

FREE PAPER

**INK**

The Free Paper Industry's **NEWS SOURCE**

FEBRUARY 2019

[www.afcp.org](http://www.afcp.org)

**WHAT MAKES  
CONFERENCE  
“A GOLDEN  
OPPORTUNITY”**



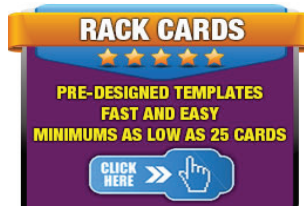
**INDUSTRY UPDATES**

**PEOPLE IN THE NEWS**

A Publication of the Association of Free Community Publications



Providing print services to over 50 publications and associations across the country.



## Premium Rack Cards

25 Qty	100 Qty	200 Qty	500 Qty
\$31*	\$95*	\$140*	\$295*

We'll help you cut costs and maximize profits!

### Digital Press

- Rate Sheets
- NCR Forms
- Calendars
- Booklets

### Web Press

- Flyers
- Inserts
- Wraps
- Brochures

### Circulation Sales

- Bounce-back Cards
- Bill Inserts
- Posters
- Mailers

### Direct/Solo Mail

- Printing
- Inkjetting
- UV Coating
- Shipping

**Print & Deliver  
Flyer Special  
\$7.50 per M\***

### 45# Coated Flyer

- 8.5 x 11
- Coated Paper
- Full Color Two Sides
- Low minimum of 25,000
- Fast Turn Around
- \*\$300.00 set up/plate charge plus freight

## SOLO DIRECT MAIL SATURATION POSTCARDS EDDM

- ☛ As low as .159 postage per piece
  - ☛ 200 piece minimum
  - ☛ No mailing list required ☛ Fast turn around times
- Call for more information**



**CALL TODAY!**

(909) 947-5292 • Fax (909) 930-9972  
Web Site: [www.ultimateprintsource.com](http://www.ultimateprintsource.com)

\* Prices based on receiving PDF press-ready file, no bleed, maximum image 10.5" x 16.5", paper stock is 10pt coated, prices do not include shipping.

**INK** features:



**9** | A NEW IDEA EXCHANGE!



**11** | SEE A DIFFERENT SIDE OF VEGAS!



**17** | 2<sup>ND</sup> GENERATION WITH A TWIST

**INK** departments:

- 4 | AFCP DIRECTORS
- 6 | DIRECTOR'S POINT OF VIEW
- 13 | CONFERENCE UPDATE
- 15 | FROM THE TOP
- 19 | THE LEADERSHIP INSTITUTE
- 20 | MEMBER PROFILE: APG MEDIA OF OHIO
- 21 | ASSOCIATION UPDATES
- 22 | ASSOCIATE MEMBER PROFILE: ASK-CRM
- 23 | GRAPEVINE
- 24 | RISING STARS
- 25 | ON THE HORIZON
- 26 | BUSINESS AND SERVICE DIRECTORY
- 28 | ASSOCIATION CONTACT INFORMATION
- 29 | CLASSIFIEDS

**COMING**  
next  
month

The March Issue will take a look at promoting "Buy Local" in your markets. This examination of the how and why aspects of buying local will help you strengthen your advertiser's commitment to you and your market's wellbeing.

**AFCP/NANI HEADQUARTERS:**  
Loren Colburn, Executive Director  
Cassey Recore, Assistant Executive Director  
135 Old Cove Road – Suite 210  
Liverpool, NY 13090  
Toll Free: 877.203.2327  
Fax: 781.459.7770  
Email: [loren@afcp.org](mailto:loren@afcp.org)  
Web: [www.afcp.org](http://www.afcp.org)

**EDITOR / COMPOSITION:**  
Barbara Holmes  
P.O. Box 773840  
Ocala, FL 34477-3840  
Phone: 352.598.3500  
Fax: 352.347.3384  
Email: [FreePaperINK@aol.com](mailto:FreePaperINK@aol.com)

**MARKETING REPRESENTATIVE:**  
Wendy MacDonald  
10418 Bond Street  
Overland Park, KS 66214  
Office: 913.461.3721  
Email: [wendy@afcp.org](mailto: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](mailto:loren@afcp.org). We welcome your input, appreciate your readership and look forward to your contributions to our content.

Free Paper INK is not liable for errors appearing in advertisements beyond the cost of the space occupied by the error, and notification must be made in writing within ten days of publishing. The right is reserved by Free Paper INK to edit, reject, or cut any copy without notice.

**NO CASH REFUNDS**

The opinions of the individual contributors or correspondents do not necessarily reflect those of the publication or its management.

Free Paper INK may include material produced under copy-righted or syndicated ad service. Permission of the publisher must be obtained before copying any of the material from any issue of Free Paper INK.

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

**Cover Photo:**  
[www.shutterstock.com](http://www.shutterstock.com)

# PRINT DEMANDS ATTENTION

The printed word is tangible. It takes up space so it cannot easily be ignored...or forgotten. Printed content has tested better with brand recall than digital, and is proven easier for our brains to process. When you choose to print, you're creating a highly memorable experience for your readers.

Cummings Printing is a third-generation, family-owned company specializing in printing short-run publications. **We are an excellent source of heat-set printing for quantities up-to 100,000. We help many AFCP publishers print their glossy publications** — contact us to find out how we can create an unforgettable journey for your readers, too.

**Contact sales at 800-647-0035 or [info@cummingsprinting.com](mailto:info@cummingsprinting.com).**



**Cummings**  
Publication Printers Since 1914

[cummingsprinting.com](http://cummingsprinting.com)

4 Peters Brook Drive | P.O. Box 16495 | Hooksett, NH 03106-6495 | 800-647-0035

## PRESIDENT



**Charlie Delatorre**  
*Tower Publications*  
4400 NW 36<sup>th</sup> Avenue  
Gainesville, FL 32606  
[charlie@towerpublications.com](mailto:charlie@towerpublications.com)  
352-372-5468

## IMMEDIATE PAST PRESIDENT



**Shane Goodman**  
*Cityview*  
5619 NW 86<sup>th</sup> Street  
Johnston, IA 50131  
[shane@dmcityview.com](mailto:shane@dmcityview.com)  
515-953-4822, x305



**Farris Robinson**  
*Hometown News*  
2400 S. Ridgewood Avenue #22  
South Daytona, FL 32119  
[frobinson@hometownnewsol.com](mailto:frobinson@hometownnewsol.com)  
386-322-5900

## FIRST VICE PRESIDENT



**John Draper**  
*The Free Star*  
P.O. Box 277  
Pipestone, MN 56164  
[jdraper@pipestonestar.com](mailto:jdraper@pipestonestar.com)  
507-825-3333

## EXECUTIVE DIRECTOR



**Loren Colburn**  
*AFCP / NANI*  
135 Old Cove Road, Suite 210  
Liverpool, NY 13090  
[loren@afcp.org](mailto:loren@afcp.org)  
877-203-2327



**Will Thomas**  
*Exchange Media Group*  
P.O. Box 490  
Fayetteville, TN 37334  
[will@exchange-inc.com](mailto: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](mailto:lborkowski@wcinet.com)  
608-647-2911

## AT-LARGE DIRECTORS



**Daniel Alexander**  
*Denton Publications, Inc.*  
P.O. Box 182  
Elizabethtown, NY 12932  
[dan@denpubs.com](mailto:dan@denpubs.com)  
518-873-6368



**Carol Toomey**  
*Action Unlimited*  
100-1 Domino Drive  
Concord, MA 01742  
[carolaction@aol.com](mailto:carolaction@aol.com)  
978-371-2442

## THIRD VICE PRESIDENT



**Michael Van Stry**  
*Coastal View News*  
4856 Carpinteria Avenue  
Carpinteria, CA 93013  
[news@coastalview.com](mailto:news@coastalview.com)  
805-684-4428



**Randy Miller**  
*The Merchandiser*  
P.O. Box 840  
Lebanon, PA 17042  
[randym@themerchandiser.com](mailto:randym@themerchandiser.com)  
717-270-2742



**John Hemperly**  
*Engle Printing & Publishing*  
P.O. Box 500  
Mount Joy, PA 17552  
[jhemperly@engleonline.com](mailto:jhemperly@engleonline.com)  
717-492-2514

## SECRETARY / TREASURER



**Greg Birkett**  
*Dubuque Advertiser*  
2966 JFK Road  
Dubuque, IA 52002  
[gbirkett@dubuqueadvertiser.com](mailto:gbirkett@dubuqueadvertiser.com)  
563-588-0162



**Rich Paulsen**  
*Southwest Iowa Shopper*  
P.O. Box 126  
Creston, IA 50801  
[publisher@crestonnews.com](mailto:publisher@crestonnews.com)  
641-782-2141 x230



**A.J. McNaughton**  
*Appen Media Group*  
319 North Main Street  
Alpharetta, GA 30009  
[aj@appenmediagroup.com](mailto:aj@appenmediagroup.com)  
770-442-3278

## NANI BOARD MEMBER

## RIISING STAR REPRESENTATIVE

# COACHING WORKSHOP

## CERTIFICATE PROGRAM



**April 25-27, 2019**

**Golden Nugget - Las Vegas**

PART OF THE AFCP CONFERENCE & TRADE SHOW

### 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:**  
AFCP Office at 877-203-2327  
**Class Registration** will be part of  
your normal Conference Registration

## Register Now!

**Limited Seating Available**  
(\$60.00 registration and materials fee)



LOREN COLBURN  
**EXECUTIVE DIRECTOR**

# It's all about Building your Business

**THIS IS MY FIRST OFFICIAL COLUMN** for INK in an attempt to pick up where Dave Neuharth left off. This may be the worst idea we have had in a long time as there is an old saying, "Never follow a legend!" That being said, there are some important things going on in the industry each month that it's important to be talking about.

This issue of INK is focused on the upcoming conference and will provide you with plenty of reasons to attend. It's all about building your business and identifying new ideas and ways of doing things that will improve your bottom line. Regular conference attendees are well aware that every year, attendees find improvements worth far more than their cost to attend. But what about the rest of you?

I know the reasons you give for not attending. "Times are tough and we just can't afford it right now. There is no way we are able to be away from our publication for three or four days. My publication just isn't big enough to allow me to participate in the conference."

STOP! These reasons all sound way too much like the dreaded, "Business is too tough right now to continue my advertising program. I need to cut it back until sales improve." You always think that perspective is totally self-defeating, right? You coach your clients that if you want more business, you have to do more to earn it – including more good advertising, not less.

Well, conference is the same thing. If you want your business to improve, you have to step up your game to get it there. One of the most efficient and effective ways to do that is to network with other people doing the same things you are and find out what's working for them, what's not working for them and

what they are doing differently than you are. The time, effort and cost savings from avoiding the trial and error phase of new ideas can be the thing that provides the time necessary to head to conference. Not to mention the hit-the-ground-running success available from pretested ideas.

So if you have not been to conference in a few years, or maybe more, you need to rethink your approach. This conference has room rates that are as economical as they ever will be and offers a program and content that will truly help your business. And who knows, in Las Vegas almost anything is possible – you might just start to change your luck. You know what they say, "What happens in Vegas, can build your business!"

And tell those media buyers, "If it's FREE, buy it!" 

# 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

# THIS MONTH'S FEATURED Association of Free Community Publications

## MEMBER BENEFIT

### ANNUAL CONFERENCE - Networking Extravaganza!

The best way to explain this AFCP Member Benefit's value is to let some members who have experienced it first hand explain it in their own words.

*"The Conference is a very productive event packed into 3 days. A short time away to learn and network. You will get ideas and contacts to carry you through the entire year."*

*"The Learning Experience is really good. But, the conversations you have with other people in the business that are going through or have over come the same business experiences and obstacles is really great."*

*"It is a chance to get away from your business and gain a new perspective, learn new ideas from speakers, or networking with fellow attendees, a chance to sharpen your saw -- get training and knowledge in new areas of expertise. The fellowship is amazing!"*

*"This conference is not only packed with continuing education sessions specific to your daily operations, but you'll rub elbows with many of the best minds in our business who are incredibly generous in sharing their knowledge. I would add that it's always a tremendously enjoyable time."*

*"This is a must attend conference! Not only do you have a chance to network in a comfortable atmosphere but the education is top notch and relevant."*

*"You can generate great revenue making ideas to implement in your own paper from people who are currently proving they work. Everyone who attends has great ideas and they are willing to share!"*

This year's conference is coming up April 25-27th in the exciting city of Las Vegas and next year we will be in sunny and warm Orlando! Both settings make for the perfect opportunity to relax and enjoy the company of your fellow participants in the free publication industry. Many members will tell you this is the MOST valuable member benefit AFCP has if members embrace the opportunity.



# IDEA Exchange takes a new turn! **The Choice...**

by Loren Colburn

**IF YOU HAVE ENJOYED WATCHING BLAKE SHELTON** and Adam Levine battle for contestants on The Voice, you are going to love watching our coaches battle to recruit the right ideas for their team! The stakes are high for the coaches as bragging rights will be on the line in this annual attendee favorite and newest version of the 3-minute idea exchange.

Contestants will present their publishing idea to both the audience and the panel of coaches in an attempt to get the coaches to turn their chairs around as a signal that they want that idea on their team. If a contestant gets more than one coach to turn, then coaches will need to convince the contestants why they ARE, or the other coach is NOT the best team to be part of!

Once the ideas have all been presented and the teams determined, the audience will do a live phone vote to determine the winning ideas. The audience

vote will determine which presenter's idea will get the \$500 first place, \$250 second place and \$100 third place prizes. These prizes will only be eclipsed the excitement for whichever judge has the winning idea on their team and will be awarded the "2019 The Choice Coach's Award."

The fun and entertainment of this event are sure to be a conference highlight! But the true opportunity will be the value of the ideas presented as a resource for attendees. This will give them the chance to take home a revenue generating idea or an operational improvement that might just cover far more than the cost of attending. This event is one you absolutely must attend!

Entry forms for potential presentation ideas must be completed and submitted by March 4, 2019 in order to be considered as there are a limited number of presentation spots available. Don't delay – forms are available on the AFCP web page at [www.afcp.org](http://www.afcp.org). **INK**



## ENTER NOW TO CASH IN ON YOUR IDEA!

### - AFCP MEMBER BENEFITS -



**Take full advantage of all the available member benefits!**



Publishing software

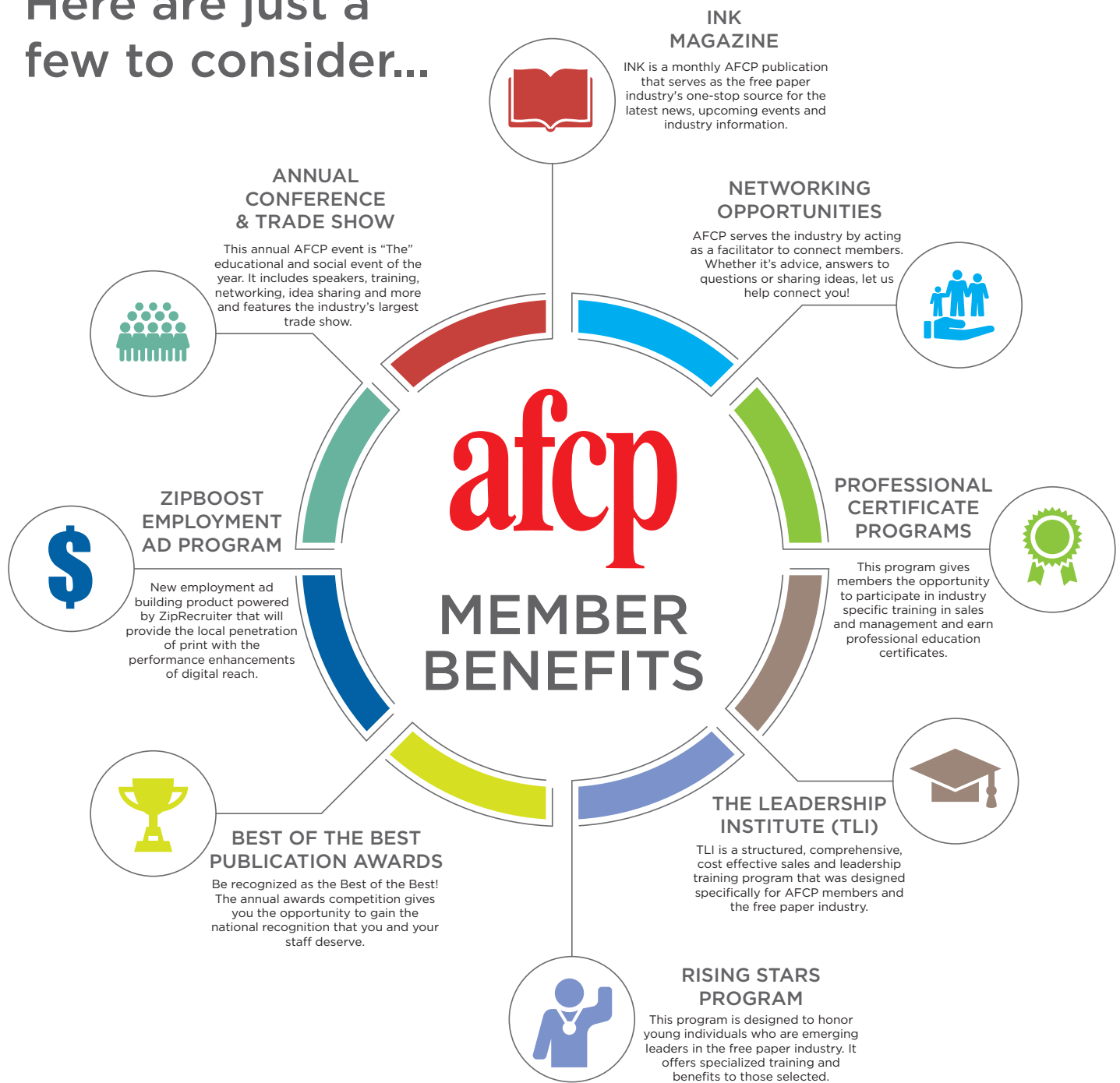
*Helping newspapers succeed.*

207.452.2476 • [sfobes@merrsoft.com](mailto:sfobes@merrsoft.com)

- **Affordable & Easy to use**
- Keep your Customer History
- General accounting software
- Credit Card Processing with tokenization system
- Advertising data
- Classifieds
- Support system
- Pagination module available
- Customer-requested improvements
- Dedicated Customer Support Team

# 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

# Come and see a different side of Las Vegas!

by Loren Colburn

**MANY OF YOU HAVE PROBABLY BEEN TO LAS VEGAS** at some point in your life, being that it is one of the most visited cities in the country!

Most people immediately think of the strip when you talk about Las Vegas, but one of the greatest things about the 2019 conference is that we will be right in the heart of Downtown – an area that is rich in history and bustling with activity. Over the past several years, there has been a tremendous effort put forth to revitalize the downtown area and it has really paid off!

The AFCP Conference Team has selected a few attractions in the downtown area that we feel should be on your “must see” list, so let us help you do just that. Why not join in on the pre-conference tour package that we put together exclusively for AFCP attendees? Take advantage of the low \$79/night NANI room rate and come in a day early to see the sights!

The tour will leave from the hotel at 11:00 AM on Wednesday. Because of the close proximity among so many of the attractions in the downtown area, attendees will easily be able to walk between sites and still only be less than a 10-minute walk from the Golden Nugget.

You’ll begin the day with a visit to the Mob Museum. Here you’ll experience a guided tour through the exciting exhibits and artifacts. The Museum itself is located in the former federal courthouse and United States Post Office, and is listed on the Nevada and National Registers of Historic Places. The Mob Museum provides a world-class, interactive journey through the history of organized crime from the very beginning all the way through to today’s headlines and the impact it has had on the world. You’ll also travel back in time to the Prohibition era in the museum’s newest exhibits, the speakeasy and distillery in The Underground. These new exhibits just opened in 2018!



The St. Valentine's Day Massacre Wall at the Mob Museum.

Photo Credit: [themobmuseum.org](http://themobmuseum.org)

From here we take you about a block over to enjoy a delicious lunch. Who likes pizza? We do! But this is taking pizza to a whole new level...

Welcome to Pizza Rock, the world famous, award-winning restaurant that has been featured in countless TV shows and publications for its amazing food. Chef Partner Tony Gemignani is a 12-time World Pizza Champion and is recognized all over the globe for his award-winning gourmet pizza. We have a great meal planned for you that will include a variety of appetizers, salad and pizza

(of course), and we promise that you’ll be impressed!

The final stop will take you to the Zappos Campus to tour the headquarters of the online shoe retailer’s quirky and unique offices. Zappos has been named one of FORTUNE’s 100 Best Companies to Work For seven years in a row.

Zappos CEO Tony Hsieh has played a

huge role in the downtown revitalization project as well. The company has gained an incredible amount of attention for their unique workplace culture, customer service approach and core values which they live by, so they feel it is important to share that with the world. Come along and see how their non-traditional office – which includes a ball pit, giant fish tank and nap room – can inspire you in your own business!

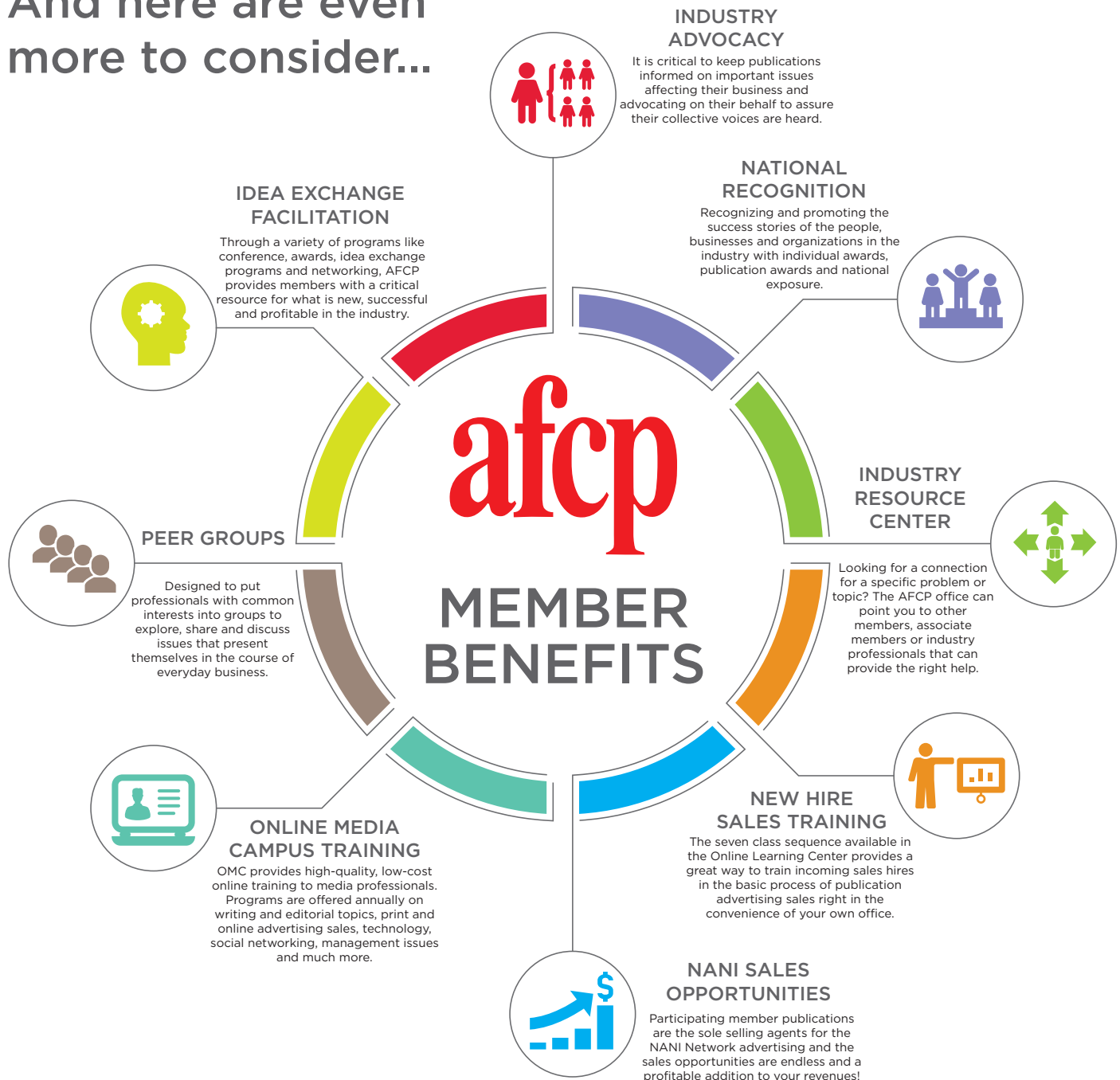
This event will take place on Wednesday, April 24, 2019 (prior to the Thursday kick-off of conference) and will leave the hotel at 11:00 AM. Please be sure to arrive the day before if you plan to participate. The price includes everything described above and is only \$79 per person.

Don’t miss out on this wonderful opportunity! Space is limited, so be sure to register now as a part of your overall conference registration. **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

# Fremont Street, The Golden Nugget & Las Vegas Entertainment!

by Loren Colburn

**THE SETTING FOR THIS YEAR'S CONFERENCE** promises to be one of the most entertaining, lively and exciting as we experience all the activities of Fremont Street. Staying at the Golden Nugget gives us a home base that is right in the heart of the action but delivers the Vegas ambience with a luxurious, modern feel.

So what exactly is the Fremont Street Experience? It is a seven-block entertainment district located in historic downtown Las Vegas. The signature feature of Fremont Street Experience is Viva Vision, the world's largest video screen that is 1,500 feet long, 90 feet wide and is suspended 90 feet above the pedestrian mall below. The free light shows are displayed every night of the week and timed to coordinate with the live concerts and entertainment provided on the three stages located along Fremont Street.

The never-ending party on Fremont Street also includes the SlotZilla zip line attraction that features the 850-foot "Zipline" and the 1,750-foot "Zoomline." Those adventurous enough to try this attraction will take off from a 12-story slot machine-themed tower and fly under the Viva Vision canopy. It all adds to the excitement of the evenings and the most amazing "people watching" location you could find.

This one-of-a-kind venue that provides free nightly concerts and entertainment on three different stages is the home of "dance like nobody is watching!" With all this activity in addition to pedestrian access to eight member casinos,

over 60 restaurants and specialty kiosks, it is easy to see why Fremont Street Experience attracts over 17 million visitors annually.

The Golden Nugget Hotel & Casino will provide the

perfect location and surroundings to enjoy this year's conference. With over 2,400 rooms and 30,000 square feet of newly-renovated meeting and function space, this iconic property offers a glimpse into classic Vegas combined with a modern elegance. Mix in eight award-winning restaurants, a world class three-story pool complex that includes a 200,000-gallon Shark Tank and an award-winning casino, and this property stands out as one of the most memorable we have ever experienced.

The incredibly low room rates the Golden Nugget is offering AFCP attendees makes this conference extremely affordable, with NANI participants getting up to six nights in a Carson Tower Premium Room for only \$79 per night (plus taxes). An upgrade to a Gold Tower King Room for NANI participants will only bump that rate to \$99 per night (plus taxes) for up to six nights. At those rates, combined with the convenient air travel to Las Vegas from almost anywhere in the country, this is the perfect time to bring additional staff to participate in the conference and professional growth.

It is time to take advantage of what is sure to be "A Golden Opportunity" to enjoy the best our industry has to offer in a setting that compliments this fun experience in every way. Register now! 



Are you courageous enough to ride SlotZilla? Riders take off from a 12-story slot machine tower (above) and fly under the 90-foot tall Viva Vision canopy (below). The upper lines are 1,750-foot long "Zoomlines" to fly superhero-style; the lower lines are 850-foot long "Ziplines".

Photo Credit: [vegasesperience.com](http://vegasesperience.com)





## 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](mailto: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.



# Vegas Baby!

by Charlie Delatorre

**THIS UPCOMING** conference will be my 20th AFCP conference! Let me reiterate that point as it's worth re-

peating. My 20-year anniversary attending conference will be held in Las Vegas! Now, maybe you're the kind of person who doesn't celebrate anniversaries, but come on, 20 years deserves a bit of a party, don't you think? So consider this your personal invitation to join me (and about 300 of our closest friends) this upcoming April as we celebrate my anniversary.

Okay, so maybe it's not to celebrate my anniversary, but it will be celebrating the best of what our industry has to offer. The conference committee has been hard at work since the conclusion of our last conference and has once again put together an amazing agenda for you and your team.


I mention your team in the hopes that many of you will choose to bring them. I can tell you from personal experience, that having staff members join me each year has been some of the most memorable experiences we've shared together. The annual conference is always packed with great speakers, amazing trainers and sessions that provide me with something I can take back and implement right away.

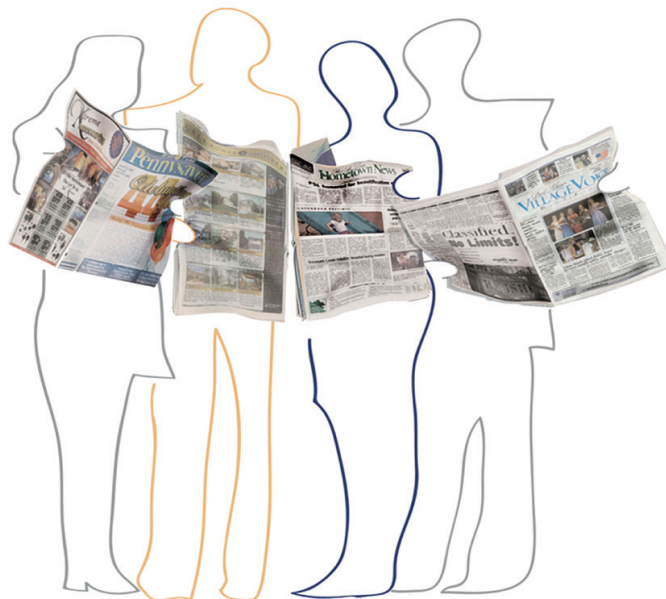
But more importantly, it's provided me time with my team, away from the daily grind that my office can become, and given us an oppor-

tunity to spend time together outside of the stress that comes with everyday work. Where else can I give them training from industry experts that can make an immediate impact on my weekly revenue? Where else can I network with my peers and get answers to questions that are affecting my business on a daily basis? And where else can I do these things, and many others, for the unbelievably small investment that comes with attendance?

I mentioned in an earlier column that AFCP is a member-driven organization and that the leadership of this organization continuously asks if whatever initiative or project we're working on helps our members – and nowhere is that more true than our annual conference. The incredible value that our annual conference provides is second to none. And this year, even more than others, offers an incredible opportunity. The Vegas conference offers ridiculously low room rates and affordable flights. It's the perfect year to bring as many people from

your organization as you can and reinvigorate the team for a great 2019!

So who's coming? Register today, book those flights, get a babysitter, bring the team, hydrate, do some light stretching, do whatever it takes! It's Vegas Baby... and we're going to have one helluva anniversary party! 



CHARLIE DELATORRE  
**AFCP PRESIDENT**  
TOWER PUBLICATIONS



**Selling a NANI ad just got easier!**



**Uncomplicated Pricing...**  
**Lower Price Point...**  
**Improved Marketing Materials...**  
**Profitable Sales For Selling Members**



**National Coverage...**  
**Convenience of a One Order Buy..**  
**Proven Advertiser Results...**  
**Reliable - Audited Publishing Performance...**

**For More Member Information To Start Selling Ads Today! Contact the AFCP Office at...**



**Association of Free Community Papers**  
 7445 Morgan Road - Suite 203, Liverpool, NY 13090  
 Call (877) 203-2327 or visit [afcp.org](http://afcp.org)

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



# The Dubuque Advertiser: A 2<sup>nd</sup> Generation Paper with a *Twist*

by Barbara Holmes

**THE DUBUQUE ADVERTISER, A WEEKLY SHOPPER** distributed in the Dubuque, Iowa area, is a second-generation publication with a twist: in 2014, its ownership expanded to include two valued longtime employees.

Jack Aird and his wife, Margaret, started the newspaper in their home in 1963 with an initial circulation of 14,000. The business was a real struggle in the early years, and Jack often wondered if he'd be able to continue it from one week to the next. Many times, when Margaret was ready to give up and fold the operation, Jack would say, "Give it one more week."

It was a true family affair with their son, Randy Aird, staying home from school on Tuesdays to help stuff ad inserts into the paper. The little paper soon outgrew the table and ironing board work surfaces set up in the house and the business was moved into the family's garage. They added commercial sheet fed printing to the operation with their son Steve running the presses and pricing jobs.

Jack recruited neighbors to help with the growing operation. The first year of operation he recruited Fonda Wittman, who lived across the street. She typed advertising information for the paper. Later Tim Steines and Greg Birkett, young boys who lived in the Airds' neighborhood, pitched in to help with various tasks. Birkett's first job as a young lad of 10 was picking up string off the floor on inserting day.

Jack Aird had a stroke in 1988, and Randy and his wife, Lisa, Birkett and Steines took over operation of the business. Randy served as the paper's publisher, with Birkett as general manager and Steines as opera-

tions manager. The new team facilitated many changes such as redesigning the classified advertising section and growing the commercial printing operation, but production remained at the Airds' family home.

When Jack died in 1998, Wittman, Birkett and Steines were still with the business – 37 years after Jack started it – a tribute to the camaraderie that exists among the staff. Wittman has since retired but frequent pot lucks, which Randy likens to meals gathered around the family dinner table, are still held in the office kitchen.

These days all the space has been remodeled. Randy's

office is in his old bedroom and the former living room serves as a conference room. The other bedrooms are offices. Employees still gather in the kitchen, and the garage is still the front office and site of DA Printing, the commercial printing operation. Circulation of "The Little Paper with the Big Impact" is now over 30,000 copies weekly. A

robust website, [www.DubuqueToday.com](http://www.DubuqueToday.com), offers digital access to the Dubuque Advertiser's content and more, including obituaries.

In 2014 Birkett and Steines became partners with the Airds in the business.

Randy currently serves as president of the corporation and handles the accounts payable. Lisa is the secretary/treasurer, working in accounts receivable and inside sales. They have two sons: Chris, the Dubuque Advertiser's circulation manager, and Brian, who works in the solar industry. Two boxers, Abby and Abe, round out the family. In his free time Randy is an avid Walleye fisher-

*Continued on page 18*



Tim Steines, Greg Birkett, Lisa Aird and Randy Aird (left to right, above) pose outside the Dubuque Advertiser's office in Dubuque, Iowa.

# The **Dubuque Advertiser:** A 2<sup>nd</sup> Generation Paper with a *Twist*

*Continued from page 17*


man who has competed on the National Walleye Tour.

Steines, a vice president and operations manager of the corporation, stays busy managing the day-to-day affairs of the operations and with the growing DA Printing company. Married to his high school sweetheart, Lynn, they have three grown children: Jenna (married to Brad with one daughter, Ruby), Justin and Kristin.

Birkett, a vice president and general manager of the corporation, is a longtime active member of AFCP, the Independent Free Papers of America (IFPA), the Midwest Free Community Papers (MFCP), Paperchain, and the American Advertising Federation, and has served in various capacities on the board of directors of each organization. In 1998 he received MFCP's President's Memorial Award for Distinguished Service; in 2009 he received AFCP's Publisher of the Year award; in 2011 he was

awarded IFPA's Ben Hammack Memorial Award for volunteer service; and in 2013 he was honored with AFCP's Craig S. McMullin Distinguished Service Award.

Birkett is also an avid community volunteer, as a member of Sertoma and as past Deputy Grand Knight of the Knights of Columbus, Council 510. He is a former member of the Jaycees, and served on the board of the Dubuque County Fair Association. He is a volunteer with Hillcrest Family Services, serves on the Northeast Iowa Community College advisory board for their graphics program and currently serves on the board of directors as the vice president for Hospice of Dubuque.

He and his wife, Sherri, have two children: son Ben, 17, and daughter Samantha, 15. They reside on a wooded 12-acre plot in Rickardsville that has a little river running through it, where they enjoy planting and harvesting a large plot of sweet corn to share with family and friends. 

## A Member Benefit of the Association of Free Community Papers



### The Leadership Institute

*Lighting the Way*

**Complete 15 Class Credits**

**Pass Comprehensive Exam at Conference**

**Graduate with your...**

**Associate Advertising Executive (AAE) Certification**



**Association of Free Community Papers**  
7445 Morgan Road - Suite 203, Liverpool, NY 13090  
Call (877) 203-2327 or visit [afcp.org](http://afcp.org)

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

# 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!

***"The greatest enemy of good thinking is busyness."***

**– John Maxwell**

**AT MY LOCAL LIBRARY'S BOOK SALE, I ENCOUNTERED A** slim volume on meditation bearing the delightful title, *Don't Just Do Something, Sit There!*

This is a concept that is alien to most 21st century Americans. We are a people who crave activity, living our lives in fast forward mode. When a group of us gather, we like to talk about how busy we are. "I put in 60 hours this week!" "Work has been crazy, plus I have the kids in karate, dance and soccer!"


These complaints about being overtaxed are really "humble brags," designed to impress our friends with our importance. We see refusing to take on another task as a sign of weakness, leading us to repeatedly rearrange our schedules to accommodate everything thrown at us.

More than half (52%) of American workers don't use all of their vacation days. Last year we left 212 million vacation days "on the table" and 62% of professionals typically eat lunch at their desks. Even when we do leave the office, we carry our work with us. This constant activity coupled with technology has greatly enhanced our personal and organizational productivity.

As with most things in life, there is a price to pay for this enhanced activity. Our constantly connected go-go-go 24/7/365 lifestyle has resulted in an epidemic of burnout and muddled thinking. Our bodies – and even more so, our brains – require some downtime to maintain peak functionality. Like a machine that is constantly in high gear, our constant activity wears us out and produces ever diminishing returns.

Just as race car drivers plan pit stops, it is important to plan "mental pit stops" for yourself. Rather than sitting at your desk all day, get out and take a walk at lunch. Do some non-business reading or watch a video to allow your brain to decompress.

Even more radical, build some dedicated "thinking time" into your schedule. Take an hour out of your week to just sit in a comfortable chair with the beverage of your choice and no agenda. Keep a blank notepad handy and let your mind wander. This "wasted" time may be the most valuable hour in your schedule, giving birth to many valuable ideas that will make you more effective than ever.

"Busyness" is not only the enemy of good thinking, as Maxwell suggests, it is the enemy of a good life. 





# Getting to know AFCP member APG Media of Ohio

by Barbara Holmes

**APG MEDIA OF OHIO (APG OHIO) IS PART** of Adams Publishing Group (APG) based in Minneapolis, Minn., a family-owned community newspaper company launched in 2013 by CEO Mark Adams. APG Ohio President Monica Nieporte oversees a large footprint of publications and media interests in southeastern Ohio.

The Athens Messenger, established in 1848, is a multi-media news organization and commercial printing facility serving Athens County, Ohio, and parts of the surrounding seven counties including the Ohio University and Hocking College campuses. It serves as the production hub for all APG Ohio newspapers. Published daily Tuesday through Friday, with a Sunday weekend edition, the Athens Messenger has a circulation of 9,000.

The Athens News, established in 1977, is a free paper serving Athens and Athens County. Published twice weekly (Monday and Thursday), it has a circulation of 12,000. Ohio University is an important segment of the Athens County population, so in addition to its in-depth local news reporting and extensive classified advertising section, the Athens News also features campus news.

The Circleville Herald, originally established in 1817 as The Olive Branch, began publishing under its current name in 1832 as a weekly publication. It began publishing daily in 1894. Serving Pickaway County, Ohio and the surrounding region, the 6,600 circulation Herald publishes Tuesday through Saturday.

The Logan Daily News is a paid daily serving the Logan, Ohio market. Published Tuesday, Thursday and Saturday, it has a circulation of 3,800.

The Perry County Tribune, established in 1871, serves New Lexington, the county seat of Perry County, Ohio. Originally located in Somerset and known as the Somerset Tribune, the paper was moved to New Lexington in 1873 and renamed the New Lexington Tribune and later the Perry County Tribune. Published on Wednesdays, the Tribune has a circulation of 3,500.

The Pike County News Watchman has an interesting history. Established as the Waverly Democrat in 1832, it was a staple for early Democratic settlers in

the county. The name changed in 1861 to the Waverly News, then changed again in the early 1900s to The Republican Herald to reflect the opinion of another political party. It adopted the name Waverly Watchman in 1954, though Republican Herald was still printed on the masthead. The Waverly Watchman, a variation of the publication's current name, became official in the early 1960s. Published twice weekly, the Pike County News Watchman has a circulation of 3800.

The Courier, established in 1971 as the Vinton County Courier, is located in McArthur, Ohio, the county seat of Vinton County. The 3,100-circulation weekly, published on Wednesdays, serves Vinton and Jackson Counties in Ohio. It is supplemented by the 6,000-circulation Jackson-Vinton Shopper, distributed each Sunday.


The Crescent News in Defiance is a 13,000 circulation publication published Tuesday-Friday and on Sundays. It has a weekly free distribution shopper in neighboring Henry County.

APG Ohio also has a weekly paid publication in Gladwin, Mich., that has 5500 circulation and comes out each Wednesday.

APG Ohio President Monica Nieporte graduated from Ohio University's E.W. Scripps School of Journalism in 1993. Prior to this position, she was the managing editor of the Athens Messenger and publisher of the Logan Daily News. She is involved in the Athens Rotary Club and served on both the Ohio News Media Association Board of Trustees and Associated Press of Ohio's executive committees.

Nieporte was recently named the new incoming president and executive director of the Ohio News Media Association, a position she will start full time in February.

Mark Cohen, currently the executive director of the Pennsylvania News Media Association, has been named her successor at APG Ohio and is departing the press association to assume those duties on March 1st.

Parent company APG consists of 27 daily newspapers, over 100 non-daily newspapers and numerous other media-related businesses in 15 states and the District of Columbia. The company employs over 2,300 persons. 

# Associations IN the NEWS

**THE INDEPENDENT FREE** Papers of America (IFPA) will host a Digital Workshop June 7-8, 2019, in Chicago, Illinois. Will Thomas will share his knowledge of all things digital: internet ads to social media.

**RYAN DOHRN WILL BE** the featured speaker at the Mid-Atlantic Community Papers Association (MACPA) conference March 1-2, 2019 in Harrisburg, Pa. Dohrn, the founder of the Brain Swell

Media sales training firm and creator of the 360 Ad Sales System, brings his 25-year sales and marketing career knowledge to share with MACPA conference attendees.

**THE ASSOCIATION OF FREE** Community Publications (AFCP) is seeking nominations for the 2019 AFCP Publisher of the Year and the Craig S. McMullin Distinguished Service Award.

The Publisher of the Year Award seeks to recognize an individual who has, throughout 2018, de-

voted extraordinary efforts toward the good of their organization, the free publication industry as a whole and AFCP.

The Craig S. McMullin Distinguished Services Award recognizes the contributions of an individual who has dedicated significant efforts and commitment over a

number of years to advance the free community paper industry, often without reward or recognition for their dedicated services.

Nominations are due to the AFCP office no later than March 18, 2019. A list of prior winners and forms to nominate an individual are available on the AFCP website.

To submit your "Associations in the News" story, contact Barbara Holmes at [FreePaperINK@aol.com](mailto:FreePaperINK@aol.com)

## **SCC** STEEL CITY CORP

Your best source for circulation and distribution supplies!



**800-321-0350**



**scity.com**

**YOUR CHANCE TO STACK  
THE DECK AGAINST  
YOUR COMPETITION!**



**A GOLDEN  
OPPORTUNITY**

**APRIL 25-27, 2019**

**2019 ANNUAL CONFERENCE  
AND TRADE SHOW  
GOLDEN NUGGET - LAS VEGAS**



# ASK-CRM: Industry-specific CRM Software

by Barbara Holmes

IF YOU'VE BEEN SEARCHING FOR A WAY TO generate more ad revenue while strengthening your customer relationships, ASK-CRM may be just the answer you need.

Designed by experienced media and technology professionals specifically for the publishing industry, ASK-CRM is a sales software that seamlessly incorporates a variety of Customer Relationship Management (CRM) tools with your business system data. Both sales reps and their managers can quickly assess what's going on in the field using the program's many features, which include time and territory management, daily call reports, goals tracking, email marketing campaigns, forecasting and instant account churn analysis.

ASK-CRM gives sales teams the support information they need to confidently engage all types of customers – active, inactive and prospective. With the software's emphasis on maximizing efficiency by streamlining churn analysis efforts, sales teams have more time to focus on selling and interacting with customers to generate new revenue.

How does the software work? First, sales reps gain a thorough understanding of each advertiser's needs. Then the software coaches them through the proposal and presentation process so that when they meet with a customer, they can offer the customer solutions to meet their needs in a matter of minutes.

Many companies offer CRM software, but what makes ASK-CRM different is that its developers understand the nuances of the publishing industry.

Robin Smith, the founder of Streamlined Office Solutions (SOS), developed ASK-CRM based on his more than 25 years of experience in and around newspapers. Additional career experience with the United States Air Force taught him to identify needs and develop efficient processes, which he has drawn upon to equip newspaper sales teams with efficient

and effective tools to improve their sales. Using an approach based on developing solutions – not software – to deliver measurable ROI, he has developed numerous applications for companies such as Gannett and Hearst Publishing.

John Kimball has strong relationships with the advertising community and an intimate understanding of how newspapers work and go to market. His 42-year career in publishing includes



Robin Smith

senior sales management positions at The Detroit Free Press, The Denver Post and the North Jersey Media Group. He also served as the chief marketing officer at The Newspaper Association of America. He brings a unique perspective on how newspapers are managing the transition from single-platform to multi-platform solutions for readers and advertisers, as new tools are put to work in the competitive media marketplace.

The nearly 300 newspaper titles across the country already using ASK-CRM agree that it quickly generates a positive return on investment, one that can be measured in days or weeks rather than months or years.

ASK-CRM stays competitive by constantly evolving based on marketplace needs identified by its customers. Smith and Kimball are open to hearing and addressing their customers' concerns, ideas and needs to ensure that their users obtain the highest possible value from their investment. **INK**



John Kimball

**Current ASK-CRM users agree it quickly generates a positive return on investment.**

# GRAPEVINE

**HORIZON PUBLICATIONS HAS** acquired The Shelby Daily Globe Inc., which includes The Shelby Daily Globe, the Willard Times-Junction, The New London Record, Firelands Farmer and the Shopper's Helper, from Scott Gove and the Stambaugh family.

Horizon Publications owns community newspapers across the U.S. including the Wapakoneta Daily News in Wapakoneta, Ohio, The Evening Leader in St. Marys, Ohio and The Community Post in Minster, Ohio. Members of the Gove family have been active in the ownership of these

newspapers for nearly 60 years, and the Stambaugh family traces its interest back to 1900 when the Daily Globe was founded.

"We appreciate Mr. Gove and the Stambaugh family allowing us to continue the stewardship of these publications," said B.J. Riley, group publisher for Horizon Publications in Ohio and Indiana. "We look forward to working with the employees and with the community to continue to publish quality products and serve the customers and readers of these communities."

Scott Gove said, "We appreci-

## WHAT'S GOING ON...

ate the emphasis Horizon places on community journalism and the important role newspapers play in the areas they serve. For many years it has been our privilege and responsibility to perform these functions in the Shelby, Willard and New London areas."

Randy Cope of Cribb, Greene & Cope represented the Gove and Stambaugh families in the transaction. Terms of the sale were not disclosed. **INK**

## APPRAISALS

Newspapers  
Magazines • Shoppers  
Book Publishing

## BROKERING

Proud to be the expert media financial valuation resource for FORBES 400 List of America's Richest People 2018, 2017, 2016 and 2015

Discover the current value of your publishing entity!  
**Confidential • Customized • Comprehensive**

**EXPERT COURT VALUATION WITNESS**  
Testimony • Depositions • Declarations

follow us at [www.twitter.com/kamengroup](http://www.twitter.com/kamengroup)

- Custom Brokering For Media Organizations
- Print & Digital Media Valuations & Business Plans
- Book Publishing, Video, Film, Direct, Interactive, B2B, Listing & Database Valuations

[info@kamengroup.com](mailto:info@kamengroup.com)

[www.kamengroup.com](http://www.kamengroup.com)

**KAMEN & CO. GROUP SERVICES**  
(516) 379-2797  
626 RXR PLAZA, UNIONDALE, NY 11556

**WHAT HAPPENS IN VEGAS...  
CAN GROW YOUR BUSINESS!**



**A GOLDEN  
OPPORTUNITY**

APRIL 25-27, 2019

**2019 ANNUAL CONFERENCE  
AND TRADE SHOW**  
GOLDEN NUGGET - LAS VEGAS

# It's **Not** all about the **Shoes!**

by Shelby Bobbett, Rising Star

**At 8:30 A.M. SHARP MY PUBLISHER, SHANE** Goodman, asks a member of our staff to hit the cheesy plastic buzzer sitting on the conference room table to signal our daily company-wide morning huddle has begun. We do a quick roll call, note any birthdays or employment anniversaries happening that week, and run through what publications are on deadline. At the end of the huddle we take five to ten minutes to go over a brief handout or video on some kind of educational topic.

Usually morning huddles include things like how to best manage your time, how to clear the clutter and become more organized, the importance of setting long-term goals and helpful tips that the most successful people swear by. Sometimes we focus on industry-specific topics and sometimes it's helpful refreshers on how to be a better employee, co-worker or human being in general.

Occasionally Shane throws in a wild card and we watch a YouTube video on brain busting optical illusions or we read a handout like, "9 Personality Traits Revealed By Your Favorite Shoes" which sounds like an article that could have been sourced from an old copy of Seventeen magazine, which could probably still be found in my childhood bedroom somewhere. These particular morning huddles are often a fun and lighthearted break from the continuing education we receive each day. Plus, how else would I know that high-heeled boot wearers like to take charge in crisis situations?

I highly doubt this year's conference keynote speaker is going to be discussing your footwear, but Andrew Davis is sure to be an exciting,

thought-provoking and relevant presenter in Las Vegas. Speaking on the topic of leveraging digital opportunities in ways that can benefit our print products, he's going to share a total reversal of how our industry has so far been accustomed to thinking about the relationship between our digital and print products.

Learning different ways of thinking and rewiring our old habits to create new opportunities for our businesses is perhaps one of my favorite

things about going to conferences. The tools and education opportunities are ready for the taking each day. The topics, presentations, discussions and classes are relevant to our industry and to your business.

After I got home from last year's conference in Baltimore, I looked through my notes and jotted down three lessons and tips I had learned during the long weekend. I wanted to immediately implement at least a fraction of the education I had been given, so I pinned the note where I would see it every day –

where it remains as I write this.

If you don't leave Las Vegas with new ideas and knowledge to take back to your own day-to-day or version of your office's morning huddle, you're doing it wrong. And as far as a fun and lighthearted break in between gathering a new wealth of knowledge goes, we have plenty of that at conference too – just see A.J.'s Rising Stars article in the last issue of this magazine. Plus, I still have the handout from that morning huddle. So if you get curious about what your favorite pair of loafers says about your personality, come find me in Las Vegas. **INK**

“How else would I know that high-heeled boot wearers like to take charge in crisis situations?”





## 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](mailto: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](mailto: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@mfcpc.org](mailto:office@mfcpc.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](mailto:loren@afcp.org).

To list your conference information in Free Paper INK, send it to:  
[FreePaperINK@aol.com](mailto:FreePaperINK@aol.com)

To list your conference information on the AFCP website, send it to:  
[Loren@afcp.org](mailto:Loren@afcp.org)

## aug.

AUGUST 23-24, 2019 :  
ST. PETE BEACH, FL  
Florida Media Association (FMA). Annual Conference, Sirata Beach Resort, St. Pete Beach, Fla. For additional information email: [CPFDisplayAds@aol.com](mailto:CPFDisplayAds@aol.com).

## 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](mailto:gary@maturepublishers.com) or 877-466-2672.

## We're Not Mind Readers, but...

If you participate in CVC online studies we can tell you everything you want to know about your readers.



Call (800) 262-6392 for more information, or look at the sample study at <https://www.research.net/r/cvc2016>



OUR DATA SPEAKS VOLUMES

## YOUR BEST BET FOR SUCCESS IN 2019



## A GOLDEN OPPORTUNITY

APRIL 25-27, 2019

2019 ANNUAL CONFERENCE AND TRADE SHOW  
GOLDEN NUGGET - LAS VEGAS

# afcp Community Publications Business and Service Directory

## ADVERTISING SERVICES & SOLUTIONS

**CREATE. SELL. PROFIT.**



**METRO**  
metrocreativeconnection.com

## CONTENT AND DATA MANAGEMENT

**TN TownNews.com**

Digital Publishing Solutions For  
News and Media Organizations

[www.townnews365.com](http://www.townnews365.com) 800-293-9576

Online Solutions. Bottom-line results.

## ENTERTAINMENT CONTENT

Providing its partners with free entertainment content from our stable stable of publications, including TV Guide, TV Weekly, Channel Guide, HOPPER, and ReMIND magazine.

**NTVB**  
MEDIA

888-584-6688 [ntvbmedia.com/edge](http://ntvbmedia.com/edge)

- \* ASK MATT
- \* CHEERS & JEERS
- \* MOVIE REVIEWS
- \* CELEBRITY INTERVIEWS
- \* BEHIND THE SCENES
- \* DAILY BEST BETS
- \* DID YOU KNOW?
- \* ReMIND ReWIND

## APPRAISALS & BROKERING

Newspapers  
Magazines - Shoppers  
Book Publishing

Confidential  
Customized - Comprehensive

**KAMEN & CO. GROUP SERVICES**

516-379-2797 [WWW.KAMENGROUP.COM](http://WWW.KAMENGROUP.COM)  
For more information - see our ad on page 23

## CREATIVE SERVICES

**TIMES-SHAMROCK**  
CREATIVE SERVICES

- PRINT DESIGN
- WEB AD DESIGN
- BILLBOARD DESIGN
- LOGO DESIGN
- PAGINATION
- CUSTOM SOLUTIONS

855-614-5440 [WWW.TCSDIRECT.COM](http://WWW.TCSDIRECT.COM)

## INDUSTRY NEWS

**FREE PAPER**  
**INK**

The Free Paper  
Industry's  
News Source

877-203-2327

An AFCP Publication  
and Member Benefit

[WWW.AFCP.ORG](http://WWW.AFCP.ORG)

## AUDIT & READERSHIP STUDIES

**CIRCULATION**  
VERIFICATION  
**COUNCIL**

**CVC Audits and  
Readership Studies**

Third Party Print & Digital Verification  
Increased Exposure to Media Buyers  
Learn What Your Readers Want

Call 800-262-6392 or visit [www.cvcaudit.com](http://www.cvcaudit.com)

## DIGITAL REVENUE CONCEPTS

START A BUSINESS DIRECTORY WEBSITE

**ideal directories**

Launch your BIG idea today!

Perfect add-on to your Wedding & Home  
Improvement Special Sections

[www.idealdirectories.com](http://www.idealdirectories.com)

From the owners of Page Flip Pro & SiteSwan

## INSURANCE

FOR EMPLOYEES

- ◆ Group Life
- ◆ Group Health

FOR SUBSCRIBERS

- ◆ Affinity Group  
Insurance Plans



Affinity Group Underwriters

804-273-9797

[www.agu.net](http://www.agu.net)

## CIRCULATION SUPPLIES

"from the basic to the innovative!"

**STC**

**STEEL CITY CORP**

800-321-0350

For more information - see our ad on page 21

## DIGITAL SALES TRAINING

**SPARK**  
Digital Sales Group  
"Igniting digital media advertising sales!"

INCREASE YOUR DIGITAL MARKET SHARE  
HANDS-ON DIGITAL SALES TRAINING

800-917-0820

[info@sparkdigitalsalesgroup.com](mailto:info@sparkdigitalsalesgroup.com)

## LOCATION INTELLIGENCE

**Global Leader in Location  
Intelligence that drives sales!**

LOCATION BASED ADVERTISING DRIVES SIGNIFICANTLY  
HIGHER REVENUE FOR PUBLISHERS

917-747-5935

[www.xad.com](http://www.xad.com)



## CLASSIFIED SALES SOLUTIONS

Software and services to take your  
advertising sales to the next level!

**CTGenius**<sup>TM</sup>

904-639-5213 [WWW.CTGENIUS.COM](http://WWW.CTGENIUS.COM)

## DISTRIBUTION BOXES - DISPLAY RACKS

**AFFORDABLE - DURABLE**  
**MADE IN THE USA**

Largest Variety of Honor Boxes and Distribution  
Racks for the Free Paper Publishing Industry

**STREETSMART!**  
LLC, A DIVISION OF GO PLASTICS LLC

866-366-6166 [WWW.GOPLASTICS.COM](http://WWW.GOPLASTICS.COM)

## MAJOR NETWORKING OPPORTUNITY



*A Golden Opportunity*

April 25-27, 2019

**AFCP ANNUAL  
CONFERENCE  
AND TRADE SHOW**

**GOLDEN NUGGET  
HOTEL & CASINO**  
LAS VEGAS, NEVADA

## CLASSIFIED SOFTWARE & WEB DEVELOPMENT

**Echange**

Classified Ads Software

**\$100,000 Classified Solution**  
**for a LOW Monthly Fee**

[www.allysites.com](http://www.allysites.com) 800-247-7318

## E-COMMERCE CLASSIFIED SOLUTIONS

**BLUEFIN PLACE AD**

THE BEST SELF-SERVICE AD PLACEMENT  
SOLUTION AVAILABLE TO PUBLISHERS

978-662-3323

[WWW.GETBLUEFIN.COM](http://WWW.GETBLUEFIN.COM)

**Bluefin Technology Partners**

Advertising Solutions for Publishers

## MARKETING PLATFORM



The Only Turnkey Solution  
Designed Specifically for  
Local Community Publishers!

**BECOME YOUR  
COMMUNITY HUB**

**LOCABLE**  
Publisher Network

916-585-8468

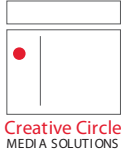
[locablepublishernetwork.com](http://locablepublishernetwork.com)

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

# afcp Community Publications Business and Service Directory

## MEDIA CONSULTING

**Design. Content. Ideas.  
Software. Training.**

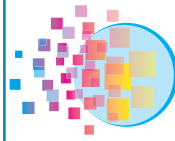


Providing the knowledge, experience and technology to help publishers grow and thrive!

**401-455-1555**

[www.creativecirclemedia.com](http://www.creativecirclemedia.com)

## PRINTING AND PROMOTIONAL SUPPORT



**PREFERRED**  
Marketing Solutions  
[www.preferredms.com](http://www.preferredms.com)

**800-270-1769**

## SEARCH PLATFORMS



SEARCH ENGINE PLATFORMS

**MARKETPLACES**  
AUTOMOTIVE  
REAL ESTATE  
RECREATIONAL  
AGRICULTURAL  
**VERTICAL & HORIZONTAL**

800-944-3276 (ext. 0)  
[AUTOCONX.COM](http://AUTOCONX.COM)

## MEDIA SELLER SOLUTIONS

**SRDS Solutions for Media Sellers**

*Premium visibility packages deliver your information where media decisions are made!*

**KANTAR MEDIA | SRDS**

847-375-5000 ♦ [kantarmedia.com](http://kantarmedia.com)

## PUBLISHING SOFTWARE



More than a CRM,  
your 24/7 business partner

407.656.2777

[maxpropublishing.com](http://maxpropublishing.com)

## SELF-SERVE PROMOTIONAL PRINTING

*Allow consumers to create flyers or posters for delivery through existing print distribution networks!*

**kickflyer**  
.CO

949-386-4017 ♦ [pete@kickflyer.co](mailto:pete@kickflyer.co) ♦ [kickflyer.co](http://kickflyer.co)

## MERCHANT CARD PROCESSING

**Merchant Card Processing**

*Request a free quote:*

1-888-697-8831 • [msgpay.com](http://msgpay.com)  
[hello@msgpay.com](mailto:hello@msgpay.com)

Ecommerce • POS  
Mobile • Software



## PUBLISHING SOFTWARE

- ✕ FULLY INTEGRATED
- ✕ EASY TO USE
- ✕ AFFORDABLE
- ✕ FREE DEMO
- ✕ DIRECT MAIL
- ✕ COMMERCIAL BILLING
- ✕ GENERAL ACCOUNTING
- ✕ PAYROLL

**Merrimac**  
**PLUS**

603-323-5077 [WWW.MERRSOFT.COM](http://WWW.MERRSOFT.COM)

## SOCIAL MEDIA UTILIZATION

Friends2Follow

**MONETIZE  
SOCIAL MEDIA.  
FINALLY!**



[www.Friends2Follow.com](http://www.Friends2Follow.com)  
Reinig@Friends2Follow.com | 801.403.7966

## MOBILE APPS - NEWSPAPER SOFTWARE

**AccountScout CRM Mobile App  
for Sales Reps**

- Advertiser Data
- Re-run ads
- iOS & Android
- Linked to office database



Fake Brains Software, Inc. - [FakeBrains.com](http://FakeBrains.com)

## PUBLISHING SOFTWARE

**THE NEWSPAPER MANAGER**

**How Publishers Profit**

CRM SALES PRODUCTION BILLING  
INTEGRATED MARKETING

Ph: 706-750-0016 [gpooras@mirbeltechnologies.com](mailto:gpooras@mirbeltechnologies.com)

[www.newspapermanager.com](http://www.newspapermanager.com)

## SOFTWARE SYSTEMS FOR PUBLISHERS

**SCS BUILDS TRUSTED SYSTEMS**

Find out why our customers call us "the best tech support team" and say "we wish we could contract with SCS to support all our products."

**SCS**

Software Consulting Services, LLC  
SCS builds trusted newspaper systems

[phil@newspapersystem.com](mailto:phil@newspapersystem.com) 800-568-8006

## MOBILE SOFTWARE DEVELOPMENT



**INTEGRATED MOBILE  
& WEB SOLUTIONS  
TO REACH YOUR  
AUDIENCE ON  
ANY DEVICE**

**BAR-Z MOBILE DEVELOPMENT**

[info@Bar-Z.com](mailto:info@Bar-Z.com) 512-732-0135

## PUBLICATIONS PRINTING

**Cummings**  
Publication Printers Since 1914

- ✓ MAGAZINES
- ✓ JOURNALS
- ✓ CATALOGS
- ✓ GUIDEBOOKS
- ✓ HIGH QUALITY
- ✓ SHORT-RUN PUBLICATIONS

800-647-0035 [CUMMINGSPRINTING.COM](http://CUMMINGSPRINTING.COM)

## TRAINING AND NETWORKING EVENT



**A GOLDEN  
OPPORTUNITY**

APRIL 25-27, 2019

2019 ANNUAL CONFERENCE  
AND TRADE SHOW

GOLDEN NUGGET - LAS VEGAS

## PRINTING

**Got Print?**

Send it to the Ultimate PrintSource  
for the Best Service, Quality and Price

Commercial Printing  
Inserts, Direct mail, Rackcards, NCR

[www.UltimatePrintSource.com](http://www.UltimatePrintSource.com)

## SALES TRAINING FOR NEW HIRES



**The Leadership Institute**

*Lighting the Way*

- ✓ Opening a Sales Dialog
- ✓ Effective Questioning
- ✓ Communicating Through Listening
- ✓ Making Recommendations Using Features & Benefits
- ✓ Answering Classic Sales Objections
- ✓ Closing the Sale
- ✓ 4 Essentials of Effective Ad Campaigns

**AN AFCP MEMBER BENEFIT**

[afcp.org](http://afcp.org) / Member Benefits / The Leadership Institute / Online Learning Center

## WANT MORE INFORMATION?

**FREE PAPER  
INK**

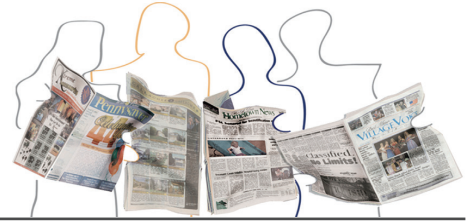
**LISTINGS IN  
THIS BUSINESS  
DIRECTORY**

913-461-3721

Contact:

Wendy MacDonald  
[wendy@afcp.org](mailto:wendy@afcp.org)

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



## | national | regional

### **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  
www.maturepublishers.com  
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  
304 Belle Avenue, Suite 3  
Mankato, MN 56001  
507-388-6584  
507-525-0808  
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  
Douglas Fry

## | state

### **CPM**

Community Papers of Michigan  
1451 East Lansing Drive  
Suite 213B  
East Lansing, MI 48823  
800-783-0267  
517-333-3355  
517-242-0203 – Cell  
517-333-3322 – FAX  
jackguza@cpapersmi.com  
Jack Guza

### **FCPNY**

Free Community Papers of New York  
621 Columbia Street Extension, Suite 100  
Cohoes, NY 12047  
518-250-4194  
518-464-6489 – FAX  
ads@fcpny.com  
www.fcpny.org  
www.adnetworkny.com

### **FMA**

Florida Media Association  
P.O. Box 773840  
Ocala, FL 34477-3840  
352-237-3409  
352-347-3384 – FAX  
CPFDisplayAds@aol.com  
www.communitypapersof-florida.com  
Barbara Holmes

### **WCP**

Wisconsin Community Papers  
P.O. Box 1256  
Fond du Lac, WI 54936-1256  
101 S. Main Street  
Fond du Lac, WI 54935  
800-727-8745  
920-924-2651  
920-922-0861 – FAX  
janderson@wisad.com  
www.wisad.com  
Janelle Anderson (ext. 108)

**PUBLICATION BROKERS**

**KNOWLES MEDIA BROKERAGE SERVICES**

Appraisals-Acquisitions  
Sales-Mergers  
Gregg K. Knowles,  
Licensed Broker.  
Office 712-792-2179  
Cell 661-333-9516  
Go to my WEBSITE  
for listings:  
www.media-broker.com

**COMPUTER SOFTWARE**

**SOFTWARE FOR THE NEWSPAPER INDUSTRY**

Accounts receivable, scheduling, display and classified advertising, commissions, circulation, circulars, trucks & carrier payroll. Contact Fake Brains Software at www.fakebrains.com or 303-791-3301.

**EMPLOYMENT**

**LIVE AND WORK** in fabulous Myrtle Beach, S.C. The Myrtle Beach Herald has an immediate opening for an experienced sales rep. Email resume to Steve Robertson, steve.robertson@myhorrynews.com.

**ADVERTISING SALES MANAGER** All Island Media, Inc. publishers of Pennysaver, Town Crier and Trends is looking for an experienced sales manager to work in our Long Island office. This position will provide leadership and direction to Display Sales Representatives. Applicants must have a proven track record of motivating and leading sales in a similar environment. Please send resume in confidence to jobs@lipennysaver.com

**ADVERTISING SALES MANAGER** needed for Florida's largest group of community newspapers. Salary, liberal bonus and benefit package available for the right individual. Please send your resume with cover letter and salary requirements in confidence to: Faris Robinson, President, to E-mail: Opportunity@Hometownnewsol.com Or Fax: 772-465-5301-EOE

**PUBLICATIONS FOR SALE**

**KAMEN & CO. GROUP SERVICES**

www.KAMENGROUP.com  
www.twitter.com/kamengroup  
info@kamengroup.com  
516-379-2797  
Kamen & Co Group Services  
626 RXR Plaza  
Uniondale, NY 11556

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@kamengroup.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

**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.

IS YOUR CAREER WORTH 5 MINUTES OF YOUR TIME?

INVEST IN TRAINING BY THE PODFATHER, ROB ZARRILLI!

GO TO

WWW.AFCP.ORG  
CLICK ON  
MEMBER BENEFITS →  
THE LEADERSHIP INSTITUTE →  
PODCAST ARCHIVES

WANT TO PLACE YOUR OWN CLASSIFIED AD?

**CALL**  
**877-203-2327**

WWW.AFCP.ORG

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!

INK CLASSIFIEDS

**free paper INK** CLASSIFIED ADVERTISING INFO

**RATES:** Up to 30 words \$25 per issue (additional words - 90 cents per word)

**DISCOUNTS:** 10% off for 6 months 20% off for 12 months

**CONTACT:** Phone: 877.203-2327 Fax: 781.459.7770 Email: afcp@afcp.org

**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. Onwer / publisher retiring, Located in Midwest. Gross \$600,000 to \$700,000. Call 620-966-7557

[WWW.AFCP.ORG](http://WWW.AFCP.ORG)

**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, \$4,900. 2 web infeeds for Goss Community, Bill Rubber Super Surface Tensioner, \$2,900 Ken Hovland, 860-798-7810, Ken@Eagle-GroveLLC.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.

DID YOU KNOW YOU CAN EARN AN **ASSOCIATE ADVERTISING EXECUTIVE (AAE) CERTIFICATION** BY PARTICIPATING IN ANNUAL AFCP CONFERENCES? GO TO [WWW.AFCP.ORG](http://WWW.AFCP.ORG) FOR MORE INFORMATION

INK CLASSIFIEDS

free paper **INK** CLASSIFIED ADVERTISING **INFO**

**RATES:**  
Up to 30 words  
\$25 per issue  
(additional words - 90 cents per word)

**DISCOUNTS:**  
10% off for 6 months  
20% off for 12 months

**CONTACT:**  
Phone: 877.203-2327  
Fax: 781.459.7770  
Email: [afcp@afcp.org](mailto:afcp@afcp.org)

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

**Deadline February, 22 2019**

Send questions or design entries to Cassey [CASSEY@AFCP.ORG](mailto:CASSEY@AFCP.ORG)

Your design must reference the AFCP 2019 Annual Conference and Trade Show in Las Vegas. 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.



*Save the Dates:*  
**APRIL 25<sup>TH</sup> - 27<sup>TH</sup>, 2019**



**YOUR PAPER'S  
LOGO**

+  **ZipBoost**

## Hiring Just Got Simple

Advertise with [your paper] and improve the way you hire. Target your local community through print ads and the newly redesigned [your website].com, now powered by JobBoard.io. With the addition of the ZipBoost, your job posts will be distributed to 100+ job boards.



---

### Advertise in Print

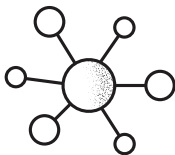
Find relevant candidates by reaching your local community through trusted and well-established print campaigns.



---

### Advertise Online

Reach more quality candidates and increase traffic to your job posts when you advertise on [your website].com, now powered by JobBoard.io. A newer, better job board solution, JobBoard.io combines the power of a white-label job board solution with the candidate traffic of ZipRecruiter.



---

### ZipBoost

Available when you partner with [your paper], ZipBoost distributes your jobs to 100+ job boards, making it easier than ever to find quality hires.

For more information about ZipBoost and other AFCP Member Benefits,  
contact the AFCP Office at: 877-203-2327

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.



135 Old Cove Road – Suite 210  
Liverpool, NY 13090

PSRST STD  
U.S. Postage  
Paid  
Permit #22  
Slayton, MN

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](mailto:loren@afcp.org).

THE FREE PAPER INDUSTRY'S NEWS SOURCE  
[WWW.AFCP.ORG](http://WWW.AFCP.ORG)

## Valuable Information To Improve Your Publishing Business!

- PRINCIPAL SPONSOR -



- PLATINUM PARTNERS -



- GOLD PARTNERS -



## AFCP ANNUAL CONFERENCE & TRADE SHOW

April 25-26, 2019

GOLDEN NUGGET HOTEL & CASINO  
DOWNTOWN LAS VEGAS

CASH IN ON  
*A Golden Opportunity*

TO FIND SOLUTIONS  
TO YOUR PUBLISHING  
CHALLENGES!

- PARTNERS -

BLUEFIN TECHNOLOGY PARTNERS  
MSG PAYMENT SYSTEMS  
SOFTWARE CONSULTING SERVICES  
MERRIMACPLUS  
AMERICAN NEWSPAPER SOLUTIONS  
iPUBLISH MEDIA  
SRDS / KANTAR MEDIA  
ULTIMATE PRINT SOURCE  
FAMILY FEATURES  
ZIPRECRUITER  
PAPERCHAIN

For More Information or to Register for the  
Conference go to [www.afcp.org](http://www.afcp.org)