

INK

The Free Paper Industry's NEWS SOURCE.

DECEMBER 2018 JANUARY 2019
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CONFERENCE DETAILS

A Golden Opportunity

Merry Christmas

2019

Happy New Year

DAVE NEUHARTH RETIRING!

Best of the Best Awards

afcp



Enter AFCP's 2019 Best of the Best Publication Awards contest and show the rest of the world your best work. Use your winning entries to promote your staff, your advertisers and your national award winning publication! **MARK YOUR CALENDARS!** Entries must be postmarked by January 21, 2019. Forms are available for download from the AFCP website www.afcp.org or email the AFCP staff at Loren@afcp.org for more information.

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COMING
next
month

The February issue of INK will focus on the upcoming conference in April, which will be "A Golden Opportunity" to explore areas to improve yourself, your operation and your product offerings. This one you really don't want to miss!

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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. 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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DESIGN THE BACK OF THIS YEAR'S Conference Shirt!



**Deadline
February, 22 2019**

Send questions or design
entries to Cassey
CASSEY@AFCP.ORG

Your design must reference the AFCP 2019
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The conference logo does not have to be used in
the design. The shirt color will be black.
No more than 4 spot colors can be used.



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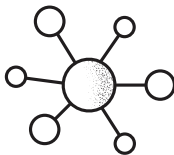
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Dave Neuharth

DAVE NEUHARTH
EDITOR

Reflecting on 2018

ONCE AGAIN, THE ASSOCIATION OF Free Community Publications (AFCP) led the way in 2018 with another outstanding conference for its members.

If you attended the conference, you took advantage of education from certification tracks, numerous TLI classes and some industry-specific presenters. You also went home with some ideas on how to improve your professional growth and build revenue. And as usual, you networked and shared ideas with people who understand what you do.

Add a trip to Baltimore, the "Charm City" rich in history, a boat cruise reception on the Inner Harbor, and staying in a great hotel with great food and service and you might have a difficult time putting a price tag on the benefits of attending this conference.

As always, AFCP honored many of its members for their deserving volunteer work. Congratulations to all the free paper industry persons who won deserved honors.



Glen Fetzner

Glen Fetzner was named the AFCP Publisher of the Year. Fetzner is the owner and publisher of Ocean Media Solutions on the Treasure Coast of Florida.

Trevor Slette was honored with the Craig S. McMullin Distinguished Service Award. Slette is the publisher of The Shopper in Windom, Minn.



Trevor Slette



Karen Sawicz

For her volunteer work, Karen Sawicz was named the recipient of AFCP's annual Gladys Van Drie Volunteer Award. Sawicz is the owner and publisher of the Lake Country Pennysaver in Albion, N.Y.

For his community service, Wes Smith was honored as the Lapeer, Michigan,

Citizen of the Year. Smith is the publisher of the View Newspaper Group.



Wes Smith

AFCP member Exchange Media Group was awarded "The Business of the Year" in Manchester, Tenn., by the



Will Thomas

Chamber of Commerce. Publisher Will Thomas said, "I have never been prouder of our entire team. We were up against some remarkable other businesses. Awesome."

The Independent Free Papers of America (IFPA) honored Rick Wamre with its annual Distinguished Service Award. Wamre is the owner and publisher of Advocate Media in Dallas, Texas.



Rick Wamre



Joyce Frericks

IFPA's annual Ben Hammack Award recipient was Joyce Frericks. She wears many hats and is a part owner of Star Publications in Sauck Centre, Minn.

After many years in the free paper industry, Dan

Holmes announced his retirement. Holmes was serving as the executive director of the Free Community Papers of New York (FCPNY). He served in many roles for AFCP including on the board of directors and as president. His honors from AFCP include the Publisher of the Year award and the Distinguished Service Award. He was the owner and publisher of the Berkshire Penny Saver in Vermont.



Dan Holmes

Eleven members of AFCP were honored at the Baltimore conference as graduates of The Leadership Institute (TLI). They were: Laura Baugher, a sales rep for Kapp Advertising in Pa.; John Draper, owner and publisher of Pipestone



2018 TLI Graduates

Publishing in Pipestone, Minn.; Trisha Drouillard, a sales rep for Ocean Media in Stuart, Fla.; Tiffany Gardner, a sales rep for Lafayette Shopping News in Grant, Iowa.; Steve Harrison, owner and publisher of the Genesee Valley Penny Saver in Avon, N.Y.; A.J. McNaughton, a production and newsroom manager for Appen Media Group in Alpharetta, Ga.; Jane Quairola, a Speciality Publications Manager for Kapp Advertising in Lebanon, Pa.; Doug and Jeanne Sutton, publishers of a weekly newspaper in Santa Clarita, Calif.; Clara Thompson, a sales rep for the Sun Community News in N.Y.; And Deb Weiger, a group publisher in northeast Iowa.

Earlier in the year, AFCP members were urged to get involved to stop tariffs the Department of Commerce assessed on Canadian newsprint. The AFCP board of directors endorsed several organizations which were formed to stop this costly item for members of the free paper and other print industries. The effort was successful – the tariffs were eliminated.



Jim McLaughlin

In Memoriam: Jim McLaughlin passed away in Michigan at the age of 87. He was the owner of Flashes Shopping Guide & News in Eaton Rapids from 1955 to 1990. He was the former president of the National Association of Advertising Publishers (NAAP), which is now AFCP. He also served as president of the Michigan association.

Angelo Palermo passed away on January 31. He was the publisher and founder of Wayuga Community Newspapers in Red Creek, N.Y. Palermo was a strong believer in the power of community newspapers and a longtime member of FCPNY and AFCP.



Angelo Palermo

Next up is 2019. What will the new year bring and are we prepared for what the cards deal?

One way to be prepared is to take advantage of "The Golden Opportunity." The AFCP annual conference and trade show will take place April 25-27 at the Golden Nugget Hotel & Casino in Las Vegas, Nevada. Put it on your calendar! **INK**

In the November 2018 Editor's Viewpoint column, it was incorrectly stated that the Free Community Papers of New York (FCPNY) had closed its doors. While FCPNY has gone through restructuring, it has not closed down. It has relocated its offices to Cohoes, N.Y., and is now being managed by the New York Press Association. We regret the error. See page 36 for updated FCPNY contact information.

MERRY CHRISTMAS

HAPPY HOLIDAYS

HAPPY NEW YEAR

Our Wish For You...

All of us at AFCP would like to wish each of you a very happy and safe holiday season and a new year filled with hope, success and professional growth for each and every one of you.

We would like to take this opportunity to thank you for your involvement in the community publication industry and continued support of our association and its initiatives.

Let this be a year where we all become more involved with our families, our industry and this great nation.

The AFCP Staff & Board of Directors

afcp



2019 Postal Rates & Promotions

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

ON NOVEMBER 13, 2018, THE POSTAL Regulatory Commission approved the change in Postal rates as filed by the U.S. Postal Service for both Market Dominant and Competitive products, to take effect January 27, 2019.

The chart on page ____, reproduced with permission from PostCom, shows the current and new rates for enhanced carrier route flats, including high density and saturation mail.

The PRC also approved a resumption of promotions for mailers that include the same or similar promotions that free paper publishers used in prior years to receive an up-front 2% discount on postage. Some of the promotions likely to be of interest to free paper publishers that mail in 2019 include the Emerging and Advanced Technology Promotion, with a promotion period of six months running from March through August 2019, and a Mobile Shopping Promotion, with a five-month eligibility period of August through December 2019. Details on promotion requirements can be found on the PostalPro website at <https://postalpro-usps.com/promotions>.

Some highlights (and lowlights) of the new rates and how they impact free papers that are using ECR saturation mail include the following:

- The overall CPI “rate cap” adjustment was approximately 2.5%. The overall percentage was slightly higher than cumulative CPI for the past twelve months because the Postal Service had “banked” (or saved) rate authority from a prior rate adjustment.
- There were some winners and losers in how the Postal Service did the math. For Carrier Route mail, a type of mail used predominately by catalog companies, the increase was only .07%. The Postal Service justified this lower-than-average price adjustment as recognizing the “value in the mailbox” of this type of product and how catalogs often generated other mail volume in terms of shipping, bills, and further correspondence.
- The average increase for saturation mail was 3.6%, but for saturation flats that are entered at the SCF, the increase was much greater – as high as 8.5%. Mail entered at the DDU has a 3.2% increase.
- The DAL went from 3.6 cents to 4 cents.
- The increase in the pound rate was small.

For the most part, as ECR saturation flat mail gets heavier, the overall rate increases flatten out.

- Other classes and types of mail were subject to some new proposals and changes in requirements. Some significant changes were made in how parcels are charged and rates. The rate for a first class retail letter went from 50 cents to 55 cents. Greater discounts and lower rates were proposed for commercial first-class mail in an effort to stem the loss of first-class business mailings.

- Although most free paper publishers endeavor to enter their free papers, whether produced and printed by the publisher or by a printer, as deep into the Postal system as possible at the DDU to get the best, most predictable in-home delivery and service possible, many SMC members, particularly those in rural areas, need to enter mail at the SCF. Sometimes this is due to the great distance in geography for market areas. Other times it is related to the small size of local post offices and the inability of the Postal Service and mailers to coordinate delivery entry times. SMC did appeal to the Postal Service for a reduction in the proposed SCF rate, making the following arguments:

- The SCF increase is much higher than predicted. The Postal Service had promised throughout the year that this would be a standard “vanilla”, “no unforeseen consequences” type of rate case. An 8.5% increase is outrageous!
- The rates unfairly disadvantage mailers in rural areas and can give a competitive advantage to other mailers or other ad media that might be able to go to the DDU, or which do not use the Postal Service for distribution.

SMC Members had conference calls and meetings with the Postal Service Rate, Product, Marketing, and Pricing officials to discuss this increase. When it was approved by the PRC as being “lawful”, the Service stated it would not put forward any change in the SCF rate at this time.

The Postal Service justified this much-higher-than-anticipated rate increase as being caused by two factors in Postal Service costing. First, prior costs calculations just looked at the “piece” rate for saturation mail, and did not include costs relating to heavier, pound rate mailings. When both were considered, the



actual costs to the USPS for these pieces were higher than shown in prior calculations.

Second, the workshare discounts that had been given to mail entered at the SCF were higher than what is permitted by the PRC. This PRC has mandated that workshare discounts for Marketing Mail not be higher than 115% of avoided cost. This change in rates reduced the worksharing passthrough that had been over 115%, to 100%. The USPS was not required to take the rate all the way down to a 100% (exactly “even”) passthrough.

This was another reason that SMC members, and particularly mailers that will be hurt by these higher than USPS “promised” projections, asked for and continue to ask for some amelioration in the SCF rate.

Speaking personally as an advocate for free papers and the shared mail industry, I was very disappointed by the Postal Service’s failure to do the right thing and voluntarily reduce the SCF rate before the January 27, 2019 implementation. I am equally

Continued on page 10

**USPS Marketing Mail Flats Postage Rates – Enhanced Carrier Route
(USPS Rates for January 27, 2019 Implementation – All Rates Shown in Cents)**

SUBCLASS/ Rate Category	For Pieces Weighing 4.0 Ounces or Less /1 /2				For Pieces Weighing More Than 4.0 Ounces /1 /2			
					Current Rates		New Rates	
	Current Rate	New Rates	% Diff	Amount Diff	Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound
ECR FLATS – Basic	29.5	30.0	1.7%	0.5	12.0	69.8	12.5	70.0
NDC Entry	26.5	27.0	1.9%	0.5	12.0	57.8	12.5	58.0
SCF Entry	25.7	26.2	1.9%	0.5	12.0	54.6	12.5	54.9
Delivery Unit Entry	24.6	25.3	2.8%	0.7	12.0	50.2	12.5	51.1
ECR FLATS – Basic CR Bundles/Pallets	27.6	27.9	1.1%	0.3	10.1	69.8	10.4	70.0
NDC Entry	24.6	24.9	1.2%	0.3	10.1	57.8	10.4	58.0
SCF Entry	23.8	24.1	1.3%	0.3	10.1	54.6	10.4	54.9
Delivery Unit Entry	22.7	23.2	2.2%	0.5	10.1	50.2	10.4	51.1
ECR FLATS High Density /3	24.8	25.0	0.8%	0.2	9.6	60.9	9.8	60.9
NDC Entry	20.8	21.2	1.9%	0.4	9.6	44.8	9.8	45.4
SCF Entry	19.4	20.5	5.7%	1.1	9.6	39.3	9.8	42.6
Delivery Unit Entry	18.5	18.7	1.1%	0.2	9.6	35.7	9.8	35.7
ECR FLATS – High Density Plus	22.7	23.2	2.2%	0.5	7.5	60.9	8.0	60.9
NDC Entry	18.7	19.4	3.7%	0.7	7.5	44.8	8.0	45.4
SCF Entry	17.3	18.7	8.1%	1.4	7.5	39.3	8.0	42.6
Delivery Unit Entry	16.4	16.9	3.0%	0.5	7.5	35.7	8.0	35.7
ECR FLATS – Saturation	21.9	22.4	2.3%	0.5	6.7	60.9	7.2	60.9
NDC Entry	17.9	18.6	3.9%	0.7	6.7	44.8	7.2	45.4
SCF Entry	16.5	17.9	8.5%	1.4	6.7	39.3	7.2	42.6
Delivery Unit Entry	15.6	16.1	3.2%	0.5	6.7	35.7	7.2	35.7
EDDM	22.0	22.5	2.3%	0.5	6.8	60.9	7.3	60.9
NDC Entry	18.0	18.7	3.9%	0.7	6.8	44.8	7.3	45.4
SCF Entry	16.6	18.0	8.4%	1.4	6.8	39.3	7.3	42.6
Delivery Unit Entry	15.7	16.2	3.2%	0.5	6.8	35.7	7.3	35.7

Add \$0.040 (currently \$0.036) for each piece addressed using a Detached Address Label with no advertising or a Detached Address Label containing advertising (Detached Marketing Label).

/1 Per piece maximum weight is 4.0 ounces before piece/pound rates apply.

/2 Saturation, High Density Plus, and High Density letter-shaped pieces, that weigh more than 4.0 ounces must pay the piece and pound prices shown in the applicable Saturation, High Density Plus, and High Density Flats (Commercial and Nonprofit) price tables. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 3.5 ounces, but not more than 4.0 ounces, must pay Carrier Route Flats (4.0 ounces or less) prices. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 4.0 ounces must pay Carrier Route Flats (greater than 4.0 ounces) per piece and per pound prices. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces

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POSTALupdate

Continued from page 9

troubled by statements the Postal Service has been making about "rate cap math".

It appears the Postal Service has been doing what it can to work the rate cap system to impose higher-than-average CPI increases on types of mail that the Postal Service believes, or hopes, will stay in the mailbox and "take it" when they get a stiffer increase. For other types of mail that might leave, or in the case of catalogs might spur other types of mailings including the Postal Service's much higher priced shipping and delivery services, this case suggests the service is "working the system" to keep those mailers, and other mail volumes they may generate, in the mailbox.

Going forward, the Postal Service has a new Board of Governors and leadership. It may be time for more discussion and questioning of what the Postal Service, with its monopoly control of the mailbox and universal service mission, owes mailers in terms of fairness and transparency in pricing its products. **INK**

For further information on the Saturation Mailers Coalition, contact SMC Executive Director Donna Hanbery at 612-340-9350 (voice), 612-340-9446 (fax) or e-mail: Hanbery@hnclaw.com.

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Ready to add some professional **SPARK** to your company?

THE ASSOCIATION OF FREE COMMUNITY Publications (AFCP) associate member, Spark Digital Sales Group, is a premier sales training organization for media companies of all types and sizes world-wide.

The Spark team assists in developing a custom, comprehensive digital and legacy sales plan that includes pricing, packaging and sales training, providing a tailored fit for publishers and advertisers. By using a combination of classroom training, seminars, and actual four-legged calls in the field with account executives, Spark helps you to create long-term residual income.

With over 14 years of experience as a team working with hundreds of media companies, and \$65 million in sales, Spark is one of the top choices for increasing digital and legacy revenue. Whether training a new staff, offering refresher courses on closing sales, or reinforcing digital media benefits with tenured account executives, the company provides the tools, knowledge, and experience to properly choose and price customized, turn-key programs that produce results for media companies and local businesses.

These advertising programs offer a compelling return on investment, resulting in increased advertiser retention and continued profits for your company. By following their simple and proven keys to success guidelines, media companies will reap the rewards of increased revenue.

Tony Altobelli, Patrick Bingle and Rex Kastner are the founders of Spark Digital Sales Group.

"Spark was started in order to continue to support the hundreds of newspapers, large and small, that we had helped over the years," said Altobelli. "The company we worked for had decided to pull us into their corporate infrastructure but we wanted to continue to provide our services to all newspapers across the country, not only those wholly owned by our former employer. We simply did not want to leave these hundreds of newspapers with nowhere to turn.

So we left the company and formed Spark to carry on the service of training sales executives and building a sustainable stream of online revenue for the newspapers. And this is exactly what we have been doing."

Altobelli has been actively involved in sales and sales training since 1980 when he worked for Resource Technologies Inc., opening sales and distribution offices in Illinois, Missouri and Kansas. He was responsible for interviewing, hiring and training hundreds of sales personnel for in-field service, telemarketing and direct sales. The sales teams he trained won many sales records in their respective divisions.

Altobelli started in the newspaper business in 1982 when he joined at a twice-weekly publication, working

in the circulation department for 15 years. He has owned and operated his own successful businesses for over 35 years. During that time he has spent tens of thousands in advertising for his businesses. This gives him great insight and knowledge when talking with busi-

ness owners in the field as he can relate to the trials and challenges of running a small business today.

Altobelli originally started with Town News in 2006, developing a telemarketing division of "The Job Network". He soon moved over to the "Swat Team" as a national sales trainer, where he ran hundreds of training sessions for newspaper management and sales staff. He has run over six thousand calls in the field and closed thousands of deals totaling over ten million in revenue for the media companies he has worked with. Whether your staff needs help with print sales, digital products or time management to build their book of actives, Altobelli can help.

Patrick Bingle offers over 25 years of sales and leadership experience in the digital media industry. He started his career as the Audiotex Coordinator for The Beaver County Times, a 45k circulation daily newspaper in western Pennsylvania, and was quickly promoted several times before accepting the execu-



Patrick Bingle, Tony Altobelli and Rex Kastner (L-R above), the founders of Spark Digital Sales Group, stand ready to assist you in developing a custom digital and legacy sales plan tailored to your business.

tive-level position of Interactive Media Director in 2000.

Bingle played a key role in the development and implementation of the Calkins Media corporate interactive media strategic plan where he grew his department from a one-person operation to a fully-staffed digital media company offering online marketing and advertising, website development, and video production to businesses throughout western Pennsylvania. He was a pioneer in the digital media industry, launching the first website for the newspaper, TimesOnline.com, in 1995. He also served on several committees and boards including the Pennsylvania Newspaper Association Internet Business Development Committee.


Prior to becoming a founding member of Spark Digital Sales Group, Bingle was an internet consultant for TownNews.com. He was recognized as the top Internet Consultant of the Year for four consecutive years (2009-2012) and was promoted to sales director of the SWAT Division.

Bingle earned his bachelor's degree in business management and is a proud graduate of Dale Carnegie personal and leadership development.

Rex Kastner has been in the newspaper internet business for almost 17 years. Prior to helping start Spark Digital Sales Group, he spent 12 years working for Town News.

For the last seven years he was the vice president of the Town News SWAT Division. His duties included working with the other SWAT salespeople, as well as in the field, to implement revenue-producing products for newspapers across the country. He has personally sold over \$10,000,000 in online advertising and has been on over 10,000 four-legged calls.

Before working with newspapers, he spent over 20 years in the consumer electronics field selling everything from calculators to computers as a manufacturers or distributors representative.

Kastner earned his Bachelors Degree in Economics with minors in Mathematics and Accounting. 

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Association of Free Community Papers
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Call (877) 203-2327 or visit afcp.org

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



Rich Family Tradition

PIPESTONE PUBLISHING CO. IS ANOTHER OF the Association of Free Community Publications' (AFCP) members with a rich family tradition.

The company publishes a number of publications in the Pipestone, Minnesota, area including the Pipestone County Star, which has been published since 1879 and has never missed a week's edition. Published on Thursdays, the paid weekly has a circulation of 2,560 and is the legal paper in the area.

The Free Star is a shopper distributed every Monday free of charge to over 11,000 households around the Pipestone trade market. The Free Star features retail, classified, entertainment, and community event advertising. The weekly editions also contain current information on all the happenings in the area.

The Farm Market News and Auctions is delivered to over 18,000 rural residents in parts of 10 counties in Southwest Minnesota, three counties in Southeast South Dakota, and three counties in Northwest Iowa. In addition to this rural resident delivery, there are also copies available for pickup at local coffee shops and business places. The publication is published the first and third Monday of every month. This paper is full of advertising and auction information, and features news stories about people in agriculture. The Farm Market News reaches more rural households than any other farm publication in the Southwest Minnesota Market Area.

The Southwestern Minnesota Peach is published weekly as a common supplement to 16 newspapers covering a nine-county area of Southwest Minnesota reaching over 20,000 households. The Peach is full of advertising from around the region. This publication provides advertisers an excellent means with which to reach a broad geographic market.

The Jasper Journal is the only newspaper serving solely the Jasper, Minn., market. The Journal features local news, information, and advertising on a weekly basis. The publication is delivered each Monday.

The Outdoors Weekly is Pipestone Publishing's sportsman's magazine. Published the first week of

every month and updated daily online with news and photos, Outdoors Weekly features great articles and sponsored messages proven to provide sportsmen with the tools they need for a successful hunting or fishing trip.

Each edition is complete with user-submitted photos of their outdoors successes, regional fishing reports, and guides to the upper Midwest's best resorts and lodges.

In addition to these publications, Pipestone also publishes a wide variety of special news and advertising special editions and offers online advertising solutions for area businesses. They also provide website development, email marketing management, commercial printing, and direct mail services.

Their advertising placement and agency service is widely used as a way to work with just one rep to handle all of a client's print advertising needs.

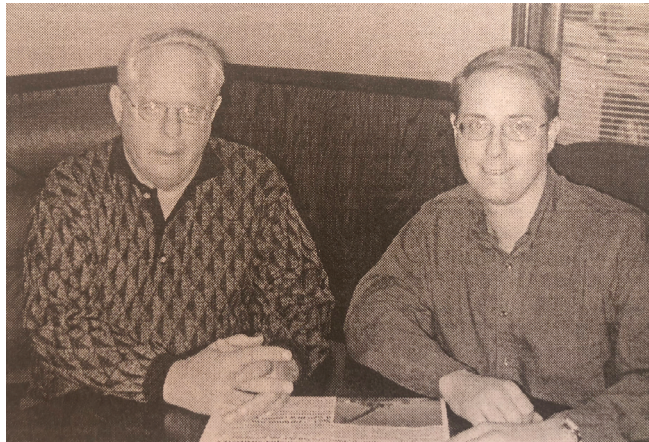
Publisher John Draper, a longtime member of AFCP, is a member of the board of directors. He currently serves as the First Vice President and is in line to serve as the association's next president. In 2011 Draper was the recipient of the AFCP Publisher of the Year award.

Since 2009 he has been responsible for leading the AFCP Rising Stars program. The program is designed to honor individuals under the age of 35 who are emerging leaders in the free paper industry.

Draper is also a longtime member of the Midwest Free Community Papers (MFCP). Prior to the Minnesota Free Paper Association's merger with MFCP, Draper served as a board member and president.

"I felt that involvement in these associations provides many resources that can benefit me and my business. Through the associations one is exposed to many great ideas, products and opportunities," he said.

Draper is the son of a publisher and has been exposed to the industry for most of his life. He worked at the family business while in high school learning the basics of customer service, understanding the value of local advertising, and seeing first hand the commitment it takes to never miss an issue.



In January of 2003, John assumed publisher duties from his father, Chuck. Chuck continues to stay involved from a distance as a trusted resource and mentor.



Draper attended college at St. John's University in Collegeville, Minnesota. After graduation he went on to work for an electronics manufacturing business as a sales rep. Facing a relocation, and looking at options, John reached out to his father to see if there was an opportunity to return home and work the family business. His father was happy for the call, stating, "I've been waiting for you to ask, just wanted you to do that without any pressure from me."

The family history of Pipestone Publishing began with John's father, Chuck Draper, who got into journalism while serving in the United States Air Force.

After completing his service tour, he returned to Southwest Minnesota and took a job as reporter in Windom at the Cottonwood County Citizen.

A few years later he moved to Pipestone to work at the County Star and to be closer to his family. He was provided an opportunity to purchase the newspaper along with a couple of business partners.

In 1976 they incorporated Pipestone Publishing Co. and the expansion of the company began. At the time there was another shopper in the market, which eventually became part of the family business and was re-branded as the Free Star. Over the years numerous special editions and advertising products were introduced and the purchase of a local commercial printing business was made.

The Jasper Journal serves a very small neighboring community. Rather than let the publication die, and somewhat as a potential hedge on competition, the publication was purchased with much of the support work provided from Pipestone.

The Farm Market News originated as a publication of the local livestock auction market. When the publication ceased circulation, the naming rights were purchased by Pipestone Publishing Co.

Chuck incorporated the name into a select number of pages within the Free Star that focused on ag services advertising. In 2004 the Farm Market News was brought back as a free distribution publication, serving rural residents of the greater Southwest Minnesota region.

Digital offering for clients and content distribution were introduced in the late 90's. Chuck was involved with a business that brought the first internet connections to the community and saw this as a way to augment news delivery. Since that time the company has introduced a number of websites

Pipestone Publishing Co. Publisher John Draper and his family: wife Theresa, and daughters Kaitlyn, Meredith, Addison and Ireland.




as print companions, developed a strong social media following for their content, and introduced a number of mobile apps to the marketplace.

John's mother, Lorraine, worked with Chuck in the news department as a part-time proofreader. She also worked each week alongside John and his two brothers, Mike and Brian, stuffing papers and getting them processed for mailing and delivery.

Lorraine continues to work those same part-time proofreading hours in the news

department, and now assists one of John's daughters each week with her paper routes. Mike (Alexandria, Minn.) and Brian (Rochester, Minn.) are not involved in the business, but do offer input (whether wanted or not) on various topics.

John continues to stay involved with a variety of community organizations. He has served with United Way, as president of the historical society, president of the local chamber of commerce, as an officer of the church he attends, and volunteers time to numerous other community and school organizations.

Married to Theresa, the couple have four children: Kaitlyn, Meredith, Addison, and Ireland. 

Las Vegas Conference!

“A Golden Opportunity”

by Loren Colburn, AFCP Executive Director

THE DETAILS SURROUNDING THIS ANNUAL gathering of the community publication industry are coming together as you read this. Themed “A Golden Opportunity” – it will undoubtedly be just that. Here are some of the things you are going to find when you participate.

Invigorating and Informative Speakers

From the opening keynote to the closing ceremony, you will be provided with a series of thought provoking, educational and entertaining presenters. Andrew Davis will present the opening keynote entitled “The Future of Digital is Print!” This inspiring presentation will examine why print is not dead but is actually evolving. You are going to walk away inspired to embrace the most important thing that differentiates you in a digitally-driven universe: a high-quality print product!

Andrew will also have a workshop on Thursday entitled “Unplugged: Inside the Mind of a Marketer!” In this session he will help you crawl inside the overwhelmed mind of the modern marketer. You’ll learn how to sell more print advertising while you simplify the complicated digital universe for your clients. Bring your questions, ideas and even your objections to this session, which will provide “A Golden Opportunity” to help clients understand how to transform online opportunities into offline success.

The Leadership Institute

The Leadership Institute (TLI) provides the most experienced, professional, industry-specific classroom training program available to community publications. The classes provide sales and sales management focused material and are presented by a faculty with extensive industry and professional training experience. The Las Vegas program will offer five new classes for TLI participants as well as several previously presented classes to choose from. TLI educational sessions offer “A Golden Opportunity” to learn from the best!



Keynote Speaker Andrew Davis

Professional Certificate Programs

Attendees will be able to choose from two different certificate programs in Las Vegas. TLI will be offering a management focused program as well as one designed for advanced level sales training. The management program will be a two-part workshop that will utilize the front end to conduct a personal Coaching Skills Inventory for participants. In this portion participants gain a deeper understanding of their coaching strengths and weaknesses. The second half of the program focuses on Effective Coaching Conversations and identifying the different situations and coaching discussions for each.

The Advance Selling Certificate program will focus on “Selling From the Inside Out!” Understanding the behavioral tendencies of your customers is critical to closing more sales. This program will examine 19 different cognitive biases and provide participants the ability to recognize them and the techniques to overcome their impact. This program will change the way you communicate with your customers and the success level of your closing abilities.

This year, these certificate programs will be centered on Thursday and Friday afternoons to provide participants additional opportunities to take advantage of the other presentations, TLI classes and activities being provided at the conference. This gives you “A Golden Opportunity” to learn while gaining a professional development certificate to commemorate the experience.



Targeted Topic Discussions

There will be three different sessions where participants will choose from a variety of topical discussion groups. These focused discussions will zero in on topics ranging from sales to editorial, circulation, special products, graphics, management and much more. These roundtables are designed to provide attendees an opportunity to seek answers to their



specific questions or problems from individuals who are experiencing the same issues. It is also a great way to gather new ideas to improve your business that have already proven successful in other markets. These roundtables are "A Golden Opportunity" to seek the solutions you are looking for.

Annual Trade Show

Being able to connect with a broad array of the suppliers of goods and services to our publishing industry is a valuable component of the annual conference. The opportunity to take advantage of the "one stop shop" aspect of the trade show is the most efficient and cost effective way to establish direct access to some of the most valuable resources in our industry. The Trade Show is truly "A Golden Opportunity" to keep pace with the constantly changing aspects of technology, software, resources and product innovations that are affecting our industry.



"The Choice" Annual Idea Exchange Presentation

Back by popular demand, we will once again hold the AFCP Idea Exchange at the 2019 AFCP Conference in Las Vegas. This year's event promises to be one of the most entertaining and informative presentations you'll ever see! Based on the popular hit TV series The Voice, we have created our own version of



the show that will have participants present their idea to a panel of three industry experts

("Coaches") in hopes of getting them to turn their chairs around. The entertainment value will be only exceeded by "A Golden Opportunity" to take home money-making ideas!

Golden Nugget and Affordability

The Golden Nugget in the heart of Fremont Street provides a beautiful surrounding for a conference with not only amazing conference space for the ses-

sions but also hotel rooms that are the perfect place to stay. The room rate for NANI participants will be an incredibly low \$79.00 per night (including your resort fee) for up to six nights! If you are not a NANI participant, the rates are still an economical \$94.00 for Sunday to Thursday and \$144.00 for Friday or Saturday. At these rates you have "A Golden Opportunity" to economically attend an outstanding conference and even consider bringing additional staff.

Networking, Networking, Networking!

There is no more valued or acclaimed benefit from conference attendance than the opportunity to network with people from across the country who do what you do for a living. These connections provide a wealth of information on what works, what doesn't work and how other companies have dealt with the same issues you deal with every day. These people will become the people you reach out to with questions or when seeking advice. Our industry is known for its unique ability to share ideas, honest feedback and real success stories with industry associates. Las Vegas will provide "A Golden Opportunity" to make those connections!



Fremont Street Location

After a full day devoted to learning, seeking answers and participating in extensive business discussions, what a fantastic location to relax and enjoy some amazing entertainment options! The bright lights, music options and activities available in the Fremont Street Experience are sure to get your attention. Whether you are taking a chance on Lady Luck in the casinos or people watching in the city that has it all, Las Vegas surely provides "A Golden Opportunity" for entertainment and fun.



Continued on page 29

THIS MONTH'S FEATURED Association of Free Community Publications

MEMBER BENEFIT

“Best of the Best” Annual Publication Awards

This is your company's opportunity to get some recognition for all the exceptional efforts that go into producing the highest quality publications. Use your success story and individual awards to promote your company, your staff and your customers. These awards can help boost everything from employee job satisfaction to your company's reputation in your local market.

With over 44 different award categories to enter, regardless of your publication's style, you will be competing against like publications. Everything from editorial material, individual ad designs, cover designs, special sections, promotional materials and digital products can be entered and judged against other entries from across North America.

Award winners are announced each year during a special presentation at the AFCP Annual Conference and simulcast live on Facebook! Each winning publication receives a presentation quality plaque detailing their awards for the current year for display in their office. Many of our winners have special celebrations to honor these accomplishments by their staff and recognize the extraordinary efforts that go into producing a quality publication.

The awards program is open to all AFCP members and typically draws over 1,400 entries from a major portion of our membership. The entries are submitted at the beginning of January each year and represent work produced throughout the previous calendar year. For a list of categories and participation rules, download the 2019 Best of the Best Entry Forms on the right side of the afcp.org home page and get a head start on selecting your entries.

Remember - this is the perfect opportunity to...

Reward Your Customers, Reward Your Staff and Reward Yourself!



Publication Awards



The Legend

by Charlie Delatorre

IT SEEMS WEIRD TO me that each of these columns I write for INK tends to be a bit of a history lesson. Most every-

thing I've written since becoming President of AFCP has been a retrospective of sorts, a look back at the years I've been in this industry and the people who have influenced my life and career. Maybe it's this gray beard I'm rockin' these days, but I'm feeling nostalgic lately. This entire issue of INK is thankfully just that, a retrospective on someone who was instrumental in helping me when I needed it, guiding me when I required it and always lending unwavering support through it all—Dave Neuharth.

I first met Dave in January of 2000. I had just negotiated to buy the Buyers' Guide from Add Inc. (the company I had been working for since 1996). Dave stopped by with Peter Lamb, an industry consultant and long-time industry executive, to meet me—and let's be honest, find out who he was dealing with. I didn't know it at the time, but Dave was there to size me up, check me out and find out who this punk kid was who just bought a paper from an important member of the association.


That initial meeting was brief, an introduction really, but what I remember the most from that meeting was realizing I wasn't alone. I had owned the business for all of nine days and was feeling a little overwhelmed with the responsibility. Dave came by to introduce the Free Community Papers of Florida, a statewide organization of publishers just like me, and to tell me I wasn't alone. That FCPF, the publishers in the association and most importantly Dave,

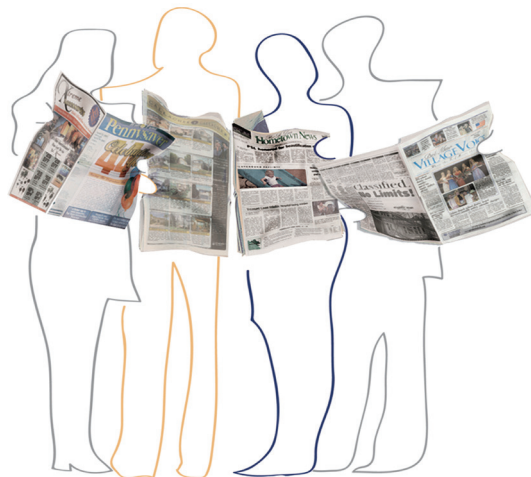
was there to help. He opened my eyes to a world outside of our little office in Gainesville, and what I didn't know at the time was that it would be the beginning of a great friendship.

A lot has changed since that first meeting with him, but Dave never did. Businesses have opened and closed, publishers hired and fired, technology, mergers, acquisitions, deaths, and births... and through it all, Dave has been the common thread that has bound us to one another. He has been as good a steward for our association as I can think of.

But let me not get too sentimental for I have been the butt of many a Dave Neuharth Joke! Ohh yes, Dave likes to have a good time, especially at my expense. Did I ever tell you the time he convinced Gary Rudy to dress up as a woman and present me with some very "special gifts" when I was president of CPF? Yes, that happened. Or how about the time he found out about an ongoing bet I had with another board member and gave me time in our board meeting to stand up and read a declaration of love for the University of Miami (obviously I lost the bet...who actually likes the University of Miami??). And of course everyone's favorite, the "Drink's on Charlie" chant that he's initiated after

numerous events or award shows. Yes ladies and gentlemen, Dave Neuharth likes to have a good time.

Thank you Dave for all you've done! Stop by anytime... Drinks are on me! 



CHARLIE DELATORRE
AFCP PRESIDENT
TOWER PUBLICATIONS

Dave Neuharth Retiring!

by Barbara Holmes

WHILE SOME OF YOU ONLY KNOW DAVE NEUHARTH from his monthly Editor's Viewpoint column in INK, I have had the privilege of working alongside him for over 18 years. I have a profound respect for the man Charlie Delatorre has referred to as "The Legend."

If you've ever wondered how Dave knows just about everything there is to know about publishing, I'm here to tell you it's because his roots run deep in the industry.

He started his publishing career in Grass Valley, California, as a photographer and sports reporter for The Union, a daily newspaper near Sacramento. He was later named its managing editor. While at The Union, his article about a gold mine cave-in earned him top honors from the California Press Association.

After The Union was purchased by Scripps League Newspapers, he accepted a position as editor of the Skagit Valley Herald in Mount Vernon, Washington, and later became publisher of several daily newspapers in Pennsylvania and West Virginia.

During his tenure with daily newspapers, he won various awards for reporting and design of publications. In 1978 he was named an Associated Press managing editor citation winner, and was invited to serve on the Pulitzer Prize committee.

In the early 1980s he relocated to Florida where he served as general manager and sales manager of the Bradenton Shopping Guide, and as editor and publisher of the Bonita Banner and Collier Shopping Guide. Later, he and his wife, Libby, purchased and operated the Antique Shoppe, a statewide publication devoted to the antique business in Florida. He later sold that publication to Bruce and Debra Causey.

In Florida, Dave became active with the Free Community Papers of Florida, the forerunner to the Community Papers of Florida, serving on its board of directors. He assumed the role of president of the association in 1990, and was named executive director in 1992.

When he took the helm in 1992 the Florida association was struggling financially. Working from his kitchen table, he created the Florida association's classified network which later grew into one of the strongest in the industry.

In 1996 he was named CPF's representative to serve on the AFCP board of directors. In 1999 he was involved in the inception of the AFCP Industry Recognition Com-

mittee, which later became PaperChain. In 2000 he was asked to edit Free Paper INK.

Dave was instrumental in working toward having a joint AFCP, CPF and SAPA conference at Daytona Beach in 2002, the first industry conference I had the privilege of attending. That conference set an attendance record for the free paper industry.

That's the published pedigree. Here's a glimpse into the man you may not know.

Dave is a deep thinker. Oftentimes when I asked him a question, he did not respond. I would peer over the desk to see if he'd heard me and see him just sitting there, thinking, pondering all the possible outcomes before giving me an answer.



Jim Kendall presents the 2004 AFCP Distinguished Service Award to Dave Neuharth.

He deeply loves his wife of 34 years, Libby. You can see it in the pictures of them together. But to me, the most touching evidence is Libby's quilt room.

When Libby discovered quilting several years ago, she was hooked! As she learned more and more about the craft, she gathered more and more fabric and equipment. She soon outgrew the spare bedroom that used to be Dave's home office, but which had long since become overrun with sewing machines and fabric.

So Dave scheduled a vacation, secretly hired a contractor and took Libby away for a few days. Upon their return, he presented her with "Libby's Quilt Room" – his former two-room garage and pool hall. Dave's once prized pool table is now a cutting table for Libby's quilt designs.

Dave loves to cook. I have very fond memories of the many Christmas parties he threw over the years, the invitations to which always said "bring nothing but the family." He would spend days preparing the most delicious treats. My cookbook is stuffed with his recipes.

Dave loves to make people happy. One of the things he truly enjoyed was traveling to the different CPF member publications to personally hand-deliver checks to the sales reps who'd won the contests.

Perhaps it's a holdover from his Antique Shoppe days, but in his free time Dave loves going to yard sales and antique stores and bargain-hunting with Libby. Living so close to The Villages, a large retirement community in North Central Florida, is a goldmine for such a hobby.

He's an animal lover with a long succession of four-legged

friends. Mitzi the cat, along with Golden Retrievers Phoenix, Maggie, Cody and now Casper, would all attest to that.

He's a wicked West Virginia fan. Enough said.

Dave graduated from Sierra College in Rocklin, California. He served seven years in the United States Navy, including four years in the Viet Nam war. Along life's path his family grew to include four children, seven grandchildren and four great-grandchildren.

I asked Dave for his thoughts on his retirement. He said, "Since February of 2000, I have had the privilege of being the editor of Free Paper INK. For over 18 years I have shared my thoughts in a monthly column, 'Editor's Viewpoint.' In my first column I wrote that with our readers' help, we would make an ongoing effort to make INK 'The publication of choice for the free paper industry.'

"Thanks to the talented personnel we have in this industry, we have done just that. The success we have had can be attributed to Craig McMullin and Loren Colburn, and the talent of the persons who have served on the AFCP INK committee. I also thank Barbara Holmes for putting up with me for over 18 years, taking care of the composition and editing for INK.

"The continued success of INK is in good hands."

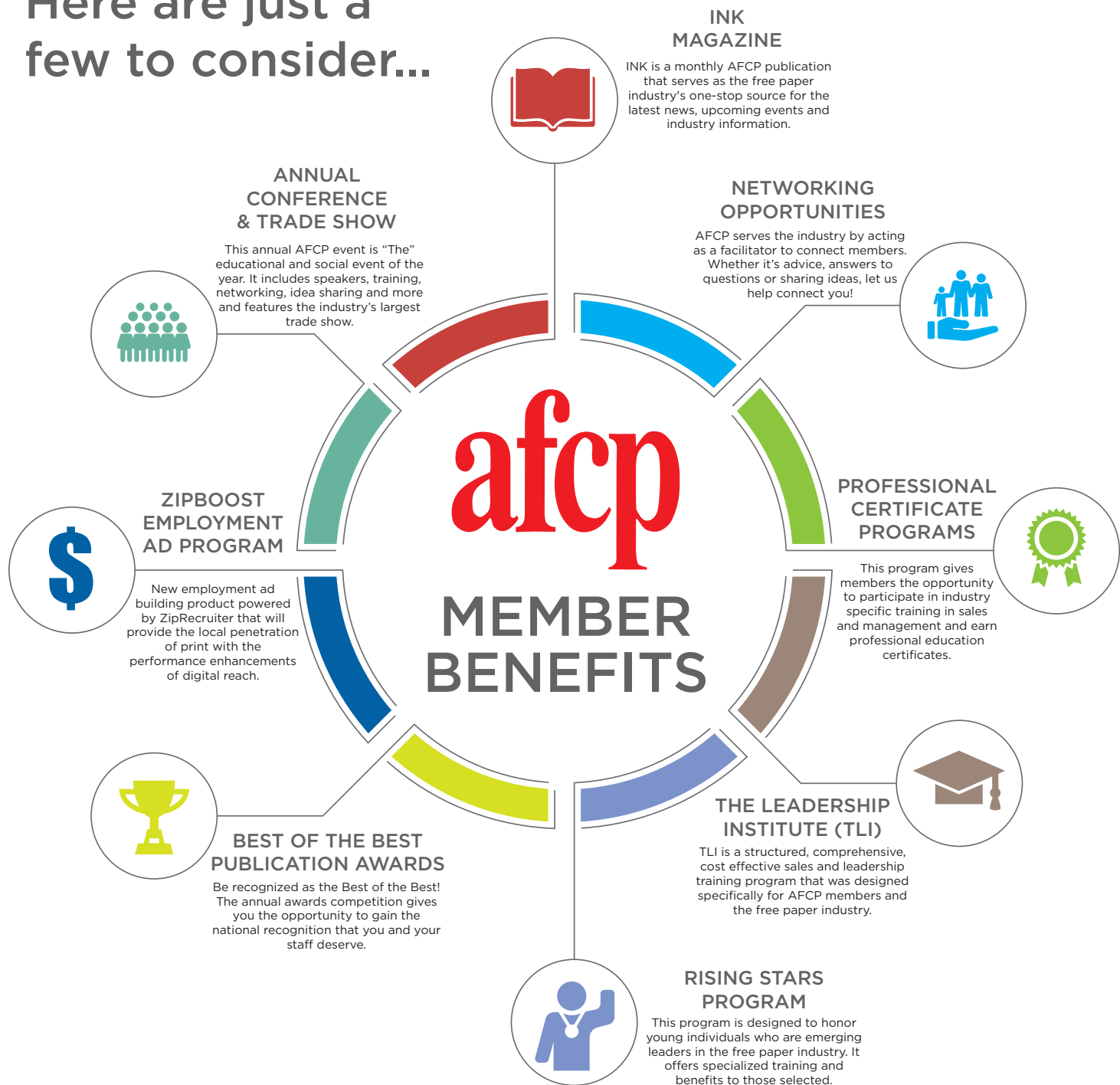
Now Dave will have more time for some of the other thing he enjoys, like boating, fishing, traveling, reading and swimming in the pool with Casper. **INK**



SAPA Executive Director Douglas Fry presents Dave with the Herb Campbell Award (top). Dave catches a sailfish (middle). Dave and the love of his life, Libby, at the Louisville conference (left) and at CPF's famed Kentucky Derby Reception (above).

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

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!

"If you listen to your fears, you will die never knowing what a great person you might have been."

– Robert Schuller

ANTHONY BURGESS COULD TELL FROM HIS DOCTOR'S grave look that something was terribly wrong. In his mid-forties, the news that he only had a few months to live hit him hard. Alone in his apartment he thought about his life and all the things he had hoped to accomplish.

First among them was Burgess's dream of being a writer. From his school days, every time he sat down at his desk and began to write, his self-doubts and fears sabotaged his efforts. "You're not a writer." "No one cares what you have to say." "Everyone will think you're an idiot!" Burgess's dire diagnosis put these fears into perspective. If he was ever going to write his novel, he had to do it—RIGHT NOW!

Anthony Burgess sat down and the words began to flow. In a few weeks he had crafted a ground-breaking novel depicting a dystopian future in his native England. His work was not only picked up by a publisher, but became a best seller. In 1971, the noted filmmaker Stanley Kubrick brought Burgess's *A Clockwork Orange* to life on the silver screen.

Surprisingly, the success of his novel was not the best news Anthony Burgess received that year. His doctor informed him that there had been a mix-up: he had been given another patient's test results. He was not going to die after all!

Though terrifying, his doctor's grievous error gave Anthony Burgess the "kick in the backside" he needed to disregard his fear of failure and begin following his dreams. He lived another thirty years, spending his three "bonus" decades as a successful novelist, literary critic and librettist.

Fortunately, very few of us will ever have to go through the trauma of receiving a false report of our imminent demise like Anthony Burgess. Unfortunately, like him, many of us let our fears slowly strangle our dreams. We are paralyzed by our own "obstacle illusions," constantly coming up with more and more reasons (excuses) why we can't achieve our goals.

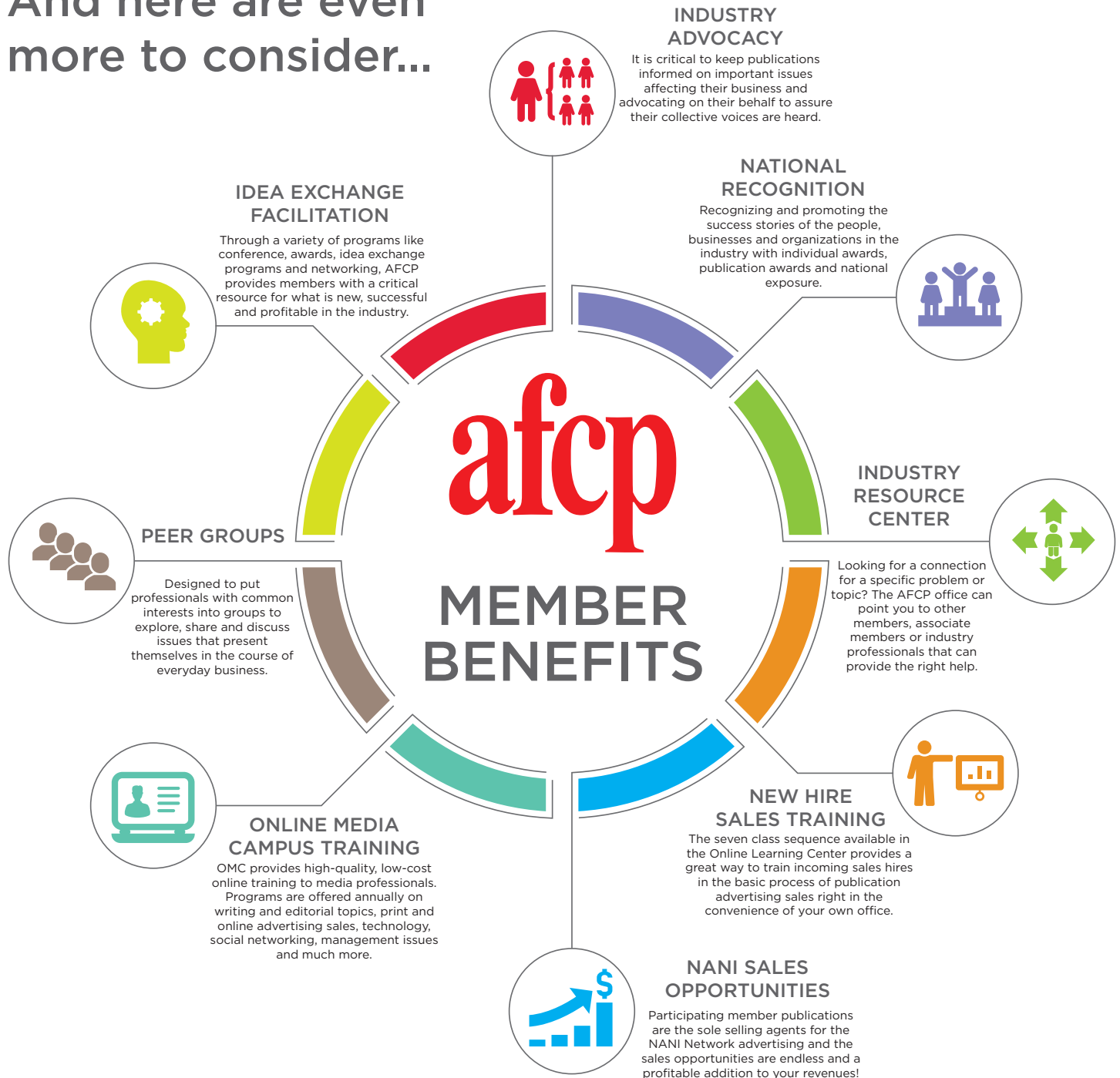
We will never be able to completely stifle our fears. The secret is to learn to tune them out and move forward in spite of them. When you can do this you will, like Anthony Burgess, discover what a great person you can become. **INK**



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

MFCP's Fall Training Conference

by Kelly Coy, Executive Director, Midwest Free Community Papers

THE MIDWEST FREE COMMUNITY PAPER association (MFCP) held its Regional Fall Training Conference in three different locations within the Midwest in October.

This is the third year that MFCP has held a conference at three different locations. This format has proved beneficial to members due to the convenience of travel and timing since it is a "one-day only" conference.

The three trainings were held in Albert Lea, Minn., on Oct. 3, Des Moines on Oct. 9 and Dubuque on Oct. 10. There were over 80 in attendance. Each morning started with guest speaker Gerarda Lahey-Keppler, then continued in the afternoon with a presentation from John Draper and Shane Goodman.

Lahey-Keppler, a retired psychology instructor, is now on the circuit speaking about her life experiences while incorporating humor and wisdom. Her purpose is to help others see the joy and purpose in their own lives and to realize the power they have to make their life all they want it to be.

Draper and Goodman presented a strong analysis of why customers use social media,



Shane Goodman presents at the Des Moines and Dubuque training session. His presentation was followed by a roundtable discussion about planting the seed of doubt with customers concerning social media advertising and the benefits of print advertising in MFCP publications.

the facts rarely shared about social media, and how sales reps can plant the seed of doubt when selling against social media. They shared statistics on web traffic, untrue profiles, blocked ads, and how many page posts are actually viewed.

The training was concluded with a roundtable discussion about social media myths and the strength of print media in communities. **INK**

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ADVANCED SELLING WORKSHOP

CERTIFICATE PROGRAM



April 25-27, 2019

Golden Nugget - Las Vegas

PART OF THE AFCP CONFERENCE & TRADE SHOW



The Leadership Institute

Lighting the Way

ADVANCED SELLING CERTIFICATE PROGRAM

SELLING FROM THE INSIDE OUT

While everyone is unique, we all share certain behavioral tendencies!

Understanding cognitive behaviors provides sales people with the keys to unlock the prospects hidden thoughts.

Learn the latest psychological research combined with practical sales applications to connect with customers, overcome resistance and close more sales.

Workshop Participant's Skill Development Areas...

- 1 How to communicate with customers at a deeper level.
- 2 How to overcome illogical emotional behavior by customers.
- 3 Cement relationships by going far below the surface.
- 4 Better understanding your customer's practical and emotional needs.
- 5 Overcoming resistance by influencing prospects thought process.
- 6 19 Cognitive Biases that drive the decision making process.

Register Now!

Limited Seating Available

(\$25.00 registration and materials fee)



For More Information Contact:
AFCP Office at 877-203-2327
Class Registration will be part of your
normal Conference Registration

You and your young employees Benefit from Conference

by A.J. McNaughton, Rising Star

IT WAS A WARM NIGHT IN SAVANNAH, Georgia, and John Draper was holding back tears.

Hans Appen, my general manager, and myself had just destroyed Draper in a game of beer pong during Club AFCP. John was unable to sink a single cup before Hans and I had wiped out all of our opponents.

From what I've heard, Draper has never been the same since that night.

Savannah was the first AFCP conference I attended. At the time, I had been at Appen Media Group for just two years. Since then, I have attended every conference.

As a young professional in the publishing industry, I relish the chance to attend these annual conferences – and not just to make middle-aged men cry. These conferences give me a chance to network, achieve my own professional goals and experience new parts of the country.

One of the biggest take-aways every year is the ability to talk and interact with others in the industry. Sending emails back and forth isn't the same as being able to talk to someone face-to-face.

Last year in Baltimore, I had a conversation with Dan Alexander of Sun Community News about the new Zip Recruiter program. I was able to take what I learned from Dan about using Zip Recruiter to augment our classified help wanted sales, and take it back to the office. After talking about the benefits of Zip Recruiter with my publisher, we are now in the midst of launching our own program.

During the Louisville conference, I started chatting with Roger Lee from Town News, one of the numerous vendors during conference. He talked about helping grow our online presence and how

we could generate more online revenue. I took the information back to my publisher and soon after, launched our new website and haven't looked back.

Not only has conference given my company opportunities to grow, but it has also helped me grow professionally.

The Leadership Institute offers a wide array of classes from sales training to holding an effective meeting to managing different age groups.

Last year I had the opportunity to hone my management skills by taking the effective hands-on management class. The program was taught over six sessions and provided practical applications for management to use in the office.

We were broken into small groups; and again, one of the biggest benefits to me was being able to talk to publishers and managers

who had years of experience in the industry. I was able to talk about issues I was having as a young manager and get real impactful advice.

Lastly, having the chance to experience new cities through conference has been invaluable.

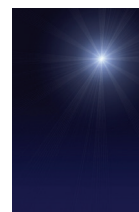
Have you seen the new Monopoly for Millennials? Instead of buying property you buy experiences.

As a Millennial I will say, yes, experiences are extremely valuable. Being able to visit these cities and experience the food and culture has been amazing. And I'm sure Las Vegas will be no different.

So what are you waiting for? Sign up your young professionals/employees/Millennials for the Vegas conference.

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Workshop Participant's Skill Development Areas...

- 1** Build relationships of trust and confidence with employees
- 2** Identify strengths and weaknesses in specific coaching meeting skills
- 3** Impact employee job performance using more effective coaching meetings
- 4** Recognize the correct application of inquiry and advocacy in coaching sessions
- 5** Coaching techniques for performance improvement, career development, specific skill development or coaching a business team

PART ONE

Coaching Skills Inventory

Part one of this two-part management workshop is focused on assessing and understanding your personal coaching skills. By completing a personal inventory assessment, participants will gain a deeper understanding of their personal strengths and weaknesses. In addition, participants will learn a 7 step model for conducting effective coaching meetings that is based on mutual trust and respect.

PART TWO

Effective Coaching Conversations

Part two of this workshop reviews some basic coaching situations and expands upon them to give participants a chance to practice applying the skills. Participants will learn how to identify and understand the different coaching conversations for performance improvement, career development, skill-set development or coaching a business team. As a result, you will be able to target specific areas for improvement, motivate and inspire individuals, communicate more effectively as a coach, and increase job satisfaction for both your employees and yourself.



For More Information Contact:
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Class Registration will be part of
your normal Conference Registration

Register Now!

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Las Vegas Conference! “A Golden Opportunity”




Continued from page 17

APRIL 25-27, 2019

If you agree that informative, professional development, networking, excitement and affordability all add up to “A Golden Opportunity”, you need to mark it on your calendar right now! Go to www.afcp.org and register so you don't get shut out of the certificate workshop of your choice.

Start a list right now of the things you need to come home from conference with to make 2019 the outstanding success that it has all the potential to be!

And keep in mind: What Happens In Vegas...Can Build Your Business! 

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Take it from HERE

by John Foust



I REMEMBER STOPPING FOR directions to a golf course. "How do I get to Sea Palms?" I asked. The young man behind the counter of the convenience store responded with his own question, "From here?" I almost laughed out loud at the absurdity – and the profoundness – of his comment. Directions

always start from where we are at the moment.

The game of golf provides us with a fine advertising parallel. Let's say you hit your drive into the trees (I've been there, done that many times). You're in trouble and need to get out. Since you can't start over, you have to take the next shot "from here." Let's take a look at some steps to take when your golf ball – or your advertiser – is in the trees:

1. Find the ball. In other words, figure out where "here" is. Analyze the advertiser's original goals and marketing tactics. What has worked in the past? Can you pinpoint what made things veer off course? Has the budget been wisely allocated or has it been spent on an impromptu basis? What about external forces? Have new competitors entered the market? Where are your potential customers spending their time and their money?

2. Pick a target. Obviously, the long range objective is to put the ball in the hole. But for now, the task at hand is to move closer to that goal, not necessarily put it in the hole with one swing. Should you go for the green and try to blast it through a gap

in the trees? Or should you punch it laterally into the fairway, to create a better lie for your next shot?

What's best for your advertiser? Should you invest a big piece of the budget in an effort to go for the green? Or play it safe with a higher-percentage shot?

3. Pick the right club. Once you decide where and how far you want to hit the ball, the next step is to choose a tactic. If you go for the green, you can propose a big blow-out sale – with substantial savings on a number of products and/or services.

If you play it safe, you can: (1) run image ads while you work out a better long-term strategy, (2) dust off and re-use a former offer that worked well, or (3) best of all, test some offers in smaller doses to determine what you should incorporate in a larger promotion.

4. Have a solid swing. A bad swing can result in an even worse location for your next shot. So make sure to pay careful attention to fundamentals. A great concept won't work if it is introduced with a weak headline. A compelling offer will flop if the expiration date is too soon. And a message which is loaded with claims and exaggerations will be ignored by consumers.

It's not unusual for ad campaigns to go astray on occasion. When that happens, it's an ad professional's job to step up to the ball and take it "from here." **INK**

(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.

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GRAPEVINE

HEARST HAS ACQUIRED THE print and digital assets of seven weekly newspaper brands from Hersam Acorn Newspapers in Fairfield County, Connecticut, including The Ridgefield Press, The Wilton Bulletin, New Canaan Advertiser, The Darien Times, The Shelton Herald, The Trumbull Times and The Milford Mirror.

The announcement was made by Hearst President and CEO Steven R. Swartz and Hearst Newspapers President Jeff Johnson.

The newspapers will become

part of Hearst Connecticut Media Group. With more than 200 journalists, Hearst Connecticut Media Group is now made up of eight daily newspapers including the New Haven Register, Connecticut Post, Greenwich Time, Stamford Advocate and The Norwalk Hour, and 20 weekly newspapers including those listed above.

“As Hearst looks to grow its news brands and coverage across Connecticut to reach some of the most desirable consumers and decision-makers in the nation, these successful weeklies are an excel-

WHAT'S GOING ON...

lent fit,” Johnson said. “The acquisition will only strengthen the journalism and services we can offer readers and advertisers in the region. We thank Hersam Acorn co-owners Martin Hersam and Thomas Nash for overseeing the growth of these businesses.”

Paul Barbetta, group publisher and president for Hearst Connecticut Media Group and senior vice president of circulation for Hearst Newspapers, will oversee the business and news operations for the new brands. 

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Associations IN the NEWS

THE NORTH

American Mature Publishers Association (NAMPA) will celebrate its 25th anniversary with a special dinner reception at its National Convention in Memphis, Tennessee, October 13-16, 2019.

IT'S TIME TO ENTER THE annual Association of Free Community Publications (AFCP) 2019 Awards Competition.

Entries for outstanding achievement in design, advertising, editorial and publishing are due January 21, 2019. Material for all entries must have been published between January 1, 2018 and December 31, 2018 by active AFCP member publications in good standing.

All entries become the prop-

erty of AFCP and can be used for any purpose including — but not limited to — development of member services.

All entries will be judged by a panel of industry professionals with experience in either marketing, design, journalism, photography, sales, media or publishing.

For information and entry forms go to www.afcp.org and click on Best of the Best Entry Forms.

THE NORTH AMERICAN

Mature Publishers Association, Inc. (NAMPA) presented its top awards for publishing excellence at their 2018 National Convention at the Caribe Royale All Suite Resort recently in Orlando, Florida.

NAMPA publications were independently judged by the University of Missouri's School of Journalism, widely considered one of the top journalism schools in the country. This year,

there were 176 awards presented at its award banquet in a wide variety of categories, including general excellence, writing/editing, design, content, concept, photography, and website excellence.

The highlight of the gala awards banquet was the announcement of the 2018 "Best of Show" award winners. The recipients were: The Best of Times in Louisiana; Senior Life of Florida; Today's Transitions in Ken-

tucky; and The Washington Beacon in Washington, D.C.

Founded in 1994, NAMPA is the only non-profit association of boomer/senior publications in the United States and Canada. Currently, NAMPA member publications cover 37 states and two provinces in Canada with 98 editions and estimated monthly readership of four million boomer/seniors.

To submit your "associations in the news" story, please contact Barbara Holmes by fax (1.352.347.3384) or email: FreePaperINK@aol.com.

THE SOUTHEASTERN ADVERTISING PUBLISHERS Association (SAPA) is returning to the Le Meridien Hotel in Atlanta, Georgia, for its 2019 annual meeting.

This year the meeting will concentrate on Sales, Sales Management, and all things Managerial in a fun, proven format called the Sales & Management Forum.



jan.

**JANUARY 25-26, 2019 :
CLEARWATER BEACH, FL**

Independent Free Papers of America (IFPA). Publishers Summit, Clearwater Beach Holiday Inn, Clearwater Beach, Florida. To register, go to www.freepaperconference.com. Contact Douglas Fry for additional information: douglas@ifpa.com.

mar.

MARCH 1-2, 2019 : HARRISBURG, PA
Mid-Atlantic Community Papers Association (MACPA). Annual Conference, Sheraton Harrisburg-Hershey, Harrisburg, Pennsylvania. For additional information email: info@macpa.net.

MARCH 1-2, 2019 : ATLANTA, GA
Southeastern Advertising Publishers Association (SAPA). Sales & Management Forum, Le Meridien Hotel, Atlanta, Georgia. Contact Douglas Fry for additional information: info@sapatoday.com.

MARCH 8-9, 2019 : DES MOINES, IA
Midwest Free Community Papers (MFCP). Spring Conference and Awards Banquet, Prairie Meadows, Des Moines, Iowa. Contact Vickie Weingartz for additional information: office@mfcf.org.

To list your conference information in *Free Paper INK*, send it to:
FreePaperINK@aol.com

To list your conference information on the AFCP website, send it to:
Loren@afcp.org

apr.

APRIL 25-27, 2019: LAS VEGAS, NV
Association of Free Community Publications (AFCP). Annual Conference and Trade Show, Golden Nugget Hotel & Casino, Las Vegas, Nevada. Contact Loren Colburn for additional information: loren@afcp.org.

oct.

**OCTOBER 13-16, 2019 :
MEMPHIS, TN**
North American Mature Publishers Association, Inc. (NAMPA). National Convention, The Guest House at Graceland, Memphis, Tennessee. Contact Gary Calligas for additional information: gary@maturepublishers.com or 877-466-2672.

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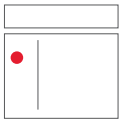
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We are the leading financial valuation multi-media publishing firm in the industry serving both the domestic and international publishing audience. Our office values book publishing, social media, video, newspaper, shopper, magazine and broadcast entities as well as investment co's that deal within the media sector. At Kamen & Co Group Services, our continuum of publishing advisory services allows us to meet each client's needs. APPRAISALS, BROKERING, CONSULTING. We have publishing properties for sale across the globe; contact us for specific markets and opportunities. Confidentially email us at info@kamen-group.com and/or feel free to call us at our New York corporate office 516 -379-2797. Follow us at twitter too! www.twitter.com/kamengroup. KAMEN & CO: Proud to be the expert media financial valuation resource for FORBES 400 list of America's Richest People 2016 and 2015

LOOKING TO SELL
YOUR PUBLICATION?
MAKE SURE YOU PLACE
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INK MAGAZINE!

PUBLICATIONS FOR SALE

NICHE MONTHLY newspaper and event management business for sale. A mix of monthly and annual publications as well as a number of yearly events drive the \$1.3M revenue for this 25 year old business. Established clientele, distribution network, and readership. Owner retiring but will work as consultant through transition. Mid-Atlantic location. Principals only may email me at 202Belden@gmail.com.

OBTAIN VALUABLE INFORMATION TO IMPROVE YOUR BUSINESS AT THE INDUSTRY'S LARGEST **TRADE SHOW!** PLAN NOW TO ATTEND AFCP'S ANNUAL CONFERENCE IN **LAS VEGAS** APRIL 25-27, 2019!

PUBLICATIONS FOR SALE

FOUR FREE MONTHLY PUBLICATIONS in North Central Florida. Two are in a high-end gated community with special delivery rights. Time to retire and go fishing. 352-804-1223

QUALITY, READER popular, niche rural interest publication for sale. Owner / publisher retiring, Located in Midwest. Gross \$600,000 to \$700,000. Call 620-966-7557

17 YEAR OLD WEEKLY free shopper for sale located in Sulphur Springs, Texas (on I-30). Family owned, debt free, affordable financing available. Looking to semi-retire. 903-348-3546.

PER INQUIRY ADVERTISING

BOOST REVENUE by running pay-per-call ads in unsold ad space. Classified or display. Prompt regular payments. No invoicing needed. No commitment! Contact Leigh Ann at American Classified Services. 618-351-7570.

EQUIPMENT FOR SALE

EQUIPMENT FOR SALE- Rima RS 25-12S Compensating Stacker saves at least one man on delivery, \$9900. 2 web infeeds for Goss Community, Bill Rubber Super Surface Tensioner, \$3900 Ken Hovland, 860-798-7810, Ken@EagleGroveLLC.com, formerly Reminder Media in CT.

PEER NETWORKING

NETWORKING OPPORTUNITIES - AFCP offers publishers a change to exchange ideas, ask questions, obtain solutions to problems and so much more. Join and attend conference for an experience that will grow your business and your personal network.

IS YOUR CAREER WORTH 5 MINUTES OF YOUR TIME?
INVEST IN TRAINING BY THE PODFATHER, ROB ZARRILLI!
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<p>free paper INK CLASSIFIED ADVERTISING INFO</p>	<p>RATES: Up to 30 words \$25 per issue (additional words - 90 cents per word)</p>	<p>DISCOUNTS: 10% off for 6 months 20% off for 12 months</p>	<p>CONTACT: Phone: 877.203-2327 Fax: 781.459.7770 Email: afcp@afcp.org</p>
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When you bet on educating young professionals, everyone wins!



The Rising Stars need your help
to make the silent auction a success in 2019!



Example of items include:

Unique Artwork • Music Memorabilia • Jewelry & Watches • Electronics • Gift Baskets
Autographed Items • Timeshares • Specialty Items • Gift Cards

Contact **CASSEY RECORE** in the **AFCP** office: cassey@afcp.org or call **1-877-203-2327**

All proceeds from the silent auction go the Bill Welsh Foundation to help fund educational opportunities for young professionals in the community publication industry.

A monthly publication provided by the Association of Free Community Publications. INK's mission is to bring news and resources to the free community publication industry.



Got a newsworthy event going on with your business or your staff?

Send INK the details and any photos for consideration to loren@afcp.org.



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the Choice

Idea Exchange Presentation

A fun new twist to this event will take idea sharing to a whole new level!

Participants take home cash!

Attendees take home money making ideas!

EVERYBODY IS A WINNER IN THIS GAME!

See the article on page 16 in this issue for more details...

Just another “Golden Opportunity” in Las Vegas!