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COMING next month

The June issue will be filled with loads of event coverage from this year's annual conference. Make sure you look to see who is being recognized for their contributions to both AFCP and the community publication industry as well as plenty of photos from the events.

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

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LOREN COLBURN
EXECUTIVE DIRECTOR

Golden Opportunities!

THE CONFERENCE IS FINALLY HERE!

If you could see all the hours and effort the conference committee puts into preparing for this event, you might start to question the sanity of this dedicated group. The year-long planning, weekly conference calls and genuine concern for getting all the details as close to perfect as possible takes a pretty heavy toll. But, at the end of the day, it is SO WORTH IT!

As I reflect on things in life that are similar to going to conference, it might closely resemble the excitement provided by those high school or college reunions when you reconnect with the people you had some of the best times of your life with. Or maybe the family reunion when you see the cousins you used to hang out with who helped you explore this big, wonderful world. Either way it's this unique sense of family, friendship and commonality that creates an incredible connection among this group during this annual gathering. Celebrating the industry we are all a part of just never gets old.

I really don't think all professional groups are like this one. The entrepreneurial spirit and "roll up your sleeves" mentality this industry attracts, I believe, makes this a very unique group. To be able to share ideas about your industry, success stories that others can duplicate, failures that others can avoid and wrap it all in the context of the conference experience, builds the kind of relationships that stand the test of time. The kind that feel comfortable, safe, secure and family friendly.

If you are not here at conference, you might not appreciate what you are missing. You may never know about the idea exchange promotion that could have turned your August sales slump

into a celebration of success! You could be stuck continuing to prop up that outdated software because you weren't able to talk to three or four other publishers who just found a better package that has reshaped their capabilities! Or maybe, you won't have a group of peers you can pick up the phone to connect with about the next problem, question or opportunity when you need more information.

Don't worry though. We are going to do this again next year and you need to mark your calendar right now for April 23-24 in sunny Orlando. It's the most important date to start your 2020 calendar with and making sure of your availability is critical to making it happen. In the meantime, check for developments in INK each month so you are prepared when you get to Orlando!

Now, for those of you who are here at conference, utilize every valuable minute to take advantage of all the "Golden Opportunities" that will be presented. Learn, share, ask and most importantly – LISTEN. The answers to your questions, solutions to your problems and information you need to build your next success story will be playing out all around you. Don't be afraid to talk to people or ask questions when you have them. That's why you are here.

As for being in downtown Las Vegas... what a great place to go exploring with your industry friends. The nightlife, entertainment and atmosphere just doesn't get any more exciting than this! Just like your last class reunion or family reunion – savor the moment, enjoy the friendships, make the most of this opportunity.

Until next month, tell all the media buyers you run into... "If it's Free – Buy It!" **INK**

THIS MONTH'S FEATURED Association of Free Community Publications

MEMBER BENEFIT

INDUSTRY ADVOCACY

The Association of Free Community Publications (AFCP) works hard to monitor events, developments, trends and opportunities that effect members of the community publication industry. Materials costs, USPS changes and discounts, pending legislation that impacts printers and publishers, and so many other important areas of interest all get close attention. Looking back over the last 12 months, here are just a few of the issues we have worked to keep industry members aware of, up to date on and their voices heard:

Newsprint Tariffs - In response to the proposed tariffs on Canadian newsprint suppliers, AFCP endorsed a coalition of printers and publishers called STOPP to oppose the proposed countervailing duties. Through a series of email blasts, legislative contact initiatives and collective industry support, the efforts eventually resulted in the International Trade Commission terminating the duties being applied to uncoated groundwood.

USPS Rate Changes - Our partnership with the Saturation Mailers Coalition helps us monitor changes within the USPS rates, processes and procedures as a critical aspect of many members extensive reliance on USPS delivery for their publications. Keeping members informed as well as coordinating a larger voice for our members is essential to the economic well-being of the industry.

USPS Available Discounts - Coordinating the efforts and materials necessary to take advantage of discounts available with the Emerging and Advanced Technologies Promotion. By developing an augmented reality ad program centered around the "Buy Local" theme, members utilizing Marketing Mail can qualify for a 2% discount on their postage through the 5 month promotion period. A similar program is currently being planned for the Mobil Shopping Promotion later in 2019.

These recent examples are just several of the many ways we represent and connect industry members with the national business world to promote their interests and economic importance within their respective communities.



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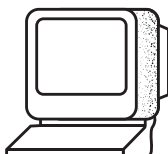
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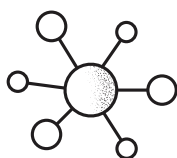
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Getting to Know Barb Powers and the Exchange

BARBARA POWERS IS THE OWNER AND PUBLISHER of Exchange Publishing in the Spokane, Washington, area, though publishing was not her original career goal.

After earning a bachelor's degree in business administration from the University of San Diego, she entered the hospitality field. She enjoyed her work at the Hotel Del Coronado for six years, until the lure of the Pacific Northwest's clean air beckoned and she left the growing pollution of Southern California behind.

Having grown up as a Navy dependent whose family moved every few years, it was quickly apparent to Barbara that the pristine Pacific Northwest would not stay undiscovered for too long. Seeing the beauty in the area, she decided this was the place to finally settle down.

Barbara (nee Harns) had been working in the Coeur d'Alene, Idaho, real estate industry for several years when she met Pat Powers, and there was an immediate attraction. Pat and his high school friend, Aaron Spurway, were local publishers of the Exchange.

The Exchange's first issue was published on August 19, 1978. Pat and Aaron had been working for the owners of a shopper in Coeur d'Alene when they saw an opportunity to start a similar publication 30 miles across the Washington state line in Spokane. Aaron, the "fastest typer in the west", and Pat began selling ads and dropping papers each week wherever anyone would take them.

Pat quickly convinced Barb to help him digitize the Exchange's distribution routes. Then he cajoled her into helping increase the real estate ads. He encouraged her to attend the Pacific Northwest Association of Want Ad Newspapers (PNAWAN) meetings with him. Little by little, Barb began to learn the business. In the mid-2000's, PNAWAN persuaded her to go to the AFCP meetings. "Wow!" she said. "That was the era of wining and dining!"

About this time, Pat was diagnosed with early-onset dementia, which caused Barb to take over many

of Pat's weekly duties at the Exchange. Aaron was an immense support during those years, picking up any slack while slyly turning more and more of the business decisions over to Barbara. In 2015, with his insistence, Barbara bought Aaron's share of the business. In 2016, Pat passed away.

The success of the Exchange can be attributed to the dedicated staff, particularly Jan Martin, the Ad Queen Extraordinaire (since 1982); Helen Boyd-Schwartz, the Manager of All Things Important (since 1993); and Patrick McHale, the Dependable Production Manager (since 1996). They have been instrumental in keeping the technology current and the readers and advertisers happy. Additional support, guidance and coaching comes from Dr. Jhung, particularly in the areas of future planning and vision.

In addition to the weekly shopper, the Exchange publishes a quarterly equine magazine, Horse Previews, as well as numerous event show guides and custom-

er catalogs. The staff of the Exchange works hard to develop and nurture partnerships that will appeal to its readership, such as the realtor and builder associations, the wildlife council, and animal advocates.

The Exchange's mission is to enhance its readers' lives and support the organizations that are of interest to its readers, while adapting to continuous market changes and anticipating customer needs. One such improvement was the addition of a dedicated text line for customers to quickly text pictures from their mobile devices, which has been a huge success.

Elected in 2014, Barbara is the current president of PNAWAN. She has served on the AFCP board of directors and is a PaperChain board member.

In 2017 she earned her Associate Advertising Executive certification through AFCP's The Leadership Institute.

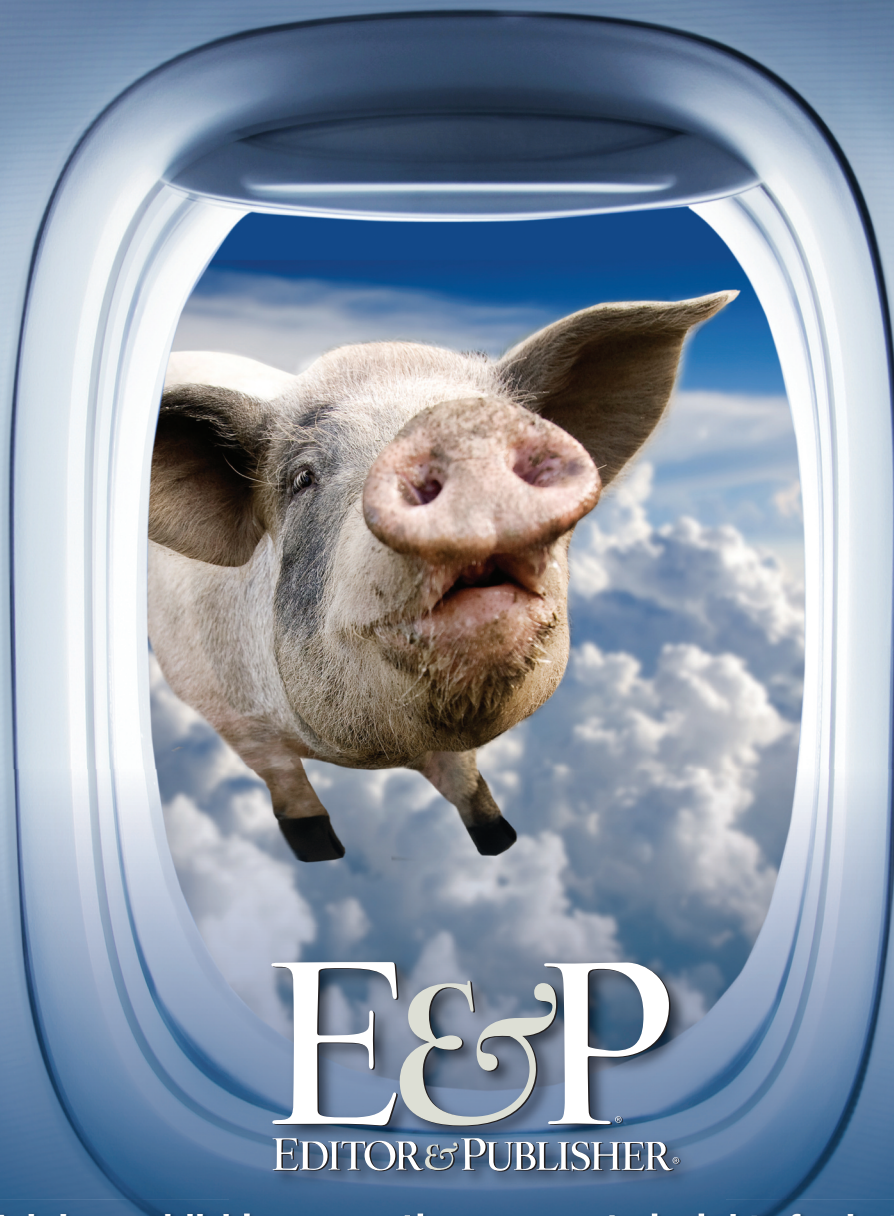
In her free time, she enjoys swimming, boating, snowboarding and having fun with her family. **INK**



The dedicated Exchange staff: Barb Powers, Jan Martin, Dr. Jhung, Helen Boyd-Schwartz and Patrick McHale.



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It's Show Time!

by Charlie Delatorre

FOR ALMOST A YEAR the conference committee has been hard at work planning our 2019 conference. From the weekly conference calls

to the TLI class development, it is with great joy that I finally get to say – Welcome to Las Vegas!

It's sure to be an amazing weekend loaded with great information, training and plenty of extracurricular activities. It's Vegas Baby, and although there are plenty of distractions literally waiting for you around the corner, what you take home with you on Sunday is completely up to you.

Life is all about choices and you've made an incredible one to be here. I know it's difficult to leave work, to take time away from a busy schedule, but this weekend is about helping your business, not taking you away from it.


As always, there are going to be great speakers, trainers, roundtable discussions that are relevant to your business and industry experts in every room. Our tradeshow area is full of amazing partners literally waiting for you to walk in and learn more about

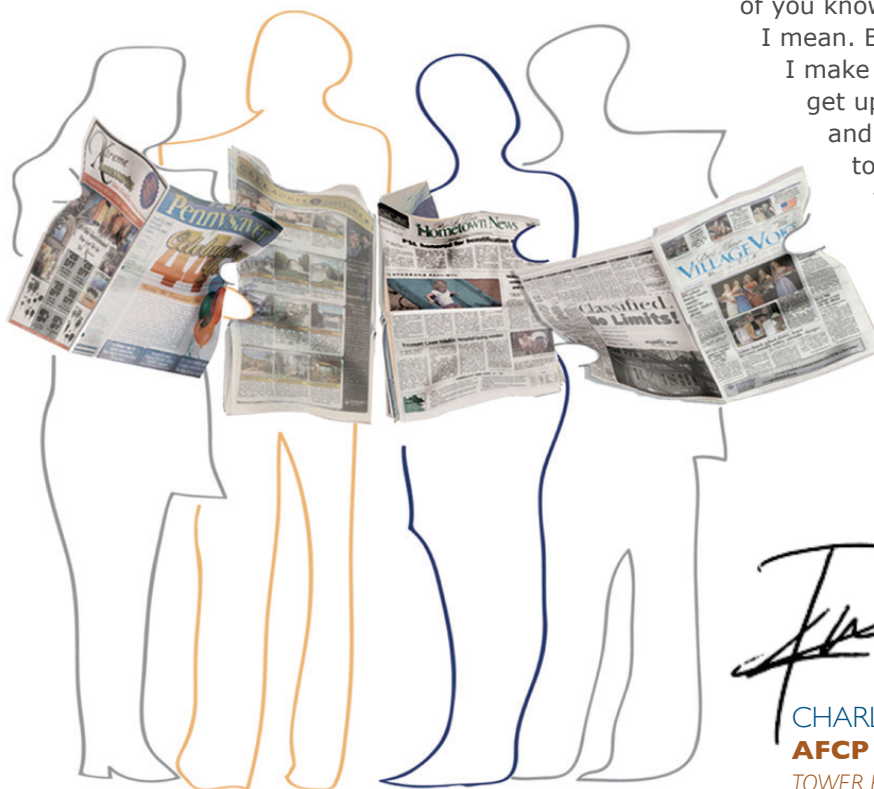
how they can help your business. And as always, there will be plenty of networking opportunities for you to ask questions, listen to great ideas and think about what will work back home.

However, what you do with these opportunities is up to you. The choice is yours. Vegas is one of those places where one drink can turn into nine more, where the craps tables get hot, the poker room is open all night and in the blink of an eye – that 8 a.m. TLI class is looking less and less likely. Trust me, I've been there.

For me, there's always a gut-check moment at our conferences when I have to weigh the benefits of scraping my sleep deprived body out of bed versus hiding under the sheets for another hour of rest. Maybe some of you know what I mean –

okay, I know for a fact most of you know exactly what I mean. But every time I make that choice to get up, get dressed and plug back in to the people that make our association amazing, I'm better for it.

So welcome to Vegas Baby! It's Show Time! 



CHARLIE DELATORRE
AFCP PRESIDENT
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Welcome to Fabulous Las Vegas!

by Hank McAfee, Conference Chair

THIS CITY IS ELECTRIC AND I

can't wait to share some of that excitement with all of you. I count on this conference to serve as the high-octane boost I need to refocus my efforts and fuel myself through the familiar grind of deadline pressure and day-to-day responsibilities with refreshed optimism and determination.

I'm willing to bet that's the reason many of you are here too. For those of you who couldn't make it this year, you will be missed.

As we get settled into our rooms and familiar with the schedule for the week, remember to stay open to new possibilities and ideas – they are here for the taking as long as you're ready to receive them. Listen, engage and learn as much as you can. Try to carve out a few minutes each day to sketch out an action plan of new ideas to take home with you.

If you were lucky enough to have arrived early, I hope you will join the pre-conference tour. This year, you'll get to experience a guided tour through the history of organized crime at the Mob Museum. You'll also stop for lunch at one of my favorite restaurants in Vegas, Pizza Rock. Their chef is a 12-time World Pizza Champion and once you taste their pies, you'll understand why. After lunch, you'll head to Zappos headquarters for a tour of their campus. Named one of Fortune's 100 "Best Companies to Work For" seven years in a row, you'll get a unique look at the workplace and office culture that sets them apart.

I'm really looking forward to the keynote on Thursday morning. In



Hank McAfee, Conference Chair
Tower Publications
Gainesville, Florida

this action-packed, hour-long keynote address, former agency executive and television producer Drew Davis will challenge you to rethink your opportunities in the offline world. He'll show you how brilliant brands are elevating digital content to create high-quality print products that drive revenue. He's a dynamic speaker and we're lucky to have him – don't miss it!

Following the opening ceremony, we'll be off and running. Take advantage of the opportunity to attend the workshops, classes and diverse discussion groups throughout each day. In the evenings, we'll all have the chance to enjoy food, drinks and activities together to unwind after our busy daily schedule.

Keep an eye on the tables in the dining room to grab the Daily INK. It has up-to-date information on schedule and location information that might have changed during

the conference.


Another can't miss is the Trade Show. Our partners allow us to put on the premier conference in our industry – so please take some time to visit with them while you're here. They offer benefits to our organizations in every department. Personally, I've found many indispensable solutions for our company right on the Trade Show floor. I hope you can too.

This amazing conference would not be possible without the dedicated work of the AFCP Conference Team. The preparation and negotiations begin over a year in advance. Each member of the team takes pride in their role – providing countless hours of work above and beyond their own business responsibilities — which makes the AFCP Conference the best it can be each and every year.

Thank you to all our volunteers, panelists, Rising Stars and everyone else who pulls everything together each day to keep this show running smoothly! And most of all, I want to thank you, the members of AFCP. Each of you is the reason we're still going strong and why we're committed to providing the best Association benefit in the industry.

I know this city's marketing slogan is "What happens in Vegas, stays in Vegas." However, I encourage all of you to take the focused energy, great ideas, lessons and networking connections that AFCP's Annual Conference is famous for back home with you.

Next year's conference will be in Orlando, Florida. Save the date – April 23-24, 2020.

I'll see you there! 



The Leadership Institute Graduates



Patricia Abraham

PATRICIA ABRAHAM moved to Columbia after being nurtured in the town of Foreston, South Carolina for the first six years of her life. The daughter of Monroe King and the late Mary Ida (White) King, she studied Mathematics at the University of South Carolina.

Abraham worked at Bank of America for 24 years until the economy's shift brought about a career change. At the encouragement of her family, transitioning into the family newspaper business was an easy decision. By utilizing her customer friendly skills with a true desire to help others, it was a natural fit since she had always helped out at the Carolina Panorama Newspaper.

In her free time, she loves to read, travel and experience new adventures with her family. Determined to continually promote good and positive news in the community, Abraham often says she loves to "Tell it! Tell it! Tell It!"

Married to Nathaniel Abraham, Jr., they have three children: Nathaniel III, Briana and Amber. The couple will celebrate their 30th wedding anniversary this year.



Shelby Bobbett

SHELBY BOBBETT IS the CITYVIEW advertising and events leader at Big Green Umbrella Media in Johnston, Iowa.

She has been with Big Green Umbrella Media since 2016, when she started as an advertising account executive for Iowa Living magazines. In 2017, she switched roles in the company and became an advertising account executive for CITYVIEW magazine. Last year, in addition to her responsibilities as an account executive, she began to lead and manage the CITYVIEW team.

Bobbett was nominated and accepted into the AFCP Rising Stars program in 2018. She currently serves as vice president of the Des Moines West Side Chamber of Commerce board of directors. She is also active in the local American Business Women's Association chapter and Young Professionals Connection.

Originally from Ozark, Missouri, Bobbett studied journalism at Missouri State University and spent time living in Paris, France. She remains a Francophile and enjoys traveling back to Paris whenever possible.

When not at work, she enjoys reading, playing inappropriate card games with her family, cheering on the St. Louis Cardinals and retail therapy.



Diane Carroll

DIANE CARROLL HAS been a marketing consultant for Kapp Advertising since 2000. Having sold advertising at The Merchandiser for most of those years, she changed positions in 2017 and is now selling advertising in Enjoy Local Living Magazine, which she claims she loves!

When she's not working, Carroll enjoys spending time with her family and raising beef cattle, pigs and chickens. However, most of all, she loves training her Pitbull, Billy.

Living with her are her two sons, Adam and Alexander; Adam's wife, MaKayLynn; Alexander's finance, Keanna (the girls are sisters!); a three-year-old granddaughter, Aliyah; and one on the way.



Deanna Conover

DEANNA CONOVER IS an outside sales rep with Kapp Advertising in the Hanover, Pennsylvania satellite office. She joined the Kapp team in 2015.

Conover has a very outgoing personality, is very



people oriented and always goes above and beyond for her clients.

She has lived in the Hanover area for over 30 years and is currently raising a teenage daughter. She enjoys sports, reading and being with friends and family.



Dian Dyer

DIAN DYER HAS BEEN in advertising sales for over 30 years. She worked for daily newspapers prior to joining Kapp Advertising.

Dyer enjoys watching college swimming and college football. She has one daughter who is a collegiate swim coach.



Glen Fetzner

GLEN FETZNER, THE CEO/Owner of Ocean Media / My Living Magazines in South Florida's Treasure Coast, has been in the publishing industry for over 25 years.

Fetzner has grown his magazines with over 25% in revenue YOY and continues to have the most impressive glossy publications in the country. His commitment to

training and developing his team is like no other in the advertising industry. He has had many TLI graduates over the years; and in fact, he has the highest number of TLI participants of any member company in AFCP. He has also brought several TLI instructors to his company in Florida to offer their training services. For his efforts and involvement in the industry, Fetzner was the recipient of the AFCP Publisher of the Year Award in 2018.

Fetzner currently serves as the Florida Media Association's treasurer. He has three children, Delanie, Maddie, and Cole, and they all love to go boating and snow skiing in their free time.



Mona Garwood

MONA GARWOOD IS the general manager of the Vinton Livewire and Vinton Newspapers in Vinton, Iowa, part of the Northeast Iowa community shoppers group.

Garwood started at the Livewire as a salesperson in 1978 and has worn all the hats it takes to get that ink on paper and delivered to its readers.

She became active in the free paper industry in the 80's and quickly became involved with Midwest Free Community Papers (MFCP), both as an ongoing board member and past president.

In the late 90's Garwood changed jobs and became the special projects coordinator at The Gazette in Cedar Rapids, Iowa, where she quickly learned new programs and had an active role in the sales projects management team. In 2008 she returned to the Livewire and took on the role of management of the newspapers as well as the shopper.

Garwood continues to serve on the MFCP board and was awarded the President's Memorial Award for Distinguished Service in 2015. She stays involved in her community, and is currently serving as vice president of the chamber of commerce.



Dan Juffer

DAN JUFFER IS THE advertising and events director for Big Green Umbrella Media in Johnston, Iowa.

Big Green Umbrella Media publishes Des Moines CITYVIEW, the Iowa Living magazines and several supplemental publications.

Juffer was hired in 2005 as the design manager, became an advertising account executive in 2007, and in 2017 was named the advertising director. He also manages the company's six annual events.

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Continued from page 15

In his spare time, Juffer enjoys landscaping, home improvement projects and community involvement. He is married to Laura and is father to twins, Sophie and Aiden.



Tom Leonard

TOM LEONARD HAS worked as a marketing consultant for Kapp Advertising for the past 28 years.

During that time, he has won awards for the biggest increase in sales, making the fewest error-to-sales ratio, and for the three-minute idea exchange at the Mid-Atlantic Community Papers Association (MACPA) conference.

Leonard enjoys basketball and music, which includes playing and collecting guitars. He is a 1986 graduate of Bloomsburg University.



Pat McHale

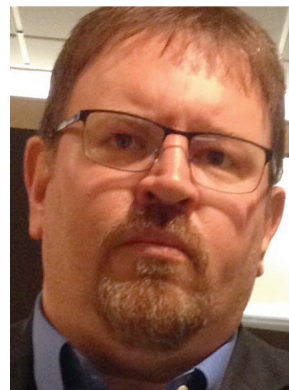
PAT MCHALE IS THE operations manager for Spokane.Exchange located in Spokane, Washington. The company publishes the Spokane.Exchange as a weekly paper, as well as Horse Previews Magazine and various show guides for events in the area.

McHale has been with the company since 1996, wearing many hats in a small business. He has been part of almost every aspect of the company from delivering papers to helping transition the company from cut-and-paste to digital pagination, from IT/networking to websites, as distribution manager and more.

His favorite aspect of the job is working for a company whose focus is to be the innovative leaders in their niche. He is constantly learning, looking at exciting new technologies and how they can

benefit the company and industry, and not afraid to try new things.

McHale has seen many changes in the industry but still believes that done correctly, print advertising is still the strongest way to get information to the audience it is intended for.



Allen Phillips

ALLEN PHILLIPS HAS been in sales for 30 years, working the previous 14 years at Kapp Advertising in Lebanon, Pennsylvania. In addition to managing a large sales territory, he helps drive special publication promotions as the promotions coach.

Phillips lives in Myerstown with his wife and three children. In his free time, he enjoys hunting, fishing and coaching softball.



Farris Robinson

FARRIS ROBINSON IS the president/publisher of the Hometown News located in Fort Pierce, Florida. Hometown News publishes 15 newspapers weekly covering five counties on the east coast of Florida.

Robinson has been in the industry for 22 years, nine of which have been with Hometown News. He has been an active participant in the free paper industry for the past nine years as well. He served on the board of directors of the Community Papers of Florida (CPF) for most of that time, including a two-year term as CPF's president. He currently serves as the vice president of Florida Media Association (formerly CPF). Robinson is also in his second term as a regional representative on AFCP's board of directors.

When Robinson isn't working or attending the numerous community events that Hometown News



sponsors, you can find him on the golf course or on the beach.



Ron Routson

RON ROUTSON WAS employed by Kapp Advertising for the last 12 years as a marketing representative for the Merchandiser. He passed away on February 26, 2019 prior to receiving the certificate for having achieved his AAE certification.

Routson was an active community participant, including being a member of Sacred Heart Basilica

in Hanover, McSherrystown Knights of Columbus, McSherrystown Moose Lodge and the New Oxford Social Club. He enjoyed playing basketball and sharing his knowledge of the sport with the younger generation while coaching several CYO teams.

A dedicated family man and proud grandfather, his participation will be missed by Kapp Advertising and the community publishing industry.



Kylah Strohte

KYLAH STROHTE BEGAN her publishing career with the Spokane Exchange in 2014 as a front line customer service representative. She quickly mastered what was offered both in print and online and became one of the highest selling classified sales people. Social Media was a personal interest and she quickly increased the Exchange social media reach

with Instagram, Twitter and Facebook. The opportunity to become the executive director of PNAWAN (Pacific Northwest Association of Want Ad Newspapers) was presented and she happily accepted.

The following year Strohte was nominated as a Rising Star for AFCEP, and she started getting more

involved in the publishing world on the national level.

In 2016, Strohte left the Spokane area and the newspaper industry for a couple years, and started working in the exciting world of tech startups in Los Angeles. She specialized in digital marketing, SEO, and affiliate marketing companies. It wasn't long before she started to miss the world of community papers and the smell of ink, and realized that the world of digital marketing was not as glittering and as successful as the publishing world. She decided to return to Spokane, where she was welcomed back with open arms at the Exchange.

Strohte grew up in San Diego and is a University of Maryland graduate with a BA in Linguistics. She speaks Spanish and some Russian, has traveled abroad extensively, and has also interned for National Geographic.




Tracy Volz

TRACY VOLZ STARTED her sales career straight out of college working for Enterprise Rent-A-Car for 14 years. She continued in the automotive business working for Manheim Palm Beach Auto Auction, where she was in charge of the high line sales as well as the \$100 Thousand Grand-er Sale. She set a company record for selling the most expensive car ever,

which was a 2007 Bugatti Veyron for \$1 million!

After a long career in the automotive sales industry, she wanted to make a change. She found My Living Magazines in May 2017. Volz has grown with the company and has ranked among the Top 3 Salespeople in 2019. Elaine Buckley, her manager, remarked, "Tracy was voted Best Team Player in 2018 by her peers because she is always willing to help our new sellers."

When not selling, you can always find her on the golf course working on her game or chilling out with a good book and her 95 lb. Bloodhound/Rhodesian Ridgeback named Maggie. 

Meet the Rising Stars

TAYLOR CASE

Graphic Designer

Rising Star Since 2019

Age: 23

Publication: Fillmore County Journal

Job Responsibilities: Customer service; design and create ads, along with designing brochures, inserts and flyers for our customers.

How long have you worked in this industry? I started working for the Fillmore County Journal in October of 2016. I was just out of college and I was looking for a job in my hometown. I was looking in the Fillmore County Journal paper for a job and I came across an employment ad for a customer service representative at the Fillmore County Journal. I applied for the job in September 2016 and in October I was hired. I quickly transitioned from being a customer service representative to a graphic designer within the first few months of working here. I have now worked here for two-and-a-half years as a graphic designer and I absolutely love what I do.

What is your favorite Elvis Presley song? "Can't Help Falling in Love"

Have you ever been told you look like someone famous? Yes, many times. Kristen Stewart in the "Twilight" movies.

If you could hang out with any cartoon character, who would you choose? I would choose to hang out with Donald Duck because I love his personality and I think we could get along very well!

What's the most embarrassing fashion trend you used to rock? Socks and sandals – and sometimes I still do!



Taylor Case

How long have you worked in this industry? I began working newspapers in college, as a reporter and then editor for my campus paper at UW-Madison, The Daily Cardinal. After graduation in 2013, I was hired as a reporter at Unified Newspaper Group and I've been here ever since.

What is your favorite Elvis Presley song? "Jailhouse Rock"

What is your favorite national publication? Sunday New York Times Magazine. I love the depth of the stories, the regular columns like First Word and The Ethicist and the interesting topics they choose to feature. Oftentimes, they are pieces I wouldn't click on or read elsewhere; but since it's there, I give it a try and almost always come away glad I did. (A close second to the Washington Post because they have two of my favorite journalists on staff.)

If you could hang out with any cartoon character, who would you choose? Tommy Pickles from "Rugrats." I adored Tommy so much that I named my dog after him growing up, and I'd just love to hear about all of the adventures he and the gang had – plus, I'd get to hang with him either as a baby or as a teen from "Rugrats All Grown Up."

If a movie was made of your life, what genre would it be and who would play you? Romantic comedy, mostly because I love cheesy humor and pop music. I'm going to go with Jake Johnson, only because I'm deep into a rewatch of "New Girl," and he's a Cubs fan just like me.



Scott Girard

SCOTT GIRARD

Assistant Editor

Rising Star Since 2019

Age: 27

Publication: Unified Newspaper Group

Job Responsibilities: Cover Verona Area schools, City of Fitchburg; edit Corre la Voz publication; oversee a team of three community reporters.

ASHLEE HERMAN

Advertising Account Executive

Rising Star Since 2019

Age: 33

Publication: Big Green Umbrella Media Company; Iowa Living Magazines

Job Responsibilities: I sell advertising in three of our Iowa Living Magazines.



Ashlee Herman

zines. I am involved in three Chambers. I take the out-and-about photos for the three publications I sell for. I prospect for new customers as well as maintain relationships with my current advertisers.

How long have you worked in this industry? 3 years

What is your favorite Elvis Presley song? "Blue Suede Shoes"

If you could be immortal, what age would you choose to stop aging at? I would stop at age 40. I feel like it would be a good age to stop at, not too old and not too young!

You have to sing karaoke. What song do you pick? "Heads Carolina, Tails California" by Jo Dee Messina

You can have an unlimited supply of one thing for the rest of your life. What is it? Good health! I want to live a long and healthy life to see my child grow into a man, be a part of his children's lives and so on as long as I can, and be able to experience as many new things as I can.

MANUEL KARAM

Director of Advertising Sales

Rising Star Since 2019

Age: 32

Publication: Genesee Valley Publications

Job Responsibilities: Manage a 17-person sales and support staff that is responsible for all display advertising.

How long have you worked in this industry? After starting my career as a lawyer, I joined GVP in July 2017. My wife's family has owned and operated the company for over 70 years and I am excited to be a part of the operation.

What is your favorite Elvis Presley song? "Jailhouse Rock"

What is your favorite national publication? I enjoy the Harvard Business Review. It has incredibly valuable information and is beautifully designed.

If you could hang out with any cartoon character, who would you choose? All of the Ninja Turtles, no question.

If you could rename yourself, what name would you pick? I wouldn't. I named my son after me.



Manuel Karam

CORY REGNIER

Graphic Designer

Rising Star Since 2019

Age: 33

Publication: Citizen Publishing Company

Job Responsibilities: Designing ads and laying out publications.

How long have you worked in this industry?

I began working in the publishing world 4½ years ago. Before that I worked for various theatrical companies and as a freelance graphic designer.

What is your favorite Elvis Presley song? "A Little Less Conversation"

If you could instantly become an expert in something, what would it be? Playing piano. I love music and have always wanted to learn how to play.

If a movie was made of your life, what genre would it be and who would play you? A quirky Indie comedy. The role of me would be played by Justin Long.

What's the most embarrassing fashion trend you used to rock? Zubaz. But not brand name Zubaz . . . Custom, hand-sewn patterned pants from my aunt.



Cory Regnier

SAM SEAY

Content Editor/ Social Media Manager/ Sales Representative / Customer Relations

Rising Star Since 2019

Age: 28

Publication: Spokane. Exchange by Exchange Publishing

Job Responsibilities: I am responsible for filling our publication with local and relevant content each and every week. I work with our sales department to promote our advertisers on our social media platforms. I also do classified sales, mainly focusing on real estate and automotive.



Sam Seay

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How long have you worked in this industry? I've been with The Exchange for 2½ years now. Prior to working in print, I worked in the promotions department at a radio station group for five years. In college I held internships with both TV news stations and radio groups. I have a degree in Communication Studies with an emphasis in Public Relations and a minor in Journalism I earned from Eastern Washington University in 2013.

What is your favorite Elvis Presley song? "Suspicious Minds"

What is your favorite national publication? National Geographic. Each issue is filled with beautiful images and I always learn something new.

What is your most used emoji? The Pizza emoji.

If you could hang out with any cartoon character, who would you choose? The Belcher family! It would be an adventure hanging out with Louise, Gene & Tina. All of the characters are so unique and different from one another, it would be hard not to have a good time!

SHELBY BOBBETT

Advertising and Events Leader

Rising Star Since 2018

Age: 26

Publication: Big Green Umbrella Media, CITYVIEW

Job Responsibilities: I act as an account executive for CITYVIEW, both selling and maintaining accounts. In addition, I also lead the CITYVIEW division, managing the other CITYVIEW account executives, tracking and reporting performance and meeting revenue budgets.

How long have you worked in this industry? 3 years

What is one significant takeaway you've gained from being a part of the Rising Stars program? I have learned more from my fellow Rising Stars than I ever expected. Sharing new ideas and learning from their experiences, even though we might have different roles within our respective companies, has been the best and most beneficial part of being a part of the Rising Stars program.

You can have an unlimited supply of one thing for the rest of your life. What is it? Unlimited airline



Shelby Bobbett

miles – I love to travel and I have a pretty extensive list of places I'd still like to go.

You have to sing karaoke, what song do you pick? "Summer Nights" from "Grease" – it's my favorite movie!

KELSEY GRAEFEN

HR Coordinator

Rising Star Since 2018

Age: 25

Publication: Woodward Communications, Inc.

Job Responsibilities: HR support to the Community Media division at WCI.

How long have you worked in this industry? 3½ years

What is one significant takeaway you've gained from being part of the Rising Stars program? I learned more about the industry and understood what successes and challenges my coworkers in different departments might face. It helped me take a step outside of my HR role and think about how I can support our sales, editorial, graphic design, and management teams in a way that is meaningful and effective for them.

What's the most embarrassing fashion trend you used to rock? I used to rock the stick straight bangs that went across my face and curly hair that had so much gel in it that it looked wet. My dad used to call my straight bangs "The Shield." The braces didn't help the look either...

If a movie was made of your life, what genre would it be and who would play you? I don't care what genre the movie is but I would love if Connie Britton played a future me. Love that red-headed woman.



Kelsey Graefen

ERICKA WINTERROWD

Editor-in-Chief

Rising Star Since 2018

Age: 32

Publication: Tower Publications

Job Responsibilities: They include running the editorial department, creating issue themes, story ideas and cover inspiration, assigning stories and



Ericka Winterrowd

photo shoots for multiple magazines (monthly and bimonthly), taking photos, writing articles, fostering young talent within our editorial internship program and running all social media platforms, including daily blog posts.

How long have you worked in this industry? 5 years

What is one significant takeaway you've gained from being a part of the Rising Stars program? I've learned how sharing new ideas within a group of your peers can foster the growth of leadership within yourself.

You have to sing karaoke. What song do you pick? It's a tie between "Crazy" by Patsy Cline and "These Boots Are Made for Walkin'" by Nancy Sinatra. I usually decide based on what kind of footwear I'm rocking at the time (for obvious reasons)!

If you could rename yourself, what name would you pick? I'd probably go with "Winifred Sanderson" because that's what I named my dog. It's also the name of one of the greatest film characters of all time. #HocusPocus

AJ McNAUGHTON

Marketing, Advertising Executive

Rising Star Since 2017

Age: 30

Publication: Appen Media Group

Job Responsibilities: Putting out fires.

How long have you worked in this industry? 6 years

What is one significant takeaway you've gained from being a part of the Rising Stars program? Never stop trying to better yourself. Continue to educate yourself. Once you stop learning, you stop growing.

What's the most embarrassing fashion trend you used to rock? I used to wear a lot of short sleeve, button down, silk shirts with various patterns that were WAY too big for me in middle school. According to my parents, I was supposed to "grow into" an adult XL shirt. The most memorable silk shirt I owned had tigers, bamboo and Chinese lettering all over.

If you could hang out with any cartoon character, who would you choose? Michelangelo from the Ninja Turtles. He's a party dude, can appreciate a good pizza and doesn't take life too seriously.



AJ McNaughton

SAMANTHA HUSTED

Staff Writer

Rising Star Since 2016

Age: 25

Publication: Coastal Breeze News

Job Responsibilities: Interviewing people of interest, reporting on local events, photographing local events, and maintaining social media pages.

How long have you worked in this industry? 4 years

What is one significant takeaway you've gained from being a part of the Rising Stars program? The biggest takeaway I've gained from being a part of the Rising Stars program is just how dedicated young people are to keeping the free newspaper industry alive. I find it really amazing that we're the generation that will help preserve newspapers and print media.

If you could instantly become an expert in something, what would it be? If I could be an expert in anything, I think I'd like to be a painter or a pianist. I express my creativity through words and photos, but I'm always jealous of those who do so visually. As for piano, I just find it to be a beautiful instrument and I love watching people play.

You have to sing karaoke. What song do you pick? "Gone" by Kanye West. Hands down.



Samantha Husted

SARAH SURETTE

Graphic Designer

Rising Star Since 2016

Age: 31

Publication: Action Unlimited

Job Responsibilities: Create, improve and edit advertisements for the customers of our community paper. I also format and organize the articles we receive for the paper as well as overlay the papers and fill the papers with articles. I maintain the articles on our website, actionunlimited.com, and every month I work on two separate town "Council on Aging" newsletters. I've also created the biannual Town of Stow Recreation Department guide and The Boxborough Bee, a quarterly newsletter.

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Sarah Surette

Continued from page 21

How long have you worked in this industry? 8½ years

What is one significant takeaway you've gained from being a part of the Rising Stars program? You get to hear ideas that other young employees of free publications have about growing and changing in this digital world.

What is your favorite memory from a past conference? I loved the boat cruise in Baltimore last year!

If you could hang out with any cartoon character, who would you choose? Louise Belcher, because she's hilarious. And the bunny ears obviously.

TIFFANY GARDNER

Outside Sales Account Executive

Rising Star Since 2015

Age: 34

Publication: Grant Iowa Lafayette Shopping News

Job Responsibilities: My responsibility is to give my customers results through advertising by selecting the best run times and placements for their particular trade.

How long have you worked in this industry: 6 years

What is one significant takeaway you've gained from being a part of the Rising Stars program? There are too many takeaways to mention! The experience and people I have met along this journey have been amazing. I feel very privileged to be in such a great company. Many of the connections I have made through the AFCP conference have inspired me and given me the drive to push myself to become as successful as I can be in my career.

What is your favorite memory from a past conference? My favorite memory would be trying to rush back to our hotel in Kentucky when it was absolutely pouring. After having a blast at 4th Street Live!, we sprinted back to our hotel in the pouring rain. We looked like a wet '80s band with wild hair and running make-up!

What's the most embarrassing fashion trend you used to rock? Most embarrassing? I think you mean awesome. I rocked the slap bracelets like a professional. There is some evidence of backwards bibs (imitating Kris Kross), but my favorite get-up of all was the legendary Michael Jordan jersey over a white t-shirt! Da Bulls! **INK**



Tiffany Gardner

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The LEADERSHIP Institute

by Jim Busch

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



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

"Talent is a pursued interest. Anything that you're willing to practice, you can do."

– Bob Ross

MOST PEOPLE THINK OF BOB ROSS AS THE GUY WITH the big frizzy hair that painted "happy little trees" on his long running PBS series. Though he completed thousands of paintings, his real masterpiece was inspiring millions of Americans to pick up a brush and become amateur artists.

Few people know that Ross was a career military man. He spent more than two decades in the U.S. Air Force, retiring as a drill sergeant. Completely self-taught, he took up painting while stationed in Alaska.


During his time in the service, Ross saw average high school students transformed into skilled technicians capable of operating and maintaining some of the most sophisticated equipment in the world. He came to believe that truly motivated people could master anything.

After leaving the military, Ross started a second career as a painting instructor. He found what kept most people from pursuing their interest in painting was not a lack of skill, but a lack of confidence. By breaking the painting process down into simple steps and encouraging his students to pick up a brush, he helped his students overcome their self-doubts. Once over this initial hurdle, his students quickly developed the skills they needed to produce an attractive painting.

This "nature vs. nurture" debate is part of every human activity. In our business, highly successful people are often described as "natural sales people" or as "born leaders."

Upon closer examination, these "naturally" talented people turn out to be the ones who trained and worked harder than their peers. They put in the time necessary to master the skills required to excel in their field. Like an athlete practicing the fundamentals of their sport over and over, successful people rehearse the skills of their profession until they become second nature.

Behavior that seems like "natural ability" to the casual observer is actually the end result of repeated practice and lots of hard work. Putting the emphasis on "natural" talent versus hard work can provide a convenient "out" for those unwilling to do the work to become successful. If one lacks the "natural" ability to paint, sell or do anything else, why should they even try?

People who believe that skills can be learned take full responsibility for their success or failure. Like Bob Ross, they believe that anything they're willing to practice and work at can be achieved. 



Don't **Jump** into the **PAUSE**

by John Foust

BRIAN HAS BEEN SELLING

advertising for his paper for many years. "One of the most important lessons I've learned was from my wife," he told me. "One evening, when she was telling me about her day at work, she said, 'Stop jumping into my pauses.' She said it with a smile and a pat on my arm, but she was right. Every time she paused, I finished her sentence.

"Like a lot of sales people," Brian explained, "I get revved up when I'm in a conversation. When there's a lull, I have a tendency to fill up the silence. She taught me the importance of allowing the other person to finish their thought on their own."

That lesson has helped Brian in his business relationships. His advertisers stay more engaged in conversations, and he learns more about what's really on their minds.

Here are some ways to deal with pauses:

1. Bite your tongue. When the other person pauses, the first thing to do is to resist the temptation to take over the conversation. Simply tell yourself, "This may not be easy, but stay quiet and give them a chance to collect their thoughts."

2. Watch your facial expression. Body language is more powerful than words. Even if you're silent, you'll communicate a negative message if you frown or show impatience. Keep a pleasant expression and maintain comfortable, low intensity eye contact.

3. Nod slowly. If you're listening carefully, it will be easy to nod your head. There's no need to stay in constant motion like a bobblehead doll. Simply show the other person that you're paying close attention. Think of it as patient eagerness. You're looking

forward to hearing what they're going to say next – and you're willing to give them the time they need.

It will be natural to add a subtle "Uh hum." This is a verbal nod, which means, "I'm with you. I'm paying attention. I care about your ideas."

4. Lean forward. The best leaders are known to instinctively lean forward in their chairs when listening. It's as if they want to cut the distance the other's person's words have to travel before reaching their ears.

Again, this will come naturally if you're in step with the other person. By leaning forward during a pause, you send another silent, non-interruptive signal that you are eager to hear what's next.

5. Repeat the speaker's last phrase as a question. If the other person seems to be genuinely stuck in finding the right words, you can help them verbalize their thought with a simple questioning technique.

Let's say the other person expresses doubt by saying, "I'm concerned about (pause)..." If you jump in and ask, "What exactly are you concerned about?" that may be too abrupt. But if you repeat, "You're concerned?" as a question, you can help them think it through.

So the next time someone pauses in a conversation, put your high-energy sales personality aside. It's better to ease into the pause than to jump into the pause. **INK**

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www.wisad.com
Janelle Anderson (ext. 108)

Associations IN the NEWS

THE PACIFIC NORTHWEST ASSOCIATION OF Want Ad Newspapers (PNAWAN) will hold a short meeting at the AFCP Conference in Las Vegas for current members and anyone interested in joining the association and Regional Ad exchange.

The meeting will be held on Saturday, April 27, 2019 at 9:30 a.m. in the breakfast room at the hotel.

IN KEEPING WITH THE CHANGES occurring at the Florida Media Association (FMA), formerly the Community Papers of Florida (CPF), the theme of its August 23-24, 2019 conference will be "Charting a New Course."

THE NORTH AMERICAN Mature Publishers Association (NAMPA) will celebrate the 25th anniversary of its founding at its 2019 National Convention in Memphis, Tennessee, October 13-16, 2019.

The convention, which will

be held at The Guest House at Graceland, will feature a 25th anniversary reception and dinner on Sunday evening and a gala awards banquet on Monday evening in addition to many educational sessions.

Founded in 1994, NAMPA

is the only non-profit international association for boomer/senior publications in North America. Its members publish 92 publications in 36 market areas in the U.S. and Canada. Visit: www.maturepublishers.com.

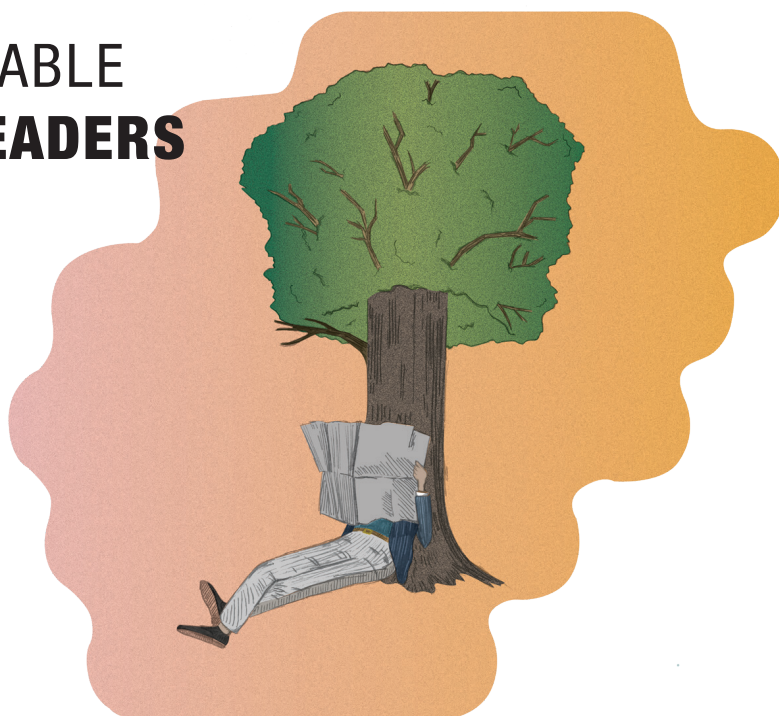
To submit your "Associations in the News" story, contact Barbara Holmes at FreePaperINK@aol.com.

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june

JUNE 7-8, 2019 : CHICAGO, IL
Independent Free Papers of America (IFPA). Digital Workshop. For information contact Douglas Fry at 931-922-4171 or email: douglas@ifpa.com.

july

JULY 11-12, 2019 : CLEAR LAKE, IA
Midwest Free Community Papers (MFCP). Publishers Summit, Clear Lake, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfc.org.

aug.

AUGUST 23-24, 2019 : ST. PETE BEACH, FL
Florida Media Association (FMA). Annual Conference, Sirata Beach Resort, St. Pete Beach, Fla. For information contact Barbara Holmes at 352-237-3409 or email: CPFDisplayAds@aol.com.

sept.

SEPTEMBER 27-28, 2019 PHILADELPHIA, PA
Independent Free Papers of America (IFPA). Sales Management Leadership Summit. For information contact Douglas Fry at 931-922-4171 or email: douglas@ifpa.com.

oct.

OCTOBER 8, 2019 : ALBERT LEA, IA
Midwest Free Community Papers (MFCP). Fall Training Conference, Albert Lea, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfc.org.

OCTOBER 9, 2019 : DES MOINES, IA
Midwest Free Community Papers (MFCP). Fall Training Conference, Des Moines, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfc.org.

OCTOBER 10, 2019 : DUBUQUE, IA
Midwest Free Community Papers (MFCP). Fall Training Conference, Dubuque, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfc.org.

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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JAN. 31 - FEB. 1, 2020 : CLEARWATER BEACH, FL
Independent Free Papers of America (IFPA). Publishers Summit. For information contact Douglas Fry at 931-922-4171 or douglas@ifpa.com.

MARCH 6-7, 2020 : ALTOONA, IA
Midwest Free Community Papers (MFCP). Spring Conference and Trade Show, Prairie Meadows, Altoona, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfc.org.

APRIL 23-24, 2020 : ORLANDO, FL
Association of Free Community Publications (AFCP). Annual Conference and Trade Show, Westgate Lakes Resort & Spa, Orlando, Florida. For information contact Loren Colburn at 877-203-2327 or email: loren@afcp.org.

JULY 7-10, 2020 : OKOBOJI, IA
Midwest Free Community Papers (MFCP). 65th Anniversary Celebration, Okoboji, Iowa. For information contact Kelly Coy at 507-388-6584 or email: director@mfc.org.

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To include your conference information on the AFCP website, email it to: loren@afcp.org

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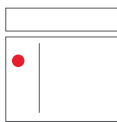
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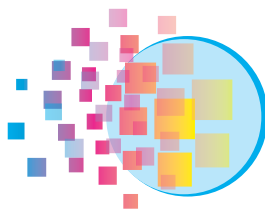
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