes the focusing muscle inside the eye to reduce fatigue.

Another suggested exercise is to look far away at an object for 10-15 seconds, then gaze at something up close for 10-15 seconds. Then look back at the distant object. Do this 10 times. This exercise reduces the risk of the focusing ability of your eyes to lock up (a condition called accommodative spasm) after prolonged computer work.

I like to take these rules one step further (weather permitting) and at least once a day perform them outside. Not only is it a good idea to get up and move around a bit, but I always find I'm much calmer

after breathing in some fresh air and taking in the surrounding nature. For those in colder environments, research suggests that gazing at a photo or a painting of nature can also help calm your senses, and at the same time give those tired eyeballs a much deserved screen break.

Now let's send this issue to the printer – so we can all rest our eyes! 

Eye fatigue is real. Research suggests that looking at screens all day is one of the main culprits.



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**LANSING, MI : OCTOBER 9, 2018**

Community Papers of Michigan (CPM). General Membership Meeting, Causeway Bay Hotel & Conference Center, Lansing Mich. For information contact Jack Guza at [jackguza@cpapersmi.com](mailto:jackguza@cpapersmi.com).

**HARRISBURG, PA : MARCH 1-2, 2019**

Mid-Atlantic Community Papers Association (MACPA). Annual Conference at the Sheraton Harrisburg-Hershey, Harrisburg, Pennsylvania. For information contact Alyse Mitten: [info@macnetonline.com](mailto:info@macnetonline.com).

**LAS VEGAS, NV : APRIL 25-27, 2019**

Association of Free Community Publications (AFCP). Annual Conference and Trade Show at the Golden Nugget Hotel & Casino, Las Vegas, Nevada. For information contact Loren Colburn: [loren@afcp.org](mailto:loren@afcp.org).

To list your conference information in *Free Paper INK*, send it to: [DJNeuهارth@aol.com](mailto:DJNeuهارth@aol.com)  
To list your conference information on the AFCP website, send it to: [Loren@afcp.org](mailto:Loren@afcp.org)

## Meet Tom Ward of Valley Breeze

*Continued from page 12*

Audits by Circulation Verification Council (CVC) show receivership into 88% of the homes in the core market. CVC has awarded the Gold Star Award for Excellence for several years.

The Valley Breeze has a full-service marketing agency offering custom website design, SEO/SEM, Social Media Marketing, creative design and other services. The website, [valleybreeze.com](http://valleybreeze.com), has more than 100,000 unique visitors monthly.

Ward has supported the free paper associations and is a member of both the Association of Free Community Publications (AFCP) and the Independent Free Papers of America (IFPA).

Prior to entering the publishing business, Ward received a Bachelor of Arts degree in Biology from Rhode Island College. Active in the community, he is long-time member of the Cumberland-Lincoln



The Valley Breeze Sales Team is headed by General Sales Manager Doug Fabian, center. With him, seated left, is Sales Representative Gloria Tanguay. Seated right is Classified Manager Donna Meehan. Standing rear from left are Sales Representatives Cindy Hersom, Diane McCarthy, Tammy Austin, and National/State Ad Director Karen Buckley.

Rotary Club, is past president, and a Paul Harris Fellow recipient. He serves on the board of the high school he attended and at the Chamber of Commerce.

For community service, The Valley Breeze sponsors the Rhode Island State Spelling Bee and sends the winner to Scripps National Spelling Bee in Washington D.C. They also support Yellow Bag Day, an annual

roadside cleanup project for Cumberland.

Married to Carol for 37 years, the couple has four children. Michaela is a PR specialist at Rhode Island School of Design; Katelyn is now vice principal of Cumberland High School; Kristen is a physician assistant at a local urgent care facility, and Steven is a Supply Chain Management student (senior) at the University of Rhode Island.

In his spare time Ward works in his garden of flowers. "It's my therapy," he said. **INK**

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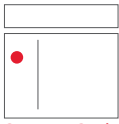
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**EMPLOYMENT**

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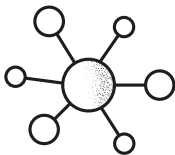
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