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NOVEMBER **2018**
www.afcp.org

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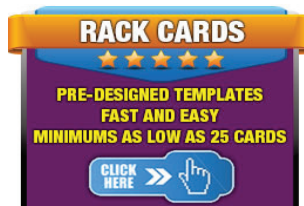


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COMING
next
month

The December/January Issue will focus on 2019 and what to expect. This look ahead will include details about what to look forward to at the April Las Vegas Conference and what makes it "A Golden Opportunity" for attendees.

AFCP/NANI HEADQUARTERS:
Loren Colburn, Executive Director
Cassey Recore, Assistant Executive Director
Bethany Senez, Administrative Assistant
135 Old Cove Road – Suite 210
Liverpool, NY 13090
Toll Free: 877.203.2327
Fax: 781.459.7770
Email: loren@afcp.org
Web: www.afcp.org

EDITOR:
Dave Neuharth
P.O. Box 1149
Summerfield, FL 34492-1149
Phone: 352.362.7350
Fax: 352.347.3384
Email: DJNeuharth@aol.com

COMPOSITION:
Barbara Holmes
Phone: 352.598.3500
Email: FreePaperINK@aol.com

MARKETING REPRESENTATIVE:
Wendy MacDonald
10418 Bond Street
Overland Park, KS 66214
Office: 913.461.3721
Email: wendy@afcp.org

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. We welcome your input, appreciate your readership and look forward to your contributions to our content.

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DEADLINES: The deadline for classified ads, display ads and editorial is the 4th of every month.

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PRESIDENT



Charlie Delatorre
Tower Publications
4400 NW 36th Avenue
Gainesville, FL 32606
charlie@towerpublications.com
352-372-5468

IMMEDIATE PAST PRESIDENT



Shane Goodman
Cityview
5619 NW 86th Street
Johnston, IA 50131
shane@dmcityview.com
515-953-4822, x305



Farris Robinson
Hometown News
2400 S. Ridgewood Avenue #22
South Daytona, FL 32119
frobinson@hometownnewsol.com
386-322-5900

FIRST VICE PRESIDENT



John Draper
The Free Star
P.O. Box 277
Pipestone, MN 56164
jdraper@pipestonestar.com
507-825-3333

EXECUTIVE DIRECTOR



Loren Colburn
AFCP / NANI
135 Old Cove Road, Suite 210
Liverpool, NY 13090
loren@afcp.org
877-203-2327



Will Thomas
Exchange Media Group
P.O. Box 490
Fayetteville, TN 37334
will@exchange-inc.com
931-433-9737

SECOND VICE PRESIDENT



Lee Borkowski
Richland Center Shopping News
272 North Main Street
Richland Center, WI 53581
lborkowski@wcinet.com
608-647-2911

AT-LARGE DIRECTORS



Daniel Alexander
Denton Publications, Inc.
P.O. Box 182
Elizabethtown, NY 12932
dan@denpubs.com
518-873-6368



Carol Toomey
Action Unlimited
100-1 Domino Drive
Concord, MA 01742
carolaction@aol.com
978-371-2442

THIRD VICE PRESIDENT



Michael Van Stry
Coastal View News
4856 Carpinteria Avenue
Carpinteria, CA 93013
news@coastalview.com
805-684-4428



Randy Miller
The Merchandiser
P.O. Box 840
Lebanon, PA 17042
randym@themerchandiser.com
717-270-2742



John Hemperly
Engle Printing & Publishing
P.O. Box 500
Mount Joy, PA 17552
jhemperly@engleonline.com
717-492-2514

SECRETARY / TREASURER



Greg Birkett
Dubuque Advertiser
2966 JFK Road
Dubuque, IA 52002
gbirkett@dubuqueadvertiser.com
563-588-0162



Rich Paulsen
Southwest Iowa Shopper
P.O. Box 126
Creston, IA 50801
publisher@crestonnews.com
641-782-2141 x230



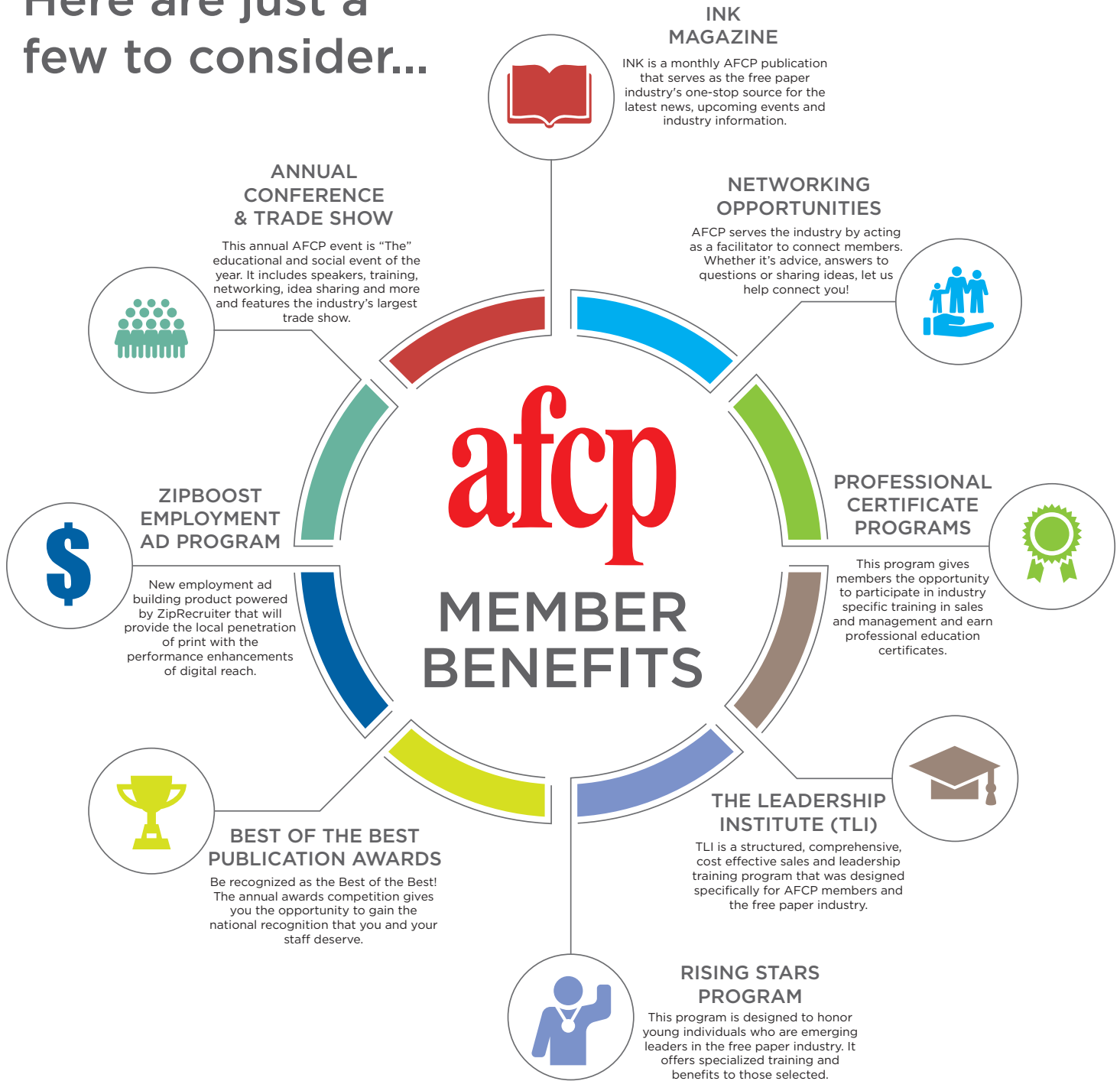
A.J. McNaughton
Appen Media Group
319 North Main Street
Alpharetta, GA 30009
aj@appenmediagroup.com
770-442-3278

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Are you taking full advantage of all your member benefits?

Here are just a few to consider...



To get your publications on the growth track, call the **AFCP** office about becoming a member today.

Association of Free Community Publications

877-203-2327

Community Papers of Florida **Changes**



Dave Neuharth

DAVE NEUHARTH
EDITOR

THE COMMUNITY

Papers of Florida (CPF) is now the Florida Media Association (FMA).

The change was recommended by the board of directors and approved by the general membership at the recent conference in Stuart.

With membership and revenue at its lowest point in years, the board made the change to FMA to attract more members from the media. Print is not dead, but it has changed dramatically over the past several years. The change opens the doors for member-

ship to digital, advertising agencies, web companies and anyone involved in media services.

The past few years have not been kind to the free community paper associations. The New England, New York, Minnesota, Southwest and Texas associations have closed their doors because the classified networks that supported them went south.

The Florida association, from the mid 1990's through 2007, was blessed with some great selling teams that produced millions in revenue. One year the association retained 1.5 million of three million in revenue.

In 2008 the classified revenue started going south and now it is almost non-existent.

Where did the money go?

During those flush years the board opted to provide outstanding benefits for the members. During the down years some benefits continued, but it is now time to make a change to keep the association afloat.

Going back and looking at CPF's member benefits through the years, I found that:

\$1,947,379 was spent on conferences.

For many years the association paid for the food, hotel rooms, training, hosted bars and entertainment for members that published the classified ads. In recent years the association has still picked up 50% of the room costs and all the food costs at the conferences.

\$1,651,758 on display advertising.

The board authorized as much as \$400,000 some years to purchase display ads in member publications that published the network classified ads.

\$850,000 for consulting services.

For over 15 years Peter Lamb was contracted as a consultant. Members could request his services at any time and the cost to the member was zero.

\$785,213 for CVC Audits.

Annual audits were provided for members that used them. In the past few years, as part of budget cuts, the audits were changed to every other year.

\$599,931 for classified contests.

Contests were initiated in the late 1990's and the network classified reps from member publications received some serious money.

\$321,000 for legal fees and lobbyists.

The association had an attorney on board to advise members on legal activities. Lobbyist fees were used to fight the fabrication tax issue that would have taxed free papers for all production, from newsprint to labor, etc. The dailies were exempt from this tax. The effort was successful.

\$187,500 for PaperChain.

This was the CPF contribution to PaperChain. The free paper associations all supported this organization to promote the free paper industry.

\$82,000 for the FACT committee.

When one board member and family in Deland were attacked by three gun-carrying individuals, a house alarm alerted the sheriff's office who showed up and made the arrests. Several days later these individuals were released and back on the streets. The board authorized the funds to work on a bill that would require criminals who used a gun in a crime to spend at least 85% of their sentence in jail. The committee was successful. After more than two years of lobbying, Gov. Jeb Bush signed the 10-20-Life bill.

\$36,690 was spent on disaster relief.

These funds were used to help hurricane victims who were employees of member publications.

\$20,000 for scholarship funds.

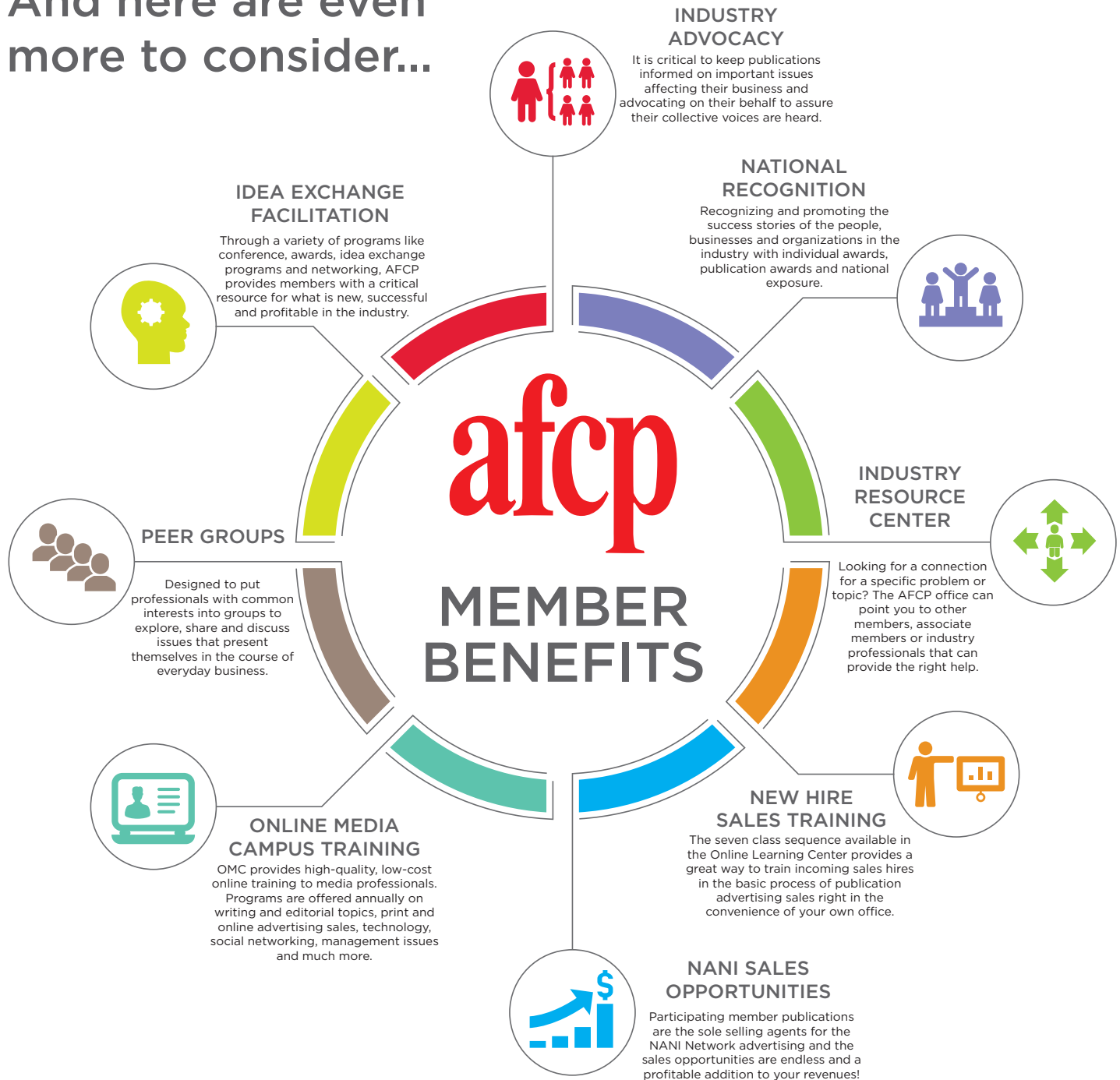
Family members of member publication employees who qualified received funds to help their education. The awards were renewable for up to four years.

The total benefits given back to member publications added up to \$6,481,411. **INK**

Again we ask you...

Are you taking full advantage of all your member benefits?

And here are even more to consider...



To get your publications on the growth track, call the AFCP office about becoming a member today.

Association of Free Community Publications

877-203-2327

Changes are taking place All Over

ELAINE BUCKLEY HAS BEEN PROMOTED TO president of Ocean Media's My Living Magazine in Stuart, Florida.

Buckley, who has served as Ocean Media's vice president of sales for the last several years, recently relocated to Florida where she has continued to be a major contributor to the publication's performance in 2018.

A 39-year veteran in sales management, she was formerly the vice president of the Harte-Hanks PennySaverUSA.com. After the closure of the Penny-Saver in 2015, Elaine joined Ocean Media where she assisted in the rebranding of the publication to My Living Magazines while helping with the sales training and recruiting.

Currently the My Living Magazines are experiencing 25% revenue growth for the year and most recently had an all time high of 35% over the prior year for the month of September.

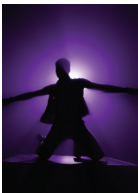
Elaine is one of AFCP's top trainers in The Leadership Institute. She most recently was the keynote speaker at the Community Papers of Florida (CPF) annual conference, now known as the Florida Media Association (FMA). Elaine Buckley and the owner and CEO of Ocean Media/My Living Magazines, Glen Fetzner, were just invited to join the FMA board of directors, where Glen will serve a two-year term as the FMA treasurer and Elaine is part of the membership drive committee. This is all led by the newly-announced president of FMA, Justo Rey.

"Elaine and I have been a winning combination



these last couple of years and we are so excited about the direction and future of Ocean Media/My Living Magazines," said Fetzner. "With Elaine being named the president of My Living Magazines, it allows me more time to work on some great projects with new products and expansion.

"Please join us in congratulating Elaine Buckley on her much deserved new promotion to president of Ocean Media/My Living Magazines," said Fetzner. **INK**






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Getting to Know Dan Autrey

SINCE HIS GRADUATION FROM COLLEGE IN 1977, Dan Autrey has excelled in the free paper business in Florida.

Upon graduating from the University of Central Florida in Orlando with a BA degree, he spent one year at the daily Orlando Sentinel. Quickly realizing his error, Dan moved a short distance to his hometown of Kissimmee, starting his weekly career at the News Gazette and Osceola Shopper.

During his 24 years in Kissimmee, he served as a retail sales representative from 1978 to 1984. In 1985 he was promoted to sales manager, and then starting in 1990 he served as publisher of the Osceola operation.

In 2002 he accepted a position with Times Publishing as president/publisher of their weekly group, Tampa Bay Newspapers. Dan remains in that position today.

In both Kissimmee and Tampa Bay his leadership focused on publishing high quality community weekly newspapers. Both groups of publications have been well recognized by both the Community Papers of Florida (CPF) and the Florida Press Association (FPA) for editorial and design excellence.

During his tenure as publisher of the News-Gazette, they were recognized several times as Florida's best large weekly in the FPA Better Weekly Contest.

Tampa Bay Newspapers, which has continually served the communities of Pinellas County for over 40 years, publishes five weekly and two monthly newspapers. In June of 2016, TBN added the (formerly Tampa Tribune) Suncoast News weeklies. Publishing for over 50 years, their four papers cover north Pinellas and western Pasco counties. They have proven to be an excellent addition to the TBN family.

As part of the Suncoast News group, two new monthly tab papers have been added in Hernando County. This has pushed TBN's overall publication count to nine weekly and four monthly publications. Total weekly circulation now stands at 215,000, with the monthlies adding another 90,000.

Autrey is a longtime supporter of the free paper associations. He is a member of the Association of Free Community Papers (AFCP), the Community Papers of Florida (CPF) and the Florida Press Association (FPA), serving as chairman two times each for CPF and FPA.

He said, "The personal contacts you make are important in expanding your vision. Take advantage of the resources, conferences and people provided you. None of us have all the answers... and the time you stop improving should only come with your last breath." He also noted, "Your operation is only as good as the people you have around you, and I am extremely fortunate to always have some great folks with me."

In 1998 Autrey was the recipient of CPF's Milton and Bernice Beckerman Award for his role in community service. Always active in his community, Dan has served in area chambers, was active in the United Methodist Church and a longtime little league coach. However, his family always comes first.

Married to his college sweetheart, Michele, the couple have three adult children (Sara, Daniel and Rachel), one son-in-law (Mike) and one awesome granddaughter (Grace).

With no career goals upon graduation from college in June of 1977, Michele, said, "Get a job now, we're getting married in December." A good friend told him his dad was hiring at the Sentinel...and so started a 41-year (and going) newspaper career. **INK**



Dan Autrey (left) and Sales Manager Jay Rey pose at the front office desk of Tampa Bay Newspapers. Shown are two of their award-winning publications.

THIS MONTH'S FEATURED

Association of Free Community Publications

MEMBER BENEFIT

AFCP New Hire Sales Training Program

The seven class sequence available in the Online Learning Center provides a great way to train incoming sales hires in the basic process of advertising sales. This training is presented utilizing the terminology and delivered from the same perspective they will be dealing with out in the selling situation. Stepping them through the sales call from opening to close, they will have a much better understanding of the key elements to successful sales calls.

The Class Sequence Consists of:

- TLI-104 Opening a Sales Dialogue
- TLI-106 Effective Questioning
- TLI-105 Communicating Through Listening
- TLI-107 Making Recommendations Using Features & Benefits
- TLI-103 Answering the Classic Sales Objections
- TLI-101 Closing the Sale
- TLI-108 Four Essentials of an Effective Advertising Campaign

Take advantage of this class sequence for new hires while utilizing the podcast library available on the AFCP website. This adds the ability to help target specific areas of training or answer specific questions involved in the sales process. These tools can be instrumental in a new salesperson's ultimate success as well as providing a professional sales component to your training program.

All you have to do is go to the Online Learning Center now and complete your personal registration. AFCP Members in good standing can contact the AFCP office for their participation key that will enable them to access the next five classes in the Online Learning Center to be able to complete the initial sequence of core selling classes. This member benefit of AFCP is supported by the association in order to assure the highest quality industry specific training available to its members.



The Leadership Institute

Lighting the Way

Chatting with Justin Gerena

WANT TO EXPAND YOUR REACH, ENGAGE readers, add value for advertisers, build loyalty, generate new revenue and look flippin' awesome?

Since 2004 when Justin Gerena founded JB Multimedia with Robert Durso, he has been helping publishers of the free paper business in all phases of their operation.

The Association of Free Community Papers (AFCP) associate member is considered a digital marketing expert with a history of developing and licensing web-based products and experiences that leverage design, strategy and technology to help small businesses (and publishers) grow.

As the president of JB Multimedia, he has been active with the free paper associations as a vendor and provided one of his technologies, PageFlip Pro (pageflippro.com), to be used with their online newsletters.

Gerena said, "I have always had success by using honesty and integrity as a framework for success. I've always placed special emphasis on effective, responsive communications with clients, helping to inform and guide them through the often unfamiliar and confusing maze of technology."

He is a regular speaker to groups on the topics of increasing online revenue, emerging technologies, how to market yourself online, and becoming a successful entrepreneur. To contact him to speak at your event, email: justin@jbmultimedia.net.

After building a successful Digital Edition business with PageFlip Pro, he decided in 2011 to expand his role and is now wearing two hats.

Gerena is the co-founder of SiteSwan (siteswan.com) and serves as the Director of Business and Product Development.

SiteSwan is a turnkey web design business-in-a-box, and enables publishers, agencies, entrepreneurs, and the everyday marketer to start their own web design business – without any technical skills. Featuring over 100 professionally designed tem-

plates, one-click site creation, built-in prospecting tool and a growing library of resources, SiteSwan has everything you need to start, run and grow a successful web design business.

"We turned an idea into a scalable business with clients in more than a dozen countries who love the product and service we provide," he said.

For print publishers, SiteSwan opens a new revenue stream by offering affordable web design for your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients can even edit their sites themselves using a site editor branded for your publication. Sales


training and marketing material are included so your entire staff has the confidence to start building and selling websites right away.

And as if that wasn't enough, Justin & Robert, in 2017, launched the next great must-have service for publishers: Ideal Directories (idealdirectories.com) – a software that lets publishers create a local business directory and coupon website under their own brand.

"Our clients kept asking us for additional

digital advertising services to offer their SMB customers, and a business directory and coupon website is the perfect add-on to any print product," Justin remarked. Some publishers use it as value-added to help with client retention, while others charge businesses a small monthly or yearly subscription to be featured on the site as a way to further promote their coupons and deals to nearby shoppers.

"If publishers aren't investing in digital and offering digital products and services to their clients," Justin warned, "then they're severely at risk of losing that business to other entities. We make it incredibly simple to compete digitally, generate new revenue and even retain those precious print dollars."

Whatever your questions or goals may be in digital or on the web, you can make one contact that has most of the answers – email justin@jbmultimedia.net. 



JB Multimedia president and SiteSwan co-founder Justin Gerena.



2019 Rising Star Nominations Are Due December 1, 2018



The AFCP Rising Stars program is designed to honor individuals under the age of 36 who are emerging leaders in the free paper industry. This annual program will recognize up to 7 individuals who represent the best of our up and coming industry professionals. These individuals exemplify good character, leadership, and professionalism not only at work, but in the communities they serve.

NOMINEE QUALIFICATIONS: 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 of AFCP and are required to have been employed at that member for more than a year. Nominees must not be 36 prior to December 31, 2018.

RECOGNITION PROGRAM: Award recipients will be recognized in INK Magazine, the official publication of AFCP. An awards presentation program will be conducted during the annual AFCP Conference being held at the Golden Nugget Las Vegas Hotel and Casino on April 25-27, 2019. All of the award winners will receive free conference registration, meal plan, specialized training sessions and up to \$500 in travel reimbursements.

ONGOING OPPORTUNITY: The AFCP Rising Stars program does not end with the recognition program. Rising Stars will be asked to assist the various initiatives of the association on an ongoing basis for up to two years. AFCP recognizes that we have much to learn from these talented young people and desires to use their skills to help us lead the free paper industry. In return for participation in regularly scheduled conference calls and for volunteering some time to assist with AFCP initiatives, AFCP will provide additional leadership development opportunities and the opportunity to attend future conferences for even more training.



Find the official nomination form link on the right side of the AFCP home page at:

www.afcp.org

Take Advantage of AFCP's Most Important Member Benefit

by 2019 Conference Committee

IF YOU ARE WORKING ON SALES PLANS FOR 2019 in the coming weeks and trying to figure out how you can get that sales increase you absolutely must find, you really need to take better advantage of AFCP's most valuable member benefit! AFCP's annual conference is the place to gather ideas, product additions, successful special sections and all kinds of revenue-generating products. Here's what some of the Baltimore attendees had to say about the 2018 conference:

"The ideas you take home alone justify any cost in attending!"

"Why attend? Because you can't afford not to! Just one conversation or training could change the way you do business or generate a new revenue stream that you are missing out on!"

"The conference is a very productive event packed into three days. A short time away to learn and network. You will get ideas and contacts to carry you through the entire year."

Maybe your concern is more toward considering how to inspire your staff to perform at a higher level in 2019. The Las Vegas conference will provide everything you need to push your team both personally and professionally. Here is what some of our 2018 attendees had to say:

"The training is second to none. The ideas alone justify the cost. It will energize your staff."

"The amount of knowledge you will gain will be vital to your company. The sessions are informative and help you look at common issues from several perspectives. The networking you do will give you a pool of people to lean on and learn from throughout the year."

"The AFCP conference will give you the knowledge you need to survive in a competitive market and allow you to reinvigorate your belief in our industry."

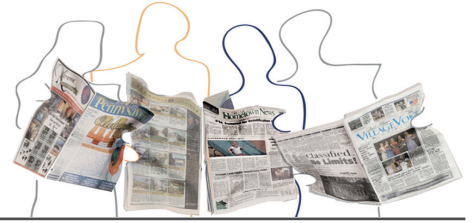
Don't put yourself in a position next year to be unprepared to establish your growth game plan. Mark your calendar today for April 25-27 in Las Vegas and begin the planning process to take full advantage of this resource. NANI participant employees will be able to take full advantage of the \$79 per night Golden Nugget room rate (including all resort fees) right in the heart of Fremont Street with no registration fee for the registered attendee (and only \$249 if you are bringing a guest)!

It really is "A Golden Opportunity" to connect with the industry, network with other publications, experience industry-specific training and explore industry solutions in the trade show. All of this while enjoying the excitement of Las Vegas with the most incredible group of people you will ever find! It just doesn't get any better than this! Remember...

What Happens In Vegas...Can Build Your Business! **INK**



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AFCP

Association of Free Community Publications
135 Old Cove Road
Suite 210
Liverpool, NY 13090
877-203-2327
loren@afcp.org
www.afcp.org
Loren Colburn

IFPA

Independent Free Papers of America
104 Westland Drive
Columbia, TN 38401
866-224-8151
931-922-4171
douglas@ifpa.com
www.ifpa.com
Douglas Fry

CANADA

Blain Fowler
c/o the Camrose Booster
4925 48th Street
Camrose, AB,
Canada T4V1L7
780-672-3142
780-672-2518 – FAX
cbads@cable-lynx.net

NAMPA

North American Mature Publishers Association, Inc.
P.O. Box 19510
Shreveport, LA 71149-0510
877-466-2672
318-636-5510
318-525-0655 – FAX
nampa.gary@gmail.com
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Gary Calligas

CPNE

Community Papers of New England
403 U.S. Rte. 302 – Berlin
Barre, VT 05641
802-479-2582
dphillips@vt-world.com
www.cpne.biz
Deborah Phillips

MACPA

Mid-Atlantic Community Papers Association
P.O. Box 408
Hamburg, PA 19526
800-450-7227
610-743-8500 – FAX
info@macpa.net
www.macpa.net
MACnet (Advertising Network)
info@macnetonline.com
www.macnetonline.com
Allyse Mitten

MFCP

Midwest Free Community Papers
P.O. Box 4098
Mankato, MN 56002
800-248-4061
319-341-4352
319-343-1112 – FAX
director@mfcf.org
www.mfcf.org
Kelly Coy

PNAWAN

Pacific Northwest Association of Want Ad Newspapers
c/o Exchange Publishing
P.O. Box 427
Spokane, WA 99210
800-326-2223
509-922-3456
509-455-7940 – FAX
ads@pnawan.org
www.RegionalAds.org
www.PNAWAN.org
Kylah Strohte

SAPA

Southeastern Advertising Publishers Association
P.O. Box 456
Columbia, TN 38402
104 Westland Drive
Columbia, TN 38401
931-223-5708
888-450-8329 – FAX
info@sapatoday.com
www.sapatoday.com
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CPM

Community Papers of Michigan
1451 East Lansing Drive
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The Business of Family

by Charlie Delatorre

I DIDN'T GROW UP in this business – actually the entrepreneurial spirit wasn't prevalent in my home at all. My father was a physician and as the

director of Mental Health Services for the University of Florida, he was a part of a huge institution. He always saw himself in the business of helping people and was never interested or attracted to the idea of owning his own business. To my parents, the family business was – well, the family.

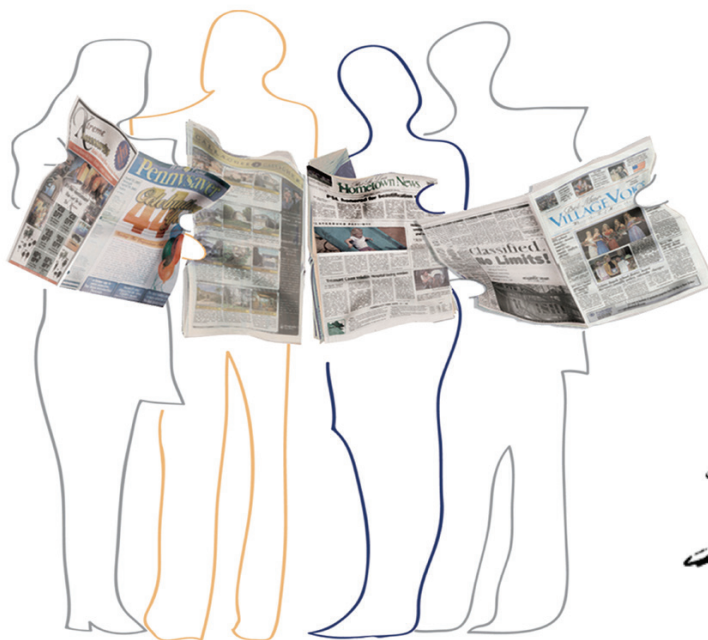
My family immigrated to the United States from Cuba in 1961. A revolution, a newly positioned dictator and the nationalization of the businesses and institutions on the island, had them fleeing for the safety and security of the U.S. Like all of you – my family is from somewhere else. They came to America for opportunity, to better themselves and to improve the lives of their future children. They left everything they had, everything they knew, for a chance at something better: The American Dream.


I realize immigration is a hot button issue these days – but for my family it's not a story from generations ago, but a much more recent tale. As a first generation American, I have the unique perspective of seeing our common American story unfold in real time. For my parents, the family business was making sure we had everything

we needed to be successful. And for me personally, that was starting a business that's allowed me opportunities I never imagined.

My parents' "whatever it takes" attitude is exactly how many of us run the family businesses we now find ourselves managing on a daily basis. There's more than a few of us in this industry that grew up delivering the neighborhood shopper, answering the phones when the office was shorthanded or working in the pressroom to ensure the weekly paper wrapped up in time.

There are many great stories of how today's publishers and owners started in our industry. For example, next time you're at one of our annual conferences, ask Greg Birkett how he started in this business. Or maybe ask Karen Sawicz what her earliest memories were of the business she now owns. For some of us, our community papers have been hometown institutions, passed down from one family member to the next.



In this era of constant change, it'll be interesting to see what happens in the future. More than ever, we rely on our families to help run the day-to-day operations of our ever-changing businesses. However, one thing will always be true – the business of family will always be more important. 


CHARLIE DELATORRE
AFCP PRESIDENT
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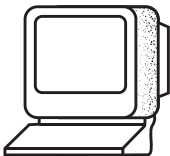
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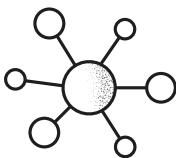
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J-Ad Graphics, Inc.

A 'family story' of community newspapering

THE STORY OF THE JACOBS FAMILY AND J-AD

Graphics, Inc., of Hastings, Michigan, is one worthy to be published among the many fine articles that this second-generation firm has been printing every week in its eight free-circulation and two subscription-based newspapers.

As it's now transitioning to the next generation of the family, J-Ad Graphics is actually one of many second-generation families of newspaper publishers that are part of the Association of Free Community Publications.

The J-Ad story started in 1945 when Mel and Alice Jacobs purchased the Hastings Reminder – the company's flagship publication – from Winn Green. It was Green's intention to pass the publication on to his son, a wish that never happened following the young man's death in World War II.

Knowing of Mel Jacobs' passion for publishing, Green contacted him and inquired if Jacobs might be interested in purchasing the paper. The Reminder was the area's first shopper and one of the earliest in the state. Over the years, the Reminder became one of the more successful community papers in the nation.

After making the purchase, the Jacobs built a garage beside the family home and put the entire family to work publishing and printing the Reminder as a full-time family business. Mel and Alice's four children – Joyce, John, Steve and Fred – all found their place in the business over the years and, as the business grew, the siblings shared in the responsibilities of the publication as well as a love for the publishing industry.

In 1969, after 24 years of nurturing and hard work, the operation outgrew its small residential Hastings home and moved production to a farm north of town and its office to downtown Hastings. That spurred the J-Ad Graphics, Inc., name, a business decision made necessary by the company's growth fueled by the purchase of the Commu-

nity Ad-Visor from the Marshall Publishing Company.

As expansion continued, J-Ad Graphics merged the company's downtown office with the publishing plant operation on N. Broadway, north of town, in 1977.

A corresponding expansion in its printing service to other publications nationwide fueled growth of the company's printing division. The decision to provide for growth by moving its production to the expansive space north of town proved wise as the facility was able to house its new 17-unit Mercury Press and state-of-the-art plate-making system.

J-Ad Graphics is now the printing home of over 40 different types of publications, including the company's own fleet of community newspapers and the new and creative Kids' World News. The weekly publications reach out to over 140,000 households each week.

The company also provides custom printing, publishing and graphic design services for print and digital media. J-Ad Graphics has also launched a new product line, Hybrid Marketing.

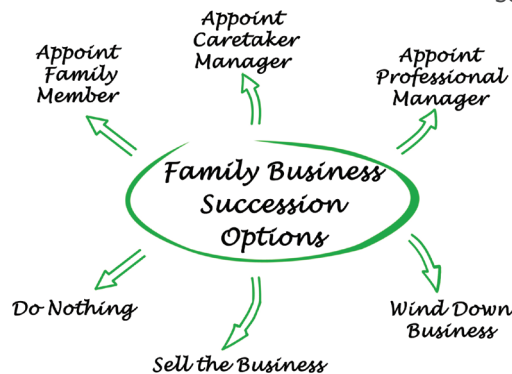
This new platform combines print and digital marketing to provide the results needed in today's market.

The company has built and maintains a reputation for superior service, printing and delivery of its products and has received multiple CVC Gold Standard awards.

The future remains bright as the next generational transition begins. Fred, the last of his siblings to still be involved in the business, is now guiding his three children – Jennie, Carrie and Jon – in the time-proven principles passed down to him by his parents, Mel and Alice, and the contributions of his siblings over the years.

Fred's brother Steve, who served as secretary and treasurer of the company, died in 2013 after a long battle with cancer. John Jacobs retired in 2015 after serving the company for over 40 years, most notably as the

Continued on page 18



From the archives: Mel Jacobs and the rest of the 1958 directors of the Michigan Advertising Publishers Association.



Photo by Ray Blett

Elected at Grand Rapids to lead MAPA were, left to right: Ashley Curtis, president; Melvin Jacobs, vice-president; Mrs. Ferne Morgan, secretary; Byron Turner, director; Gib Carter, treasurer; and John Morgan, director.

J-Ad Graphics: A 'family story'



Fred Jacobs

Continued from page 17

publisher of the Advisor & Chronicle in Marshall, Mich. The brothers' sister, Joyce Ryan, retired in 2001 after serving as the editor of the company's Battle Creek Shopper News.

Today, Fred continues the family tradition. Born and raised like his siblings in Hastings, Fred returned to work for his parents after completing military training with the Air National Guard. He married his high school sweetheart, Patti St. Martin, and in addition to his devotion to career and family, has immersed himself in his community. Fred serves on many committees such as the Hastings Rotary Club and the Chamber of Commerce. He is a charter member of the Barry County Futuring Committee, the Barry County Healthcare Coalition and Barry County Economic Development Alliance.

Jacobs also served on the Thornapple Foundation, which later became the Barry Community Foundation, and was also instrumental in attracting, negotiating, and building Kellogg Community College's Fehsenfeld



Center in Hastings. His education interests also include his passion for vocational education programs such as an instructional car restoration program at the Gilmore Car Museum and innovative certification programs in the fields of welding and culinary arts.

Jacobs is also involved with the Community Papers of Michigan, where he has served as a board member for nearly 40 years and as a former president. J-Ad Graphics is also a member of the Association of Free Community
Continued on page 20

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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!

"M.A.Y.A.. Principle—Most Advanced Yet Acceptable"
— Raymond Loewy

RAY LOEWY HAS BEEN DESCRIBED AS "THE MAN WHO designed the modern world." Loewy's industrial designs included everything from Coke bottles and automobiles to cookware and Greyhound Buses. He was the ultimate outside-of-the-box thinker.

Ray Loewy not only understood the art of design, he also understood human psychology. He knew that the average consumer did not embrace change as readily as he did. He recognized that while people enjoy novelty and say they want innovative products, that when it comes to making a purchase, they usually choose a product that is familiar to them.

Ray Loewy knew that people are resistant to change and that a new product would be better received if it reminded consumers of a product they already use. For example, I am typing this essay on a Dell laptop computer with a QWERTY keyboard. This particular key layout was created by the designers of the early mechanical typewriters. The design was intended to slow typing speed thus preventing jamming the keys together, a problem I am unlikely to encounter on my Dell.

When word processors and early computers first hit the market, designers experimented with more efficient keyboard designs. The new and ostensibly "better" designs were complete failures. Consumers embraced the advantages of the new technology, but they refused to adopt an unfamiliar keyboard.

It is important to remember the M.A.Y.A. principle when crafting a recommendation for a customer. It is tempting to describe your product as different and better than the prospect's current program. We forget that a risk-averse prospect may hear "different" as "risky."

Often the better strategy is to highlight the similarities between your recommendation and his current program before discussing the advantages you offer. I used this principle to land an auto dealer who was reluctant to change from a daily newspaper to our direct mail shopper. I worked with our artist to design a broadsheet insert that looked very much like his ads in the daily. We presented it to him as "just like" his current program, but with the added advantage of targeting his market and reducing his costs.

We positioned the recommendation "as the same thing only better" and he bought it. Over the next few months, we used this approach to sell several more dealers.

M.A.Y.A. changes the prospect's distrust of change from a problem into a powerful selling tool. ■



J-Ad Graphics: A 'family story'

Continued from page 18

Publications (AFCP), and the Michigan Press Association.

As a publisher, Jacobs has also continued to provide his editorial opinion to his Hastings Banner publication, a development that had an interesting – and humorous – beginning. While working with his father, Mel, Fred decided to start writing a monthly "In My Opinion" column. His father, who Fred describes as a very quiet individual, didn't want to write editorials which could create local controversy and was reluctant to publish Fred's work before he passed away in 1995.

When Fred started writing the columns, he would hand the pieces to his father who would read them, comment, and then file them in his desk drawer. Fred asked his dad why the pieces were not being printed and said he was told, "You have to realize the impact your words have on the community and on a person." Jacobs says his father told him he didn't have enough experience back then to write a knowledgeable column.

"When my dad passed away," related Fred today, "I looked in his desk and found a folder with all my columns. It was kind of funny – the folder was marked 'Dangerous Material.'"



J-Ad's 17-unit Mercury Press.

Jacobs says he's just as passionate about the business as he was when he started nearly 50 years ago, but has concerns with small-town retailers and what online shopping will do to small towns across the country.

"Time will tell," he quipped. "I'm not planning to retire anytime soon, but having a crystal ball to determine what's ahead would be nice." **INK**

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IFPA Honors **Rick Wamre** for Distinguished Service

RICK WAMRE OF ADVOCATE

Media in Dallas, Texas, was the recipient of the annual Independent Free Papers of America (IFPA) Distinguished Service Award at the recent meeting in Philadelphia, Pa.

Each year, IFPA presents an award to the member whose service to their community, publication, and association is above and beyond the norm.

In making the presentation IFPA Executive Director Douglas Fry said, "This year's recipient exemplifies the best our industry has. In order to make things a bit more interesting, we'll keep you guessing as to who the recipient is until the end.

"This person is (originally) from the Midwest. This person did not marry a high school or college sweetheart. This person has children. This person works with men and women. This person really, really, really likes desserts. This person is an excellent writer.

"This person works day and night, and never complains (seriously, not ever). This person likes to travel. This person has pets. This person is hilarious but doesn't know it. This person is passionate about faith and active in church. This person supports the military. This person is thoughtful about gift giving. This person snores but just a little, and not every night.

"This person has a cluttered work space. This person likes pizza. This person likes going to movies. This person still reads the newspaper. This person is a member of IFPA. This person writes copy, sells ads, takes pictures, speaks at public forums, is thanked for everything by readers and co-workers, gets blamed for everything by readers and co-workers, looks forward to retirement.

"By now, you may have guessed that it would be just about anyone in this room. However, if we look at the individual a bit closer we can quickly determine the 2018 DSA Award recipient.

"A lifetime in ink: Starting early, Rick was editor-



IFPA Executive Director Douglas Fry presents Rick Wamre with the Distinguished Service Award.

in-chief of the Daily Northwestern, campus newspaper at Northwestern University in Evanston, Illinois. Other news outlets are Fargo Forum (Fargo, North Dakota); Miami Herald and The Dallas Morning News.

"Rick started his own company, Advocate Media, out of his guest room at night, while working full-time in commercial real estate. The Advocate's first issue hit the streets with four advertisers in 1991; Rick delivered them himself door-to-door from the back of a pickup. His company turned 27 this April.

"Rick is an rabid sports fan, so much so that his two sons caught the fever and work for professional teams: The San Jose Sharks (NHL) and Oklahoma City Thunder (NBA).

"He grew up on a beautiful farm in northern Minnesota, which molded his work ethic.

"Rick and Sally celebrate their 30th wedding anniversary this year. She says she plans to keep him.

"Join me in honoring this year's DSA recipient, Rick Wamre." **INK**

In Memoriam: Jim McLaughlin

A FORMER PRESIDENT OF THE NATIONAL ASSOCIATION OF Advertising Publishers (NAAP), which later became the Association of Free Community Papers (AFCP), James L. (Jim) McLaughlin, has passed away at the age of 87.

McLaughlin and his wife, Leona Ray, were the owners and publishers of Flashes Shopper's Guide & News in Eaton Rapids, Mich., from 1955 to 1990.

He was a member of NAAP for 25 years and served as its president in 1968. He also was a member of the Michigan Advertising Publishers Association (MAPA) for years and served as a president and past president.

McLaughlin had a reputation for his service as chairman on numerous community charity groups. He was active with the United Methodist Church in Eaton Rapids, served on the Hospital Board for 28 years including as chairman, was a charter member of and chairman of the Planning Commission, a member of the Jaycees for 10 years, and was active with the Rotary Club for 35 years and served as its president.

He was a high school basketball official for 25 years and an avid hunter and sportsman.



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IFPA's BEN HAMMACK Award Goes to Joyce Frericks

JOYCE FRERICKS OF THE STAR Publications in Sauck Centre, Minn., was named the recipient of the annual Independent Free Papers of America (IFPA) Ben Hammack Award at the recent meeting in Philadelphia, Pa.

In making the presentation, LouAnn Sornson of Metro said, "I am honored to stand before you in the company of other Ben Hammack Award winners today. I am thrilled to be able to announce the 2018 recipient.

"The Ben Hammack Memorial Service Award is presented each fall to an IFPA member who exemplifies the attitude and willingness to serve the organization, without concern for personal recognition. Ben Hammack of Star Publications, Gaylord, Michigan was the icon that represented IFPA volunteers. This young man was always willing to help on any project, offering his time and creative advice to see the project through to completion. He died July 1988, at the age of 34 from a heart attack at the finish of a 10K run.

"When asking others about this year's recipient, I received these comments:

"This person is an asset to our industry. Brings quality representation for our mid-size papers. This person willingly diversifies products and keeps worthy conversations alive. Steps up when tasks are needed and will provide top quality, professional and on time.

"This person is extremely imaginative and brings fresh ideas, the epitome of a team player.

"We would all benefit from being more like this recipient and having several clones to exemplify the volunteer spirit of Ben Hammack. I think the two would have gotten along well.

"Professionally, this year's recipient started out as an accountant for the publication, and kept their eye



Joyce Frericks (right) accepts the Ben Hammack Award from last year's recipient, LouAnn Sornson, at the recent meeting in Philadelphia, Pa.

on the money. Later was asked to buy into the business, becoming a partner and wears many different hats today.

"This person has been married for 27 years, and interestingly enough there was a massive snowstorm on their wedding day. The couple ended up staying with her parents on their wedding night, and left the next day on their honeymoon.

"Beyond family and work, gardening, especially her Hosta garden is a top hobby. This person also enjoys her vegetable garden & making salsa for her four children, Ben, Becky, Rachel & Emily.

"When speaking with her husband about her family it became very apparent that she is always encouraging, and strives to help expand the horizon and life experiences of her family.

"I'm proud to introduce you to this year's Ben Hammack Award recipient, Joyce Frericks from Star Publications in Sauck Centre, Minnesota. **INK**

The Times They are a Changin'

by Tiffany Gardner, Rising Star

THE TIMES THEY ARE A CHANGIN'. THAT BOB Dylan was definitely right! Well, maybe he wasn't quite talking about the paper industry, but you know what I mean.

We all know that technology is ever-changing and ever-improving. Without technological advancements, we would still be completing tasks "the old way". I have heard horror stories of offices with only one central computer, or sales reps taking Polaroid photos for their auto ads! Although I have no experience with a mimeograph, X-Acto knife or paste-ups, I can't imagine the effort necessary to run a successful – and profitable – paper using those tools.

Although technology can be frustrating, overwhelming and straight-up confusing, the ease it gives our everyday lives outweighs those frustrations. It is clear that technology gives us more opportunities. We have the opportunity to give the customer a better experience, save ourselves time, and generate a profit by streamlining processes which make us more efficient.

Face-to-face ad sales are more effective than a simple email. Giving the advertiser that face-to-face personal attention makes it much harder for them to say no. If you're already in the door – make the sale and close on it, right? When my customers give me that sweet sounding "yes", I can immediately give them a price and schedule their ad on the spot. Within minutes, our ad system imports the ad specifics into our design portal. This gives me the ability to submit my ad instructions to our design department much faster. Within 10 minutes, the ad is already in the queue for our amazing design team to work on! That means my ads are populated and ready to work on before even leaving the advertisers' town.

What is really impressive is a 24-hour proof turnaround window. Only five years ago, we used paper

layouts to submit ad changes. Our proofs may have taken days, we killed more trees, and we had to physically hand our layouts to the design team. At this rate, younger sales reps will look at me like I'm crazy when I tell them we had paper layout sheets and we would cut out our own ads.

Another major advantage to the proof turnaround time is that it allows us to get the customers their proofs quickly. With this saved time, we can make changes and be sure the ad is to the advertisers' standards well ahead of deadline.

Although this makes for a better ad experience for our advertiser, technology plays a crucial role by allowing sales reps more time. We have more time to sell and more time to make those ever-important connections with our advertisers. Time is key in an industry that revolves around deadlines and expiration dates and "one day only" sales.

I have personally noticed a correlation between increased revenue and sales representatives' increased time in the field. Let's face it, we are here to make a paycheck. Why not maximize your potential by utilizing tools to your benefit and increasing your monthly revenue?

Taking that step back in time helps you appreciate all the tools we have at our fingertips now. In many cases, we have our own cell phones and laptops to enter our ads from anywhere. We have the ability to send an email in a blink of an eye. I cringe when I hear about how tedious and time consuming the process used to be. The time spent on publishing one paper would be unheard of now with the tools we have available to us.

The times will continue to change, and eventually this article will be outdated, too. But one thing to keep in mind: embrace the ever-changing technology to benefit your day-to-day life...and your customers' too! **INK**

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Associations IN the NEWS



Kelly Coy

KELLY COY HAS BEEN NAMED THE EXECUTIVE director of the Midwest Free Community Papers (MFCP).

Coy has served on the MFCP board for over 10 years and was the MFCP president in 2012-2013.

During her time in the free paper industry she worked for the Faribault County Register, the Town Crier Shopper in Blue Earth, Minn., for 15 years, and at the Home Magazine in Mankato, Minn., for 13 years as its general manager and publisher.

She served on the MFCP member benefits committee and the scholarship committee. For the past several years she served as secretary.

Earlier this year Coy resigned from Home Magazine to take a job as a flight attendant for Sun Country Airlines. She missed the free paper industry and decided to throw her hat in the ring for the executive director job.



Vickie Weingartz

The MCPF board also hired Vickie Weingartz as office manager. Both Weingartz and Coy are residents of Mankato, Minn., and formerly worked together at Home Magazine.

Weingartz replaces Jessica Moffitt, who handled the office responsibilities for MCPF the last two years.

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.



Justo Rey

JUSTO REY was named the president of the Florida Media Association (FMA), formerly known as the Community Papers of Florida

(CPF), at the recent conference in Stuart.

He has served on the CPF board of directors as president,

vice president and treasurer and has chaired numerous events. In 2016 he was honored with CPF's Presidential Award for his service to the association.

Rey has excelled in his career in the free paper industry. He now serves as the publisher of the Islander News in Key Biscayne.

Additional officers of FMA include Vice President Farris Robinson, the president of Hometown News; Secretary Wendy Murray,

the publisher of Senior Life Magazine in Fort Myers; and Treasurer Glen Fetzner, the CEO of Ocean Media in Stuart.

Serving as directors are Dan Autrey (Tampa Bay Newspapers), Renee Brown (Breeze Newspapers), Elaine Buckley (Ocean Media), Charlie Delatorre (Tower Publications), Susan Griffin (Ponte Vedra Recorder), Cristina Jones and Michael Jones (Florida Mariner).

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.

To submit your "associations in the news" story, please contact Dave Neuharth by fax (1.352.347.3384) or e-mail: DJNeuharth@aol.com.

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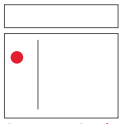
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Your Go-To Guide for Community Publication Business and Service Support

GRAPEVINE

THE OBSERVER PUBLISHING Co. (OPC) in Washington, Pa., announced it has signed a letter of agreement to sell its assets to Ogden Newspapers.

OPC publishes the daily Observer-Reporter, the weekly Almanac and numerous monthly and special interest magazines. The company also runs a digital advertising agency, Reimagine Main Street, and produces a series of events. Ogden is the publisher of more than 40 daily newspapers, multiple weeklies and a magazine division with operations in 16 states. It is owned and operated by the Nutting family of Wheeling, W.Va.

"As a family-owned media company with 116 years of history in Washington and Greene counties, we wanted to make sure that our legacy of serving our community with high-quality local news and information would continue," said Tom Northrop, OPC president and publisher and a fourth-generation shareholder in the company. "It is increasingly difficult for an independent company to go it alone. We chose Ogden because we believe they're in the best position to continue our mission for generations to come."

"We are very pleased to have been chosen to be the successor publisher of the Observer-Reporter," said Perry Nardo, regional publisher of Ogden Newspapers. "We are thrilled to have the opportunity to continue the Northrop family's impressive work. We look forward to publishing a great community-focused, seven-day-a-week newspaper, as well as the Almanac and the wide range of magazines and the vital digital media platform serving Washington and Greene counties.

"We believe very strongly in the power of printed newspapers. We believe in their value to readers, advertisers and communities. The role of credible media outlets like the Observer-Reporter is fundamentally important, now more than ever," said Nardo.

The Observer Publishing Co. was formed July 24, 1902, by John L. "Jack" Stewart and E.F. Acheson. Stewart's grandsons, John L.S. Northrop and William B. Northrop, owned and ran the company until their retirements in June 2002, when ownership was transferred to the fourth generation. Thomas Northrop, president and publisher, and Lucy Northrop Corwin, director of news, currently serve as officers of OPC; both will leave the company when the sale is completed.

The shareholder group consists of nine family members located throughout Western Pennsylvania and the United States with one additional local shareholder.

OPC and the Northrop family have a long tradition of involvement in the community, including service to Washington & Jefferson College and Waynesburg University; Washington Health System Board of Directors and Foundation; the Washington County Community Foundation and Community Foundation of Greene County; the United Way; and Rotary. There is also a long commitment to the newspaper industry through its alliance with the Pennsylvania NewsMedia Association and other journalism and media organizations.

Cribb, Greene and Cope represented the Northrop Family and OPC in the sale.

WHAT'S GOING ON...

D-R MEDIA AND INVESTMENTS announced on September 18th that it is purchasing Sun Publications of Florida from Lakeway Publishers.

Publications include the Sumter Shopper, The Clermont News Leader, the Four Corners News Leader, the Mt. Dora Triangle News Leader, and the commercial printing operations based in Polk County, Florida.

D-R Media founder David Dunn-Rankin stated, "We are excited to add the weeklies and printing operations of Sun Publications to our existing weeklies in Polk County and to our daily newspaper in Highlands County, helping us create a larger presence in Central Florida. We think the Florida market is a vibrant growth market for newspapers."

R. Jack Fishman, president of Lakeway Publishers, Inc., said, "Serving the Central Florida readers and advertisers during the past few years has been rewarding and a pleasure. Our staff has produced quality papers and we are very pleased that David Dunn-Rankin and family, with their experience and background, will be expanding their presence in Central Florida. Community newspapers are a vital part of local communities and are very important to the citizens that live and work in them."

Cribb, Greene & Cope represented Lakeway Publishers in this transaction. Terms of the Lakeway/D-R Media transaction were not disclosed.



PUBLICATION BROKERS

ALL YOU NEED TO KNOW about Kamen & Co. Group Services – Oct. 4, 2018: “Dear Kevin (Kamen & Co. Group Services), “Although you represented the sellers in this deal, I want to thank you, Kevin Kamen, for all that you did in brokering the sale of The Wave newspaper of the Rockaways in Queens, N.Y., to my family and me. Your leadership, negotiating skill-set and knowledge of the business, market and industry served as a most valuable tool throughout the entire process. When negotiations hit a bit of a snag you were able to masterfully get the two sides together to compromise. As the buyer of this wonderful legacy newspaper, The Wave of Rockaways, I want to personally thank you for everything you did to make the sale happen. You were always professional, reasonable and did a great job!”

– *Walter H. Sanchez*
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