

FREE PAPER

# FNK

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MARCH 2019  
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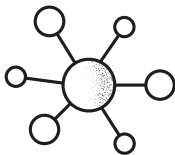
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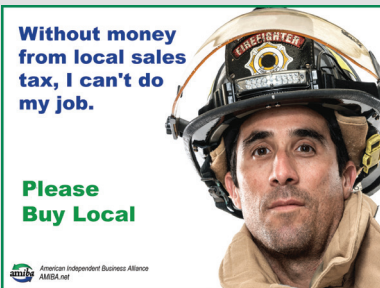
**INK** features:



**6** | **A TRIBUTE TO BUYING LOCAL**



**13** | **BUY LOCAL!**



**14** | **12 REASONS TO BUY LOCAL**



**16** | **THE BENEFITS OF BUYING LOCALLY**

**INK** departments:

- 4 | AFCP DIRECTORS
- 8 | RISING STARS
- 10 | ASSOCIATE MEMBER PROFILE: PREFERRED MARKETING
- 11 | THE LEADERSHIP INSTITUTE
- 12 | MEMBER PROFILE: WOODWARD COMMUNITY MEDIA
- 18 | CONFERENCE UPDATE: IT'S TIME TO COMMIT!
- 20 | CONFERENCE UPDATE: PRE-CONFERENCE TOUR
- 22 | POSTAL UPDATE: POSTAL SAVINGS & OPPORTUNITIES
- 24 | ASSOCIATION UPDATES
- 25 | ON THE HORIZON
- 26 | BUSINESS AND SERVICE DIRECTORY
- 28 | ASSOCIATION CONTACT INFORMATION
- 29 | CLASSIFIEDS

**COMING** next month

The April issue of INK will feature valuable information on the businesses who will participate in this year's conference trade show. Their business is to provide solutions to your everyday business problems. This issue being the last before the Las Vegas conference, it will also contain some helpful planning information.

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

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

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

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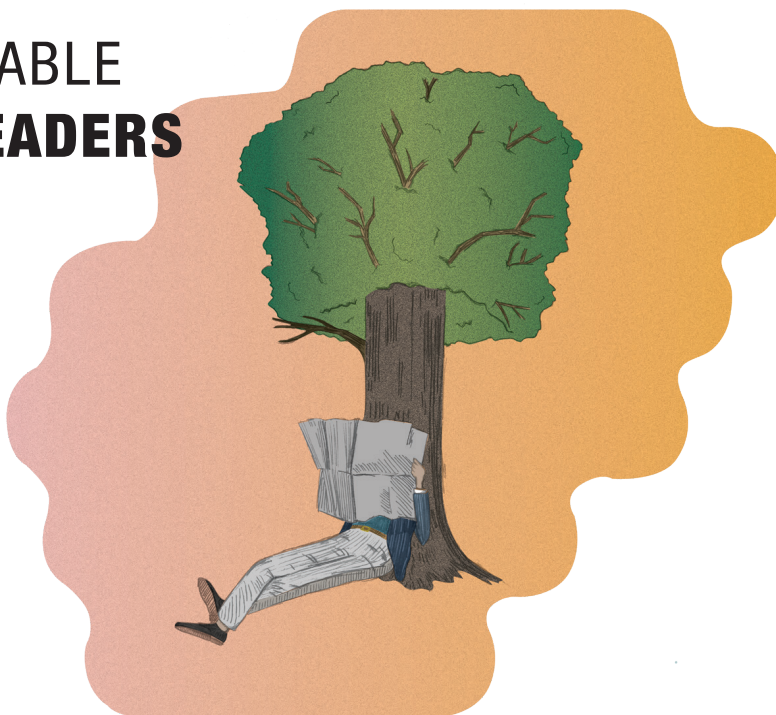
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# ADVANCED SELLING WORKSHOP



## 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





LOREN COLBURN  
EXECUTIVE DIRECTOR

# A Tribute to the Power of Buying Local

**I AM SITTING HERE ON AN AMERICAN** Airlines plane headed back from Des Moines, Iowa after having attended our winter NANI Board Meeting. I'm sure you must be curious as to why on earth we would pick Des Moines for any meeting during the first week of February. The answer is complicated; but as I reflect, it has a strong link to the "Buy Local" theme of this issue of INK.

We had the opportunity to visit Des Moines in September to conduct our most recent Strategic Planning Session (when the temperature is above the 60 degree mark). The AFCP Board was impressed enough over those three days that we came up with a new slogan for the city, "Des Moines – it's really not that bad!" Along with the many laughs it generated, it really spoke volumes about the vibe we all got while experiencing this city, its merchants and the amazingly friendly people of Des Moines.

Having been impressed enough with our first adventure, we decided to try it when the temperature dips well below freezing. One of the benefits to this trip was that we would be able to experience the red carpet recognition celebration of one of our very active member publications. CITYVIEW, one of Big Green Umbrella Media's publications, was hosting their announcement event for their "Best of Des Moines" annual reader survey. This evening extravaganza was specifically for announcing the winners and celebrating this honored distinction for an extensive group of local businesses.

What we witnessed was an amazing tribute to the power of promoting your local businesses, personalities and people. With over a thousand people in attendance, business after business was able to celebrate their popularity in the market and gain the recognition of being considered the "Best of Des Moines" for 2019 based on the 12,000 votes cast by the readers of CITYVIEW.

There was no recognition for purchasing online, no show of support for any

large chain restaurants or big box stores. Just the pure excitement of hundreds of businesses that make Des Moines a vibrant, unique, exciting and fun city for its residents as well as its visitors. The Masters of Ceremony did point out the AFCP group and tell the audience of our suggested slogan for Des Moines, requesting they make sure we experience all the "warmth" that this community can provide, even in February.

As we travelled around the next day and a half, we were so impressed by the number and diversity of the locations we saw proudly displaying their "Best of Des Moines" certificates on the walls of their businesses from not only this year, but from the more than 20 years that CITYVIEW has been conducting this promotion. All were extremely proud of the distinction and honored to promote their success and the value that CITYVIEW provides their business.

What a great tribute to local businesses by a community paper that really knows how to celebrate the importance of local, the uniqueness of the community they service and the role they can play in raising the awareness of those local businesses in the eyes of their readers.

If you are not celebrating "local" in your market, you might want to seek out Shane Goodman, Publisher of CITYVIEW, for some tips on starting a similar program in your market. The value it adds to the businesses you serve will only be exceeded by the increase in their understanding of the value your publication plays in contributing to their success.

With regards to our second Des Moines experience, it really proved that a city is a lot more about its people, atmosphere and culture than it is about its weather. As a matter of fact, based on our awareness of the "Best of Des Moines", we are revising our recommended slogan to "Des Moines – it's really an amazing place!"

Until next month – tell all those media buyers, "If it's FREE, buy it!" **INK**



# 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.



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## Register Now!

**Limited Seating Available**  
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# A Sacred CALLING

## The Heart of Local Publications

by Ericka Winterrowd, Rising Star

**ANYONE WHO KNOWS ME IS AWARE OF MY** insatiable love for Southern Living magazine. When I get hold of the latest issue, I cradle that bad boy like it's a first edition of "The Complete Works of Shakespeare," pouring over every design layout and reading each article in iambic pentameter (okay, that's a stretch but you get the picture).

When I first entered the world of local publications, I hadn't yet discovered the heart of what makes this industry tick. After writing my umpteenth article, it finally hit me one day. Most people are incredibly proud and passionate about where they live. Couple that fact with a favorite local sports team and fuhgeddaboutit (GO GATORS!). It makes sense, then, that the people of a community would want to know about their community.

This is why I take so much pride in my profession as an editor for a local magazine. I have the honor of being directly involved in bringing the voice of the town to Our Town. One of these very impactful voices came from our own local literary legend: Ellis Amburn.

For over 10 years Ellis has been a part of our publication. His column, Enjoying Act Three, shared his personal stories of the incredible people he knew and wrote about.

His career started as a reporter for Newsweek before rising in the ranks to become an editor at Delacorte Press, Coward-McCann, William Morrow and Putnam, where he edited work by such authors as John le Carré, Belva Plain, Muriel Spark, Joshua Logan and Jack Kerouac. He also worked as a ghost-writer with Priscilla Presley, Shelley Winters, Peggy

Lee and Zsa Zsa Gabor. In 1990, he wrote a biography of Roy Orbison, which led to other books, including biographies of Jack Kerouac, Olivia de Havilland, Elizabeth Taylor, Warren Beatty, Buddy Holly and Janis Joplin.

I had the pleasure of working with Ellis for the last four years, before his passing in September at the age of 85. When he sent me what would later become his last column, coincidentally a love letter to his profession as an editor, he referred to his field as "a sacred calling."

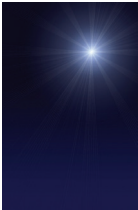
As I began to prepare this story to go to press, I realized he hadn't yet given his final piece of writing a title. This significant and intimate act would fall on my shoulders, a heavy responsibility since he was no longer with us. After a decent amount of reflection and a little prayer, I re-read his words again. I came upon a section where he spoke about beginning the process of writing his first biography.

"It was time to start writing the book, but I wasn't sure I knew how. I asked God to let me be a channel for His words..."

There it was in black and white. Ellis would have wanted the title of his last column to reflect his faith – "A Channel for His Words." I felt at peace.

I am so honored to get to do what I do, and I agree with dear Ellis – it really is a sacred calling. Our communities have such an impact on our lives. It's the place we call home. Of course, I'll always have my latest copy of Southern Living to drool over... but every two months, when our magazine comes out, that's the one I'm curling up with when I get home and my dog's sitting by my side. **INK**

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### - AFCP MEMBER BENEFITS -



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# THIS MONTH'S FEATURED Association of Free Community Publications

## MEMBER BENEFIT

### IDEA EXCHANGE FACILITATION!

This valuable member benefit presents itself across many of our other member benefits and provides a critical resource to our members for what is new, successful and profitable within the community publishing industry. The exchange of ideas can be as obvious as the 3 minute idea exchange that is presented at the annual conference and as inconspicuous as a review of the winning entries for the Annual “Best of the Best” Publication Awards. The exposure to ideas is the cornerstone of our all of our networking events, peer groups and member communications.



This year's 3-minute idea exchange will incorporate a fun new variation that will make idea sharing more entertaining than ever! Based on the popular hit TV series *The Voice*, we have created our own version of the “show” that will play out live at the 2019 Conference in Las Vegas! The idea exchange participants will present their ideas to a panel of 3 industry experts (“Coaches”) in hopes of getting them to turn their chairs around, signaling they want that idea on their team! If multiple coaches want an idea, they will have to convince the participant why they are the best team for that idea and the presenter will get to select their coach. In addition to the entertainment value, attendees will listen to a variety of prescreened ideas that promise opportunities for fellow publications.



Annual Publication Awards

The Best of the Best award winners from categories like special promotions, self promotion and community service all provide a resource for innovation, inspiration and opportunities for those members that want to invest a little research time. The big advantage here is being able to reduce or even eliminate the trial and error phase of adding products or making changes by picking up on proven innovations from your fellow members.

This member benefit has a HUGE upside but it's one you have to invest a bit of effort from your end to cultivate the outstanding rewards!





# Getting to Know Platinum Sponsor PREFERRED MARKETING SOLUTIONS

PREFERRED MARKETING SOLUTIONS, A LONG-time Platinum Sponsor of the AFCP annual conference, began 20 years ago as a supplier of print and promotional materials to Papa John's International. The company quickly grew, offering its services to a wide range of organizations in the Louisville, Kentucky area.

As it grew, the company expanded both its product and service offerings to include:

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**DIRECT MAIL.** As one of the largest direct-mail houses in the Louisville region, Preferred Marketing Solutions has the technology and personnel to handle anything from one-time traditional mailings to ongoing personalized programs with full customization. A proud supporter of the U.S. Postal Service's Every Door Direct Mail (EDDM) service, Preferred can design and print EDDM products in a flexible range of sizes.

**VARIABLE DIGITAL PRINTING.** The ability to combine information from databases with a preset document design that can be tailored to match the recipients' needs means both cost savings and a higher return on investment for customers. Whether the project requires merely personalizing a name and address or creating unique individual communications with differing images, text, graphics and layouts per piece, Preferred Marketing Solutions' sophisticated equipment can handle the job.

**PROMOTIONAL PRODUCTS & SERVICES.** Preferred's wide range of promotional products includes

custom-printed promotional, award, plaque and recognition items, corporate gifts, and trade show giveaways. Promotional services include corporate identity programs that encompass uniforms and apparel, awards, incentives, graphics, signage, point-of-purchase materials and e-commerce services to help build brand awareness online. Preferred's searchable online catalog contains over 750,000 promotional items that can meet most any need.


**P.O.P. KITS.** When point-of-purchase materials are readily recognizable, sales increase. Not only can

Preferred's creative team can be relied upon to come up with the perfect look and feel for a marketing program incorporating a variety of materials such as banners, window clings, floor graphics, screen printing, vehicle wraps and more, but the team can also plan the production, printing, packaging and shipping of P.O.P. materials. Preferred can also store and automatically replenish P.O.P. pieces.

**UNIFORMS.** The experienced staff at Preferred Marketing Solutions can create uniform apparel that complements your brand. Embroidered logos, taglines and customized designs can be added to polo shirts, golf shirts, dress shirts, pants, hats and aprons for both men and women.

Preferred Marketing Solutions has committed to adopting environmentally responsible practices throughout the company. With that goal in mind, Preferred uses low-solvent inks for the printing presses and recyclable print cartridges. Company-wide programs include recycling paper, cardboard and aluminum, and installing high-efficiency/low-consumption light fixtures.

Preferred is able to offer the highest-quality products and services at a competitive price by taking advantage of economies of scale and passing the savings along to its customers.

For additional information, contact National Sales Account team member Chad Swannie at 713-320-3021 or by email to Chad\_Swannie@preferredms.com. 



Preferred Marketing Solutions' National Sales Account team member Chad Swannie helps a customer at the 2015 AFCP conference in Savannah. Preferred Marketing Solutions is a longtime Platinum Sponsor of the annual AFCP conference.



# 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!

***"Speak in a way that others love to listen to you...  
Listen in a way that others love to speak to you."***

**– Zig Ziglar**

**NOT LONG AGO I WAS TALKING WITH A YOUNG** salesperson. I talked about some of the influences on my sales career and mentioned Zig Ziglar. I was shocked when this young person gave me a quizzical look and told me that he had never heard of Zig.

Born in 1926, Ziglar grew up poor in the depression south. Like many Americans of his generation, Zig served in World War II. He was selected to take part in the Navy's College Training program earning his degree from the University of South Carolina.


He started his highly successful sales career in the late 1940's and within a decade, Ziglar was working as a sales trainer for some of the country's largest corporations. In 1963 with two partners, he founded American Salesmasters, one of the first independent sales training firms. Zig's objective was to improve the image and skill level of salespeople by offering public seminars across the U.S.A.

The professionalism that Zig Ziglar embodied and taught to the people in his seminars had a huge impact on how the world viewed salespeople. His efforts changed the image of salespeople from fast talking hucksters to respected and skilled professionals.

Perhaps Zig's biggest impact was on the way we see ourselves as salespeople. His core philosophy was, "The best way to get everything you want out of life is to help as many people get everything they want out of life."

Selling was once about pitching customers and taking their money. Zig saw selling as a way to connect with people and help them. His strong spiritual and ethical beliefs, coupled with his innate understanding of human nature, transformed his chosen profession.

I had the great good fortune to see Zig speak on several occasions. His energy and enthusiasm filled the entire arena and everyone in the huge crowd felt that Zig was speaking directly to them.

We lost Zig Ziglar in 2010, but his message still lives in the more than twenty books he wrote since the 1970's. I especially like listening to Zig's audiobooks, which are still a valuable resource for today's salespeople. You will love to listen to what he had to say, and he can still teach us to talk so that others will love to listen to us. 





# Woodward Community Media's Steve Fisher



Steve Fisher

**STEVE FISHER IS THE** publisher of Woodward Community Media, one of the operating divisions of Woodward Communications, Inc. (WCI), based in Dubuque, Iowa. Woodward Community Media includes the Dubuque Telegraph Herald, shoppers and community newspaper publications, as well as a printing facility located in Platteville, Wisconsin.

From its modest beginnings as the first newspaper in Iowa in 1836, WCI has grown and diversified through the years by continually investing in community media. WCI has acquired newspapers, radio stations, niche publications, a commercial printing facility, two marketing communication service agencies, and a public relations agency. The services it has provided include digital publishing, custom publishing, events and entertainment.

For the past 26 years, WCI has been a successful ESOP (Employee Stock Ownership Program) company, paying its employee owners more than \$27 million dollars. Because they are invested in both the risks and rewards of ownership, WCI employee owners are deeply engaged in their work and in their communities. WCI's empowering atmosphere and participative culture supports its employees' volunteer efforts by providing up to eight hours of paid time off for volunteer efforts throughout the calendar year. To date, WCI has paid out almost 800 hours of volunteer time off for the time its employee owners have volunteered at over 250 different organizations.

Woodward Community Media (WCM) publishes nine weekly shoppers with a free circulation of over 174,900 households; its 12 weekly newspapers have paid circulation of 24,800. In addition to its paid and free distribution publications, WCM offers niche magazines, business and consumer events, advertising services, and commercial printing in Northeast Iowa and Southwest Wisconsin.

TH Media is also a part of WCM, and publishes a daily newspaper, Telegraph Herald, specialty magazines, books, websites, social media, events and

video news. The daily Telegraph Herald, located in Dubuque, Iowa, has 70,465 Sunday readers and 59,742 daily readers. "her," a magazine for women, has a mail subscription of 4,500, while "bizTIMES" has a circulation of 5,600 local business decision makers.


TH Media provides multimedia exposure for area businesses with events such as the Tri-State Wedding Extravaganza for brides-to-be, the Salute to Women Awards Breakfast to honor women who have demonstrated leadership excellence in their professional and personal endeavors, and the Telegraph Herald Spelling Bee held each March, which awards the champion with a trip to Washington, D.C. to compete in the Scripps National Spelling Bee finals, are just a few.

Fisher's career in the publishing industry stretches back to his college days when he started working with an alternative paper. His first professional job began as a sales representative for the the Kirksville (Mo.) Crier, a 30,000 household shopper. His career at WCI has spanned almost 20 years as he climbed the ladder from retail advertising manager, to advertising director, to sales and marketing director and then general manager of the Telegraph Herald.

In 2009 Fisher was named group publisher of WCM. A year later, while still holding that position, he was named the general manager of Woodward Printing Services (WPS), another WCI entity. In 2014 he became the publisher of TH Media and WCM.

An active member of AFCP, Fisher also served as the 2014 and 2015 president of the Midwest Free Community Papers (MFCP).

A native of Mexico, Missouri, Fisher graduated from Truman State University in Kirksville, Missouri, in 1990 with a Bachelor's degree in Communications.

He is involved in community service, serving on the board of directors for Steeple Square, the Grand Opera House and on the Executive Board for the Northeast Iowa Councils of the Boy Scouts of America. He is active in St. Anthony parish in Dubuque, Iowa. Happily married to Lori, they have three boys: Ben, 21; Jack 18 and Nate 15. 



# Buy Local!

by Charlie Delatorre

**GROWING UP, MY** favorite place to eat was a place called Skeeter's. It was your typical greasy spoon, serving up ridiculously sized portions and known countywide for

their "Big Biscuits." I would do anything I could to cajole my parents out of bed on a Saturday morning and take me to get those plate-sized pancakes. Anyone who knows me knows I love a good breakfast joint; but most people don't know, it's all thanks to Skeeter's.

Maybe you had a place like that from when you were younger. Maybe it was the local comic book store where you'd ride your bike to on Wednesdays after school to grab the newest adventure by your favorite hero. (Any respectable comic book nerd knows Wednesday is new comic book day, by the way.) Maybe it was the corner store where you'd buy Snickers and a Coke for you and your friends with the money you "found" in your parents' car.

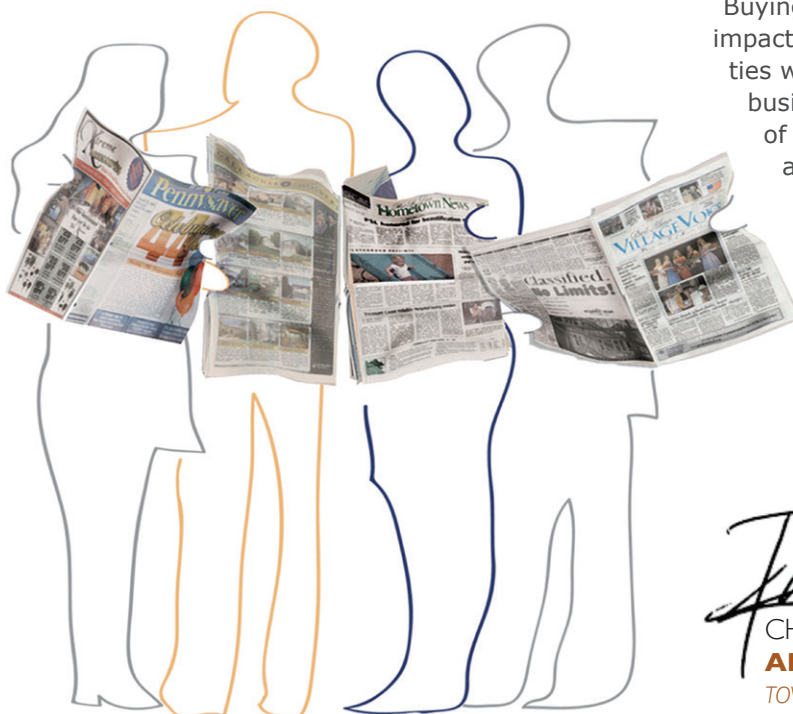
Maybe it was the local coffee shop where your mom played cards on Thursdays, or the hardware store your dad would drag you to so he could buy random tools for projects that would never get finished. Maybe it was the local barbershop, bookstore, grocery store, or perhaps, if you're really lucky, maybe you had your very own greasy spoon ready to serve you anytime you wanted.

You see, I remember all of these places. Gainesville, like most of the towns we grew up in, had hundreds of locally-owned businesses just like the ones I'm describing. And the older I get, the less of these unique places are dotting the landscape of my hometown.

I'm not trying to be some grumpy old man screaming about how things were better back in my day – that simply isn't true. In almost every way that matters, our lives are better than at any time in history. But in this era of newer, faster, better... I can't help but wonder what's happening to the local fabric of my town.

Is Gainesville really that different now from Des Moines, Iowa or Athens, Georgia? Is Gainesville more unique than Carpinteria, California or whatever Minnesota town John Draper lives in? Has the Starbucks/Walmart/Old Navy/Amazon phenomenon eradicated the places and things that make these towns special? This isn't a new thought – we've been saying this for some time – but it does seem that the speed with which these kinds of home-grown businesses fail is increasingly alarming.

Buying Local has a real impact on the communities we live in and the businesses that many of us work with on a daily basis. Most of our companies are as local as it gets – and the less and less of us there are, the more and more I miss those big biscuits! **INK**



  
CHARLIE DELATORRE  
**AFCP PRESIDENT**  
TOWER PUBLICATIONS





# 12 Great Reasons to buy from LOCAL INDEPENDENT BUSINESSES

**BY CHOOSING LOCAL AND INDEPENDENT BUSINESSES** for your services, shopping, dining and other needs, you not only get real value and personal service, you're helping:

**BUILD COMMUNITY!** The casual encounters you enjoy at neighborhood-scale businesses and the public spaces around them build relationships and community cohesiveness. They're the ultimate social networking sites!

**STRENGTHEN YOUR LOCAL ECONOMY!** Each dollar you spend at independent businesses returns three times more money to your local economy than one spent at a chain (almost 50 times more than buying from an online mega-retailer) — a benefit we all can bank on.

**SHAPE OUR CHARACTER!** Independent businesses help give your community its distinct personality.

**CREATE A HEALTHIER ENVIRONMENT!** Independent, community-serving businesses are people-sized. They typically consume less land, carry more locally-made products, locate closer to residents and create less traffic and air pollution. More on this topic: [AMIBA.net/green-local](http://AMIBA.net/green-local)

**LOWER TAXES!** More efficient land use and more central locations mean local businesses put less demand on our roads, sewers, and safety services. They also generate more tax revenue per sales dollar. The bottom line: a greater percentage of local independent businesses keeps your taxes lower.

**CHOICES!** A wide variety of independent businesses, each serving their customers' tastes, creates greater

overall choice for all of us.

**CREATE JOBS AND OPPORTUNITIES!** Not only do independent businesses employ more people directly per dollar of revenue, they also are the customers of local printers, accountants, wholesalers, farms, attorneys, etc., expanding opportunities for local entrepreneurs.

**GIVE BACK TO YOUR COMMUNITY!** Small businesses donate more than twice as much per sales dollar to local non-profits, events, and teams compared to big businesses.

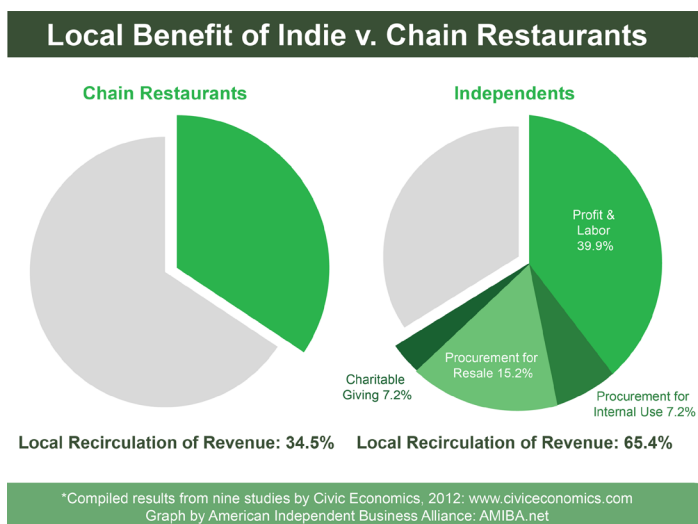
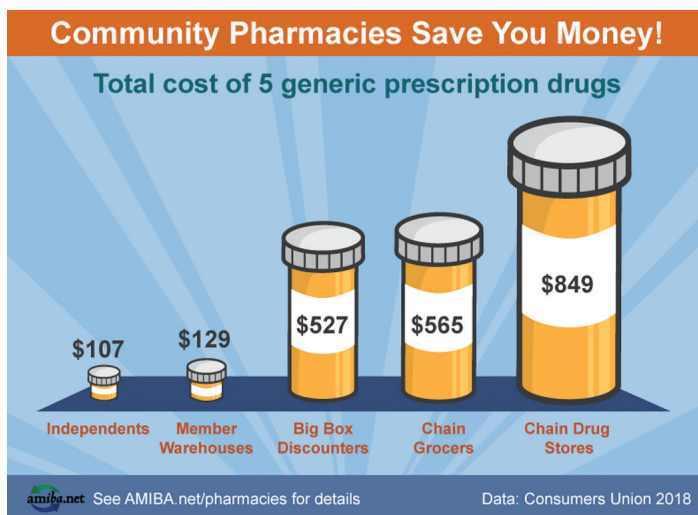
**INCREASE WEALTH OF RESIDENTS!** The multiplier effect created by spending locally generates lasting impact on the prosperity of local organizations and residents.

**GET GREATER VALUE!** Reader surveys by the Consumers Union repeatedly show independent businesses beating their chain competitors in overall customer satisfaction.

**ENHANCE LOCAL DEMOCRACY!** Local ownership of business means residents with roots in the community are involved in key development decisions that shape our lives and local environment.

**ENHANCE HEALTH OF RESIDENTS!** Research shows a strong correlation between the percentage of small locally-owned firms and various indicators of personal and community health and vitality.

**THE LOCAL MULTIPLIER EFFECT** or "local premium" can be a key piece of creating and retaining wealth in your community. Independent locally-owned businesses recirculate a far greater percentage of revenue locally compared to absentee-owned businesses. In other words, going local




creates more local wealth and jobs.

More than a dozen studies in recent years consistently show more than three times as much of each dollar recirculates in your community when spent at an independent business compared to dollars spent at a chain. And online shopping means your community loses almost the entire purchase amount.


Since your community likely depends upon taxes paid by local business and sales taxes to fund your schools, roads, safety and other essential services, that's a loss that means higher tax rates or lesser service down the road.


When you buy from independent local businesses, you're not only treating yourself to a more personal

Without money from local sales tax, I can't do my job.



Please Buy Local

 American Independent Business Alliance  
 AMIBA.net

experience, you're helping strengthen your community! For a complete explanation of the local multiplier effect and leading studies, see <http://bit.do/multiplier> 

*This information was provided by the American Independent Business Alliance (AMIBA). Documentation for all factual assertions is published at [AMIBA.net/localhero](http://AMIBA.net/localhero)*

*AMIBA is a 501(c)(3) charitable non-profit organization. The organization*

*provides presentations, training, educational merchandise and extensive information on the importance of strong independent businesses to each community. To find out more about how you can start a campaign or local alliance, go to [www.aimba.net](http://www.aimba.net) for more information.*

## Before you buy, consider...

How much of your \$100 purchase stays in your community when spent at

an independent local store

an in-town chain outlet

a remote online store

(if delivery driver resides locally)



©2015  Learn more! [bit.do/multiplier](http://bit.do/multiplier)

See [AMIBA.net](http://AMIBA.net) for a large menu of free educational graphics like this and ready-to-use outreach materials.



# The Benefits of Doing Business **LOCALLY**

by Jeff Milchen

**IN THE SMALLEST TOWNS, BUSTLING CITIES, AND** everything in between, citizens lament losing a sense of community and local character.

Meanwhile, national chains and online mega-stores continue gaining market and pushing independent businesses to the margins in many sectors. This trend is considered symptomatic of our loss of community orientation, but could it also be a primary cause? And what are the economic costs to our communities as absentee-owned corporations displace locally-owned businesses?

Of course, we usually choose to do business where we perceive the best value for our time and money. But in an age where we're bombarded with thousands of corporate advertisements daily, perceptions may differ widely from reality. The unrelenting emphasis on cheapness above all other values leads many people to overlook the values independent businesses provide us, both personally and in our communities.

The disappearance of local businesses leaves a social and economic void that is palpable and real — even when it goes unmeasured. And a community's quality of life changes in ways that macroeconomics is slow to measure, or ignores completely.

Local officials often fall for the seductions and political appeal of national chains and may even use public funds or tax rebates to lure them. They're baited with promises of jobs and tax revenue, but they often fail to consider the greater losses that occur when the local business base is undermined.

A chain "superstore" may boast of creating 300 new jobs, but numerous studies indicate they displace as many jobs as they create. And when communities like Barnstable, Mass., studied\* the fiscal impact of chains, they concluded such development actually costs more taxpayer dollars to support in safety and services than the community would reap.

In other words, when new big box chains come to town, expect to pay more taxes soon.

But what about all the new sales tax revenue those chains bring? That, too, is largely illusory. Unless an area is growing rapidly, retail spending (especially for mass-produced items found at the chains) is a relatively fixed pie. For example, the most thorough study of Walmart's impact on existing retailers (by Dr. Kenneth Stone of Iowa State University) found that 84% of Walmart's sales simply shifted dollars away from existing local (including some chains) retailers.

## **Economic Value of Independent Businesses**

Independent local businesses employ an array of supporting services by "buying locally" themselves. They hire architects, designers, cabinet shops, sign makers and contractors for construction. Local accountants, insurance brokers, computer consultants, attorneys, advertising agencies help run it. Local retailers and distributors also carry a higher percentage of locally-produced goods than chains, meaning more jobs for local producers.

In contrast, a new chain store typically is a clone of other units, eliminates the need for local planning, and uses a minimum of local goods and services. A company-owned store's profits promptly are exported to corporate headquarters. That's simply good, efficient business for them, but not so good for our communities.

Dollars spent at community-based merchants create a multiplier in the local economy, meaning that from each dollar spent at a local independent merchant, 2 to 3.5 recirculates in the local economy compared to a dollar spent at chain-owned businesses. This "local multiplier effect" means shifting more local purchasing to independent businesses is a key tool for creating more local jobs.

## **Ensuring Choice and Diversity**

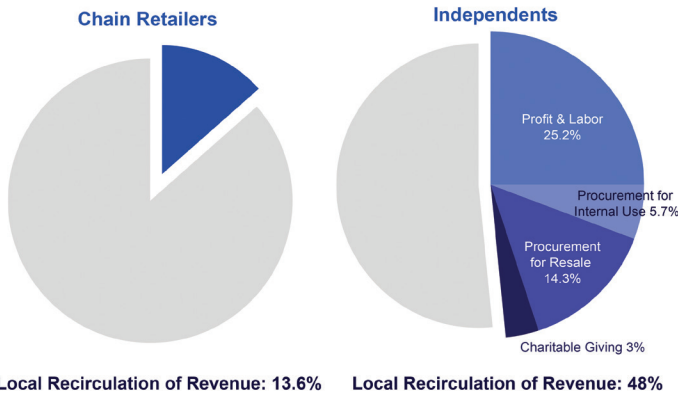
Retailers sift through competing goods and services to

KEEP THE GREEN IN YOUR COMMUNITY  
**THINK LOCAL FIRST!**

See the impact buying local makes:  
[AMIBA.net/multiply](http://AMIBA.net/multiply)

© [amiba.net](http://amiba.net)

## Local Economic Return of Indies v. Chains



\*Compiled results from nine studies by Civic Economics, 2012: [www.civiceconomics.com](http://www.civiceconomics.com)  
 Graph by American Independent Business Alliance: [AMIBA.net](http://AMIBA.net)

find those appealing to their customers. Though a single local shop likely stocks a smaller selection than can be found online or at large chains, a multiplicity of independent retailers creates great diversity. When thousands of shops serve the preferences of their customers tastes (and reflect different owner’s interests), market opportunities are created for a wide variety of goods and services. As fewer giant corporations dominate production, distribution and sales, a few executives and buyers choose what reaches customers.

### Maintaining Community Character

When we’re asked to name our favorite restaurant, cafe, or shop, it’s invariably a unique local business. Your local paper’s “Best of” poll is proof. Those businesses define our sense of place, but we often forget their survival depends on our patronage.

Local owners, typically having invested much of their life savings in their businesses, have a natural interest in the community’s long-term health. Community-based businesses are essential to charitable endeavors; their owners frequently serve on local boards and support numerous causes.

Yes, some chains give back to towns in which they locate, and not all local businesses are exemplary models. However, the overall impacts are clear: locally-owned businesses play a key role in our community that chains rarely do.

Despite the dismal trends, a counterforce is building. More than 85 communities have launched Independent Business Alliances — coalitions of local businesses, non-profits and concerned citizens uniting to support local entrepreneurs and prevent the loss of community-rooted businesses. These alliances typically facilitate group pur-

chasing, joint marketing, political advocacy and ongoing public education campaigns. They’ve succeeded in a diverse range of communities and are driving major shifts in local culture and spending. In some communities, chambers and downtown organizations unafraid to promote buying locally from independents fulfill this role, too.

The success of such community organizations bodes well for a growing Localization Movement that is reawakening people to the value of local self-reliance and cohesive communities. But for long-term progress, a conceptual change also is necessary. We must consciously plan that future with rules encouraging the values we want reflected in our communities. And each time we spend a dollar, we would do well to weigh the full value of our choices, not merely today, but for the future of our home towns. **INK**

**Put YOUR Community to WORK!**

**47** JOBS CREATED for each \$10M spent at **INDEPENDENT** Retailers

**19** JOBS CREATED per \$10M spent at **Amazon Corp.**

**Think Local First!**

© 2015 American Independent Business Alliance | [AMIBA.net](http://AMIBA.net) | Data from Amazon, ILSR.org

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The author, Jeff Milchen, co-founded the first Independent Business Alliance in 1997 and co-directs the American Independent Business Alliance (AMIBA). For bullet-point highlights of points explained here, see our *Top Reasons to Buy Local, Eat Local, Go Local*, many of which can easily be shared on-line via these free outreach tools.

*Building Buy Local Campaigns that Shift Culture and Spending* offers a concise overview of keys to success and distinctions between campaigns that fizzle and those that thrive. It’s free upon request in pdf format or, if you prefer a full-color magazine, we’ll include a free copy with any order of pro-local decals, posters or other materials.

Please contact AMIBA if you would like to publish, adapt or excerpt this article for your publication or community. There is no charge — AMIBA just needs you to inform them so they know where it is used and provide you the most current data!



# It is **Time** to **Commit** . . .

*A Golden Opportunity is right around the corner.*

**LET'S REVIEW WHAT SOME OF THE THINGS ARE** that truly make the upcoming AFCP Annual Conference and Trade Show "A Golden Opportunity!"

## **Golden Nugget Luxury and Affordability for only \$79 per night!**

The Golden Nugget in the heart of Fremont Street provides a beautiful surrounding for a conference with not only amazing conference space for the sessions, 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! By supporting the NANI program throughout the year, you have earned this reduced rate compliments of NANI. 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.

## **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.

## **Industry Specific, 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 Advanced 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 opportunity 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.



### **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!



### **Targeted Topic Discussion Forums**

There will be a 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, editorial, digital products, special sections, graphics, management and much more. These forums 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 sessions are "A Golden Opportunity" to seek the solutions to your specific needs.

### **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.

### **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!

### **"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



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!

### **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.

### **April 25-27, 2019**

If informative, professional development, networking, excitement and affordability all add up to "A Golden Opportunity" for you, mark it on your calendar right now! Go to [www.afcp.org](http://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! 



Pre-Conference Tour Highlight Stop:

# THE MOB MUSEUM

National Museum of Organized Crime & Law Enforcement®

## INSIDE THE MOB MUSEUM

Themes and exhibits, key artifacts and notable names reveal the full story of organized crime and law enforcement.

**LAS VEGAS** – The Mob Museum features a strong line-up of the most famous and infamous names associated with organized crime along with key artifacts that headline one of the most impressive collections of Mob history under one roof. A world-class destination in downtown Las Vegas, the Museum presents an authentic view of the battle between organized crime and law enforcement with an insider’s look at the events and people on both sides of the story.

The Mob Museum’s signature artifacts include some of the most iconic in Mob history, such as the St. Valentine’s Day Wall where seven men affiliated with the Moran gang were murdered by the South Side Italian gang led by Al Capone in Chicago on February 14, 1929.

Artifacts belonging to **Alphonse Capone, Dion O’Bannon, George Moran, Charlie Luciano, Meyer Lansky, Ben Siegel, Sam Giancana, Joe Bonanno, Frank Rosenthal, Mickey Cohen, Moe Sedway, Tony Spilotro**



and **John Gotti** are among the hundreds of other unique and rare items in The Mob Museum.

Guns, weapons, customized jewelry, personal belongings and hundreds of photographs are among the many artifacts housed within the Museum. The Museum’s interactive exhibits also help bring to life the fascinating stories of organized crime and those who fought against it, according to Jonathan Ullman, executive director and CEO of The Mob Museum.

The Mob Museum is a modern-day museum – highly experiential and interactive. Fascinating stories are brought to life through one-of-a-kind artifacts, interactive touch screens and unique ways to engage with law enforcement and organized crime materials.

Some of the subjects explored within The Mob Museum include:

### Mob Busters

J. Edgar Hoover, Estes Kefauver, Eliot Ness, Elmer Irey, Joe Pistone, Harry Anslinger, Eunice Carter, The Honorable Donna Fitzsimmons, Rudolph “Rudy” Giuliani and others.

### Sin City

An in-depth look at Las Vegas as the ultimate “open city” that attracted mobsters following the Kefauver Hearings; a tough little town that became haven and playground for American organized crime in the 1950s.

### The Game Continues

Las Vegas from the 1950s to the present with focus on the Black Book, scamming and skimming, Gaming Control Board activities and Howard Hughes.



### Web of Deceit

A fascinating look at Mob violence, corruption, conspiracy and murder.

### The Mob Through History

A timeline that includes the birth of the Mob, its geographic “families” around the globe, the impact of prohibition, drugs and prostitution on the Mob’s bottom line, as well as how organized crime is evolving.

### America Fights Back

A re-creation of the very courtroom where the proceedings of the Kefauver Committee hearings occurred. The hearings, led by U.S. Senator Estes Kefauver, were held in 14 cities, including Las Vegas, in 1950-51 and sought to expose organized crime.

**Organized Crime Today**

Interactive touchscreen, artifacts and displays delve into topics such as drug cartels, human trafficking and cybercrime.

**Use of Force Training Experience**

Real-life, interactive examples of situations law enforcement encounter and the responses they must consider.

**Crime Lab Experience**

Hands-on experiences for guests to examine cause of death, DNA and fingerprint analysis.



**Prohibition-Era Exhibition, The Underground**

Guests are surrounded by artifacts and stories from the Roaring '20s while they learn about rum running and bootlegging in the working distillery and enjoy a Prohibition-era cocktail in the speakeasy.

**About The Mob Museum**

The Mob Museum is a world-class destination in downtown Las Vegas dedicated to the thrilling story of organized crime and law enforcement. It presents an exciting and authentic view of the Mob's impact on Las Vegas history and its unique imprint on the world. With tales so intriguing they need no embellishment, the Museum reveals an insider's look at the events and people on both sides of this continuing battle.

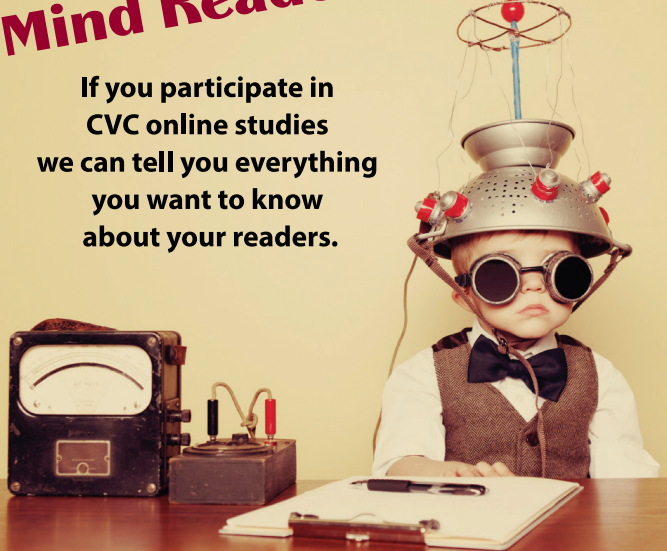
True stories of Mob history are brought to life in a bold and contemporary style via engaging exhibits and multi-sensory experiences. The Mob Museum puts the visitor in the middle of the action through high-tech theater presentations, iconic one-of-a-kind artifacts and interactive, themed environments. For more information, call 702-229-2734 or visit [www.themobmuseum.org](http://www.themobmuseum.org). Connect with The Mob Museum on Facebook: [www.facebook.com/themobmuseum](http://www.facebook.com/themobmuseum) and on Twitter: @The-MobMuseum.

**AFCP Pre-Conference Tour Information**

Look for the button on the right side at [www.afcp.org](http://www.afcp.org) 

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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>

**CIRCULATION  
VERIFICATION  
COUNCIL** OUR DATA SPEAKS VOLUMES

**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



# AFCP Delivers Postal Savings & OPPORTUNITIES

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

## ZAP! POW! KABOOM!

AFCP sure knows how to deliver a punch when it comes to postal savings and helping free paper publishers that distribute their paper by marketing mail.

There are two great opportunities coming your way, thanks to AFCP.

First, a quick plug about the annual postal breakout session that will take place during the AFCP annual conference at the Golden Nugget in Las Vegas. Friday morning, April 26, 2019, from 7 to 8 a.m., free paper publishers that are in the mail, or who are interested in the mail, will have an opportunity to meet with me and representatives from the Postal Service Product and Pricing groups to discuss questions, opportunities, and the Postal relationship. Be there!

### Postal Promotion Can Deliver 2% Upfront Discount

For free papers that are using Marketing Mail to distribute their paper (periodical mail will not qualify), AFCP has developed ad copy that you can register and use to qualify for the upfront, 2% discount by participating in the Postal Services Emerging and Advance Technology Promotion.

A copy of the ad that has been approved, which includes an embedded video and advanced technology that interacts with the Zapper App, is reproduced with this column.

Applause goes to Dan Alexander, Chair of PaperChain (and an SMC Steering Committee member), as well as Loren Colburn and Steve Harrison (another SMC Steering Committee member) for being the driving force in developing a design program, tweaking content, and finding an augmented reality applica-

tion that would work for the Postal Service, as well as promoting the free paper brand.

The video that is triggered by the Zapper app and the "Think Local" ad shows the power of free community papers to connect customers and help local business, and shows off the compelling statistics from verified audited circulation, readership and response.

The Postal Service makes it worth your while to promote your paper and the industry with an upfront 2% postage discount for participating papers.

Although AFCP and volunteers have done the heavy lifting for you, you need to strictly follow all of the promotion requirements. The requirements include:

- Download the specifications for the promotion at [https://postalpro.usps.com/promotions/2019\\_emerging\\_advanced\\_tech](https://postalpro.usps.com/promotions/2019_emerging_advanced_tech).
- You will need to register your company and

intended participation on the USPS Gateway for participation in the program at <https://gateway.usps.com/eAdmin/view/signin>. It is recommended that registration be done several days in advance of the first qualifying mailing.

- Part of the registration process and "agreement" is for all participating mailers to complete a series of brief surveys about their participation in the promotion.

- You must also submit an ad for prior approval. You can use the attached ad from PaperChain, compliments of AFCP. If you plan to use the ad in multiple mailings, you will need to get approval for all of the scheduled mailings. Here is what the USPS Promotion Office advised AFCP for papers that plan to run with the ad on a weekly basis:

## This Free Paper Strengthens Our Community



To bring this ad to life, download this app:



# SCC STEEL CITY CORP

Your best source for circulation and distribution supplies!



**800-321-0350**

**scity.com**

*"USPS – All mail pieces that are applying for the promotional discount as pre-approved of the mail piece by our office is a requirement for participation in the mail program. Please send us an Excel spreadsheet which identifies all the dates in which your ad will run along with confirmation in writing that you will be running the same creative image, message, and interactive experience we just approved during the entire schedule. Please also include a PDF of the mail piece we approved. Once we have that, we can provide you with approval for the promotional period. Thank you. The Program Office/68. EmergingTechPromo@USPS.gov."*

This means that you must get initial approval of your company and your ad from the USPS Emerging Tech Promotions office. If you plan to run the ad on a weekly or monthly basis, you would need to submit an Excel schedule of the future mailings, to adhere to that schedule, and include the exact same creative image, message, and interactive experience in each paper/ mailing.

This ad creates a "BOGO benefit" by giving free papers that mail the opportunity to get an upfront postal discount, while creating brand awareness for the industry, with an exciting interactive message about the power of "free" and the advantages of supporting the local economy and thinking local.

The Emerging and Advanced Technology Program Promotion runs from March 1 through the end of August. There will be another opportunity for papers to participate in Postal promotions with the 2019 Mobile Shopping Promotion. It is anticipated that AFCP will also develop copy that may be used for that promotion opportunity.

A few words of caution. It is up to each publisher, printer or mail service provider that is entering the mail, to register and get the piece and promotional copy qualified in advance. This is NOT something AFCP can do or explain for you.

The promotional requirements can be complex. For papers that are using a mail service provider or printer, you may need to work with your vendor to make sure that every step as outlined and simplified above, and in the detailed USPS Program Requirements, is followed.

For participating Marketing Mail publishers that distribute by USPS, this is a great opportunity to save thousands of dollars on your postal spend in 2019 while creating a fun, interactive way for your advertisers and consumers to see the power of your paper and how "thinking local" strengthens your community. **INK**

**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**



# Associations IN the NEWS

**THE FLORIDA MEDIA ASSOCIATION** (FMA), formerly the Community Papers of Florida (CPF), will return to a favorite location for its 2019 annual conference: the Sirata Beach Resort in St. Pete Beach, Florida.

Located on the white sand shores of the Gulf of Mexico, the resort underwent a complete renovation of both its guest rooms and meeting spaces in 2018.

The conference is scheduled for August 23-24, 2019.

**THE INDEPENDENT** Free Papers of America (IFPA) is accepting applications for the Bob Wright Memorial Scholarships.

To be eligible, an applicant's parent, guardian or grandparent must work for a community paper that is a current member of IFPA; the applicant must be a high school graduating senior or current college

student; and the applicant must be attending or planning to attend a four-year college, vocational trade school or community college. Applications must be received by March 22, 2019. To download the application, visit [www.ifpa.com](http://www.ifpa.com), click on "Member Benefits" and then on "Bob Wright Memorial Scholarships."

**YOU'RE ALMOST OUT OF** time to enter this year's AFCP Idea Exchange: The Choice!

This variation of the Idea Exchange is based on the popular TV series *The Voice*. Participants will present their ideas to a panel of industry experts ("Coaches"), hoping to get them to turn their chairs around to accept the idea on their team. If multiple coaches want the idea on their team, they will have to vie for the participant to choose them.

The fun part will be the game play; the informative part will be the money-making ideas presented by the participants.

If you have an idea that has been successful at your company, go to the AFCP website and download the entry form today. The idea does not have to be original; it just has to be something that has been successfully implemented and made money at your company.

You just might add a little jingle to your pocket with the prize money: \$500 for first place, \$250 for second, and \$100 for third. But you can't win if you don't enter!

Entries must be received no later than March 4th, so get yours in today. Entrants will be notified of their acceptance by March 22, 2019, and ideas will be presented at this year's conference in Las Vegas.

**THE ASSOCIATION OF FREE COMMUNITY PUBLICATIONS** (AFCP) is seeking nominations for its two prestigious annual awards: The Publisher of the Year award and the Craig S. McMullin Distinguished Service Award.

The Publisher of the Year award recognizes an individual who has invested their time and talents to benefit their own organization, the free publication industry as a whole, and to AFCP in particular throughout 2018.

The Craig S. McMullin Distinguished Service Award recognizes an individual who has, over a number of years, dedicated significant efforts to advance the free paper industry. Such an individual has worked tirelessly to build and promote the industry, often without reward or recognition for their service.

The awards will be presented at a special luncheon on April 25, 2019, at the upcoming Las Vegas conference.

Forms to nominate an individual for one of these prestigious awards can be downloaded from the AFCP website. Nominations are due no later than March 18, 2019.

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

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.

## 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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