



tip

The Independent Publisher

Industry Awards Presented

pages 5, 6, & 9

Coaching The Sales Team

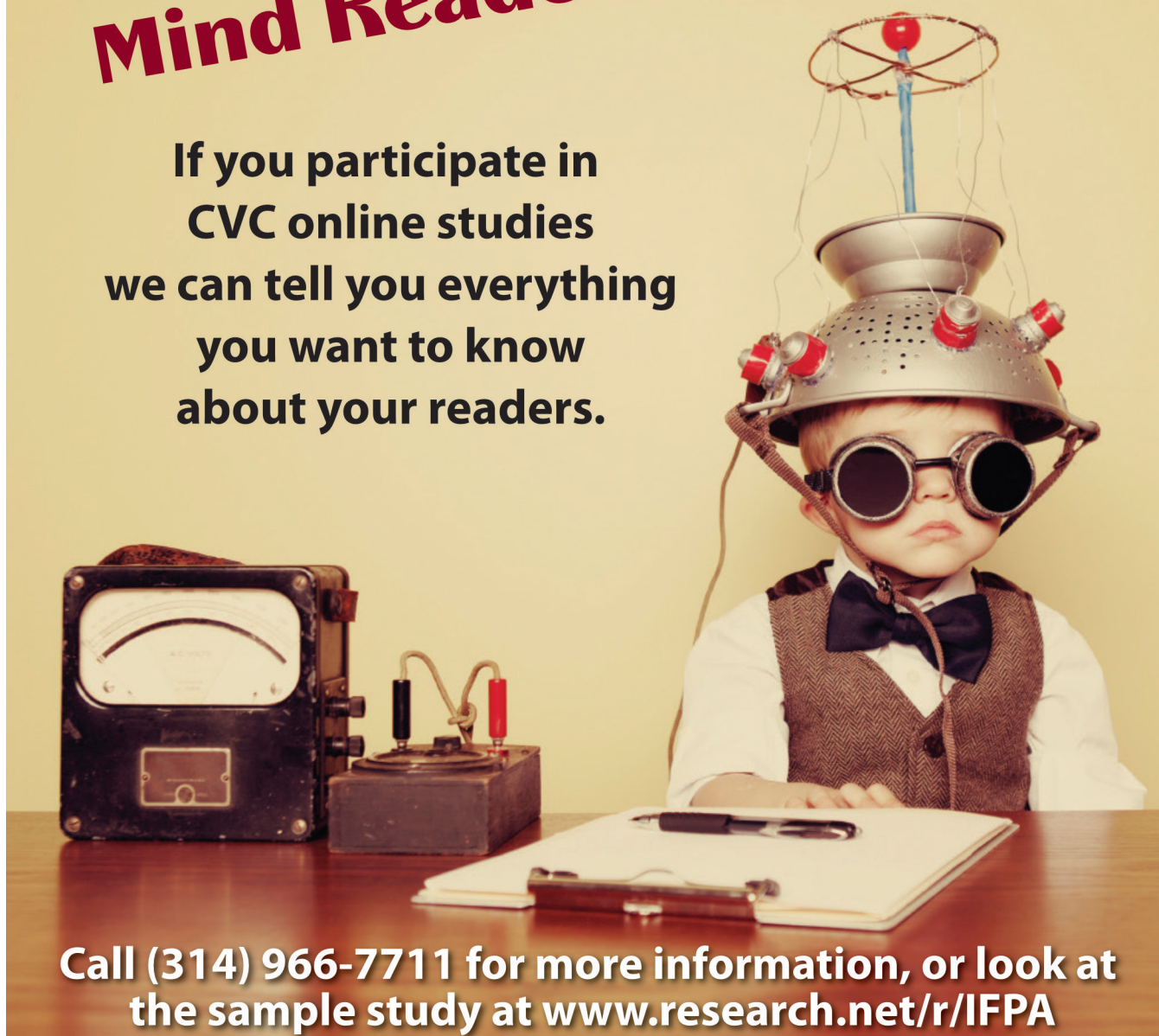
page 8

Oh Yeah? Prove It

Page 15

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INDEPENDENT FREE PAPERS OF AMERICA

"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

-- Victor R. Jose

IFPA Founding Conference
September 20, 1980

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What's It Going To Take To Get You Active In IFPA Today?

I remember the first car I ever bought. It was a 1977 VW Rabbit with a sun roof and no air conditioning. I had never dealt with hard selling car guys before. So, after we took a test drive I simply said "I'll have to think this over." The reason for saying that was not to get some leverage but that a purchase that large required some thinking and convincing on my part.

Dan Moran (that was the sales reps name) wouldn't let me get off the lot without a signature. He finally asked the question, "What's it going to take to get you to drive home in that Rabbit today?"

I had never heard that pitch before

and told him that I liked the car but wasn't sure I could afford it. By the end of the sales process, that day, I drove off in a new 1977 VW Rabbit.

What does that have to do with IFPA? The sales approach is the same. What is it going to take to get you more involved in IFPA today?

I know you are busy. Everyone is. It might be harder to sell today than it was a decade ago. But if you don't invest some time in your own future you're going to miss out on a lot of great programs. For example...

SHARE Groups: Have you participated in a Sales Managers, Pub-

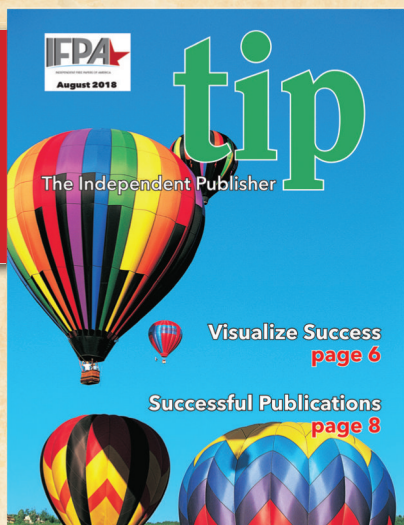
by
Douglas
Fry



lisher, or Specialty Publication SHARE meeting? They are free but are priceless. I get tons of great ideas, processes, techniques, and tips that make my job easier. If you're not attending and would like to just email me: douglas@ifpa.com and I'll put you on the list to receive notifications on dates and times for these great calls.

Events: Have you attended any of the recent events IFPA puts on? Publishers Summits, Sales & Management Retreats, and Digital Workshops all add to your skills and your bottom line.

Don't wait another day. Give me a call and let me know how we can serve you better.



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AFCP names Harrison Publisher of the Year

Steve Harrison was named Publisher of the Year by the association of Free Community Publications (AFCP) at the recent annual conference in Las Vegas.

Harrison is the owner and publisher of the Genesee Valley Penny Saver serving the greater Rochester, New York, area.

In making the presentation, last year's recipient, Glen Fetzner, said, "As the 2018 Publisher of the Year, it is my honor and privilege to introduce the 2019 Publisher of the Year.

"This person has been an active participant in the free community paper industry his entire life. His parents started their company in 1948; and thanks to two generations of hard work and community involvement, they were able to celebrate the company's 70th anniversary last year.

"This individual's passion and commitment to the industry has involved him with numerous associations, including FCPNY where he has served on the Board of Directors for more than 20 years. He has filled the roles of vice president, president, and CPAN chair as well as championing countless projects and initiatives over the years.

"This person has also served on the AFCP Board of Directors, as the FCPNY representative. During his AFCP service he went through the chairs for the Annual Conference, serving as Conference Chair in 2004.

"Under his leadership, their company has grown from a small local publication to a regional group of high-quality weekly publications distributed to over 147,000 homes



Steve Harrison and his sister, Kim Dougherty, address the crowd after receiving the Publisher of the Year Award. Dougherty is the Vice President of Genesee Valley Penny Saver.

throughout Central New York. Their production facility has been expanded on five different occasions, growing the facility from 14,000 square feet to its current 27,000 square feet in order to handle their own growth as well as the additional printing they do for a number of other area publications.

"This publisher's commitment to participating in conferences and civic initiatives and to producing the highest quality publication for their extensive base of regular advertisers has won him the admiration of community members, fellow publishers and industry profession-

als. The true testimonial to this incredible standard of publishing quality is their recognition as an AFCP Best of the Best General Excellence Award winning publication every year since 2011!

"The Genesee Valley Penny Saver celebrated its 70th Anniversary in 2018 and a major component to that history of success, growth and employee commitment is the direct result of the leadership provided by their publisher.

"Please join me in a celebration of the 2019 Publisher of the Year – Steve Harrison."

Sornson receives McMullin DSA

Lou Ann Sornson of Metro Creative Graphics was named the recipient of the annual Association of Free Community Publications (AFCP) Craig S. McMullin Distinguished Service Award at the recent annual conference in Las Vegas.

In making the presentation, last year's winner, Trevor Slette, said, "As the recipient of last year's Craig McMullin Distinguished Service Award, I have the privilege of presenting this year's award.

"This individual has established themselves in the industry as a trusted friend to so many, an expert industry resource to community publications from coast to coast and an intricate component of the growth of the quality of the publications representing our industry.

"AFCP has been able to rely on this person's spirit of volunteerism for over 10 years as an active participant in the 'Best of the Best' Awards judging. The contributions they have made in recognizing the graphic qualities that demonstrate the 'Best of the Best' are truly outstanding.

"Her participation has grown beyond the judging process by coordinating and encouraging involvement in the Andrew E. Shapiro Cancer Awareness Promotion - "Free Papers Fighting Cancer" - that recognizes the graphic and civic excellence of our member publications' involvement in cancer awareness programs of all types.

"Since joining Metro Creative Graphics in 1991, she has developed relationships with both large



and small publications across the country and has always worked toward the best interests of the publications. Her friendship to those publishers has been enjoyed throughout her 28 years, and she has been a constant source of support during both the good times as well as the bad.

"Please join me in congratulating the 2019 Craig McMullin Distinguished Service Award Winner, Lou Ann Sornson."



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Gary's Gallery

Sometimes the shots taken at a recent event, like the Digital Workshop, are just too much fun to pass up. Can you name every person in these photos? And yes, that is an amazing slice or two of Chicago Deep Dish Pizza.



Tips For Coaching The Sales Team

By Bob Berting, Berting Communications

Because of their value to the publication, it's very important to focus on the performance of the sales team. While many sales managers will lament about the sales force and their inability to build advertising sales, the critical problem is that the salespeople are simply not motivated. In my experience as a large suburban newspaper sales manager, then executive, and current newspaper marketing consultant, I find the following points to be valid in coaching the sales team:

ENTHUSIASM BREEDS EXCITEMENT

We always like to be around someone who truly enjoys what they do. Our prospects and customers enjoy working with salespeople when they are enthusiastic. Enthusiasm is a sign of belief that people can sense. The axiom "To be enthusiastic, you must act enthusiastic" can be applied for good results. The enthusiasm of the sales manager is important. If the manager is low-key, aloof and too reserved, this could affect the enthusiasm of the sales team.

SELF ESTEEM CREATES GREATER SELF WORTH

This is probably one of the great assets of a successful publication sales team. They believe in themselves, and they don't worry excessively about what people think of them, but how they feel about themselves. The sales manager has to always keep the self esteem of the sales team at the highest level by respecting their feelings and individual goals.

THE SUBCONSCIOUS MIND HELPS TO ACHIEVE EXCELLENT ATTITUDES

Salespeople can program themselves to set goals and beliefs. The sales manager has to instill a good team attitude by his or her attitude every day. If the sales manager is perceived as someone who is constantly pre-occupied with worry and negative beliefs, this will have a negative effect on the attitudes of the salespeople.

INVESTING IN THE SALES TEAM

Positive thoughts need to be projected every day and this can be done by the development of a reference library of self help books, DVDs, and podcasts. Listening to podcasts while driving to and from work, as well as between sales calls is an excellent way to develop "spaced repetition", by repeat listening of the same podcasts in spaced intervals.

HAVING MORE FUN

One of the greatest forms of motivation is to lighten up and work at making things fun. The use of humor in advertising campaigns is powerful. The sales team needs to brainstorm in sales meetings how they can effectively create more humor in their customers advertising. The sales manager needs to have a sense of humor to direct this activity.

AVOIDING COMFORT ZONES

Although it's very easy for a very experienced salesperson to get into a comfortable rut, newer salespeople can have the same problem, although sometimes to a lesser degree. The sales manager has to



ensure that their salespeople are learning something new on an ongoing basis.

See Bob's website at www.bobberting.com where you can opt-in to receive his Advanced Advertising Sales Monthly Memo, learn about his consulting service and see how he can become a columnist for your publication. You can also purchase his three e-book bundle for the newspaper industry, and learn more about all his training services including his tele-seminar and webinar programs. Bob is a professional speaker, sales trainer, and publisher consultant and has conducted over 1500 seminars for newspaper advertising salespeople, management, customers, and print media associations. Contact Bob at bob@bobberting.com or 317-849-5408.



Powers wins Van Drie Volunteer Award

Barb Powers was named the recipient of the annual Association of Free Community Publications (AFCP) Gladys Van Drie Volunteer Award at the recent conference in Las Vegas.

Powers is the owner and publisher of Exchange Publishing in the Spokane, Washington, area.

In making the presentation, last year's recipient, Karen Sawicz, said, "This organization has been able to accomplish some

amazing things over the years. The key ingredient to almost every one of those accomplishments has been the volunteers who have given freely of their time, their talents and their energy to the betterment of others. The Association of Free Community Publications is pleased to announce the fifth recipient of the Gladys Van Drie Volunteer Award.

"We are fortunate to have Gladys here again for today's presentation, and would like to invite her to come up to assist in the presentation of this year's award.

"Without volunteers our association, as well as all the associations that our industry has been built around, would be in a much differ-



Barb Powers stands with Gladys Van Drie and Loren Colburn after being named the recipient of the 2019 Van Drie Volunteer Award.

ent place – one that would not be able to provide for its members as we do today. The Gladys Van Drie Award looks to recognize the contributions of a volunteer who has given significantly to the betterment of each of our businesses over the years, always without thought to personal gain.

"This year's recipient has embodied that description repeatedly over the years and has contributed greatly to the long-term success and accomplishments of community papers across the country.

"They started their journey into the community paper industry in 2000 after spending a few years in real estate. By 2002, they had accepted a position representing their regional association on the AFCP board and as an active participant in several of AFCP's initiatives.

"Her commitment to fellow publishers through her involvement in PNAWAN, PaperChain and AFCP stands as a testimonial to the type of volunteers that keep this industry moving forward.

"This year's award winner has established themselves as a trusted, respected and ever-present volunteer for the entire free publication industry and has repeatedly demonstrated the devotion and efforts worthy of the Gladys Van Drie Volunteer Award.

"Please join me in congratulating this year's recipient, Barb Powers!"



5 Tech Tools to Grow Your Publishing Business

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business beyond print.



SiteSwan Website Builder

What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website... you can change that and make money all at the same time.

How much does it cost: Plans start at \$149/mo
www.siteswan.com

Ideal Directories

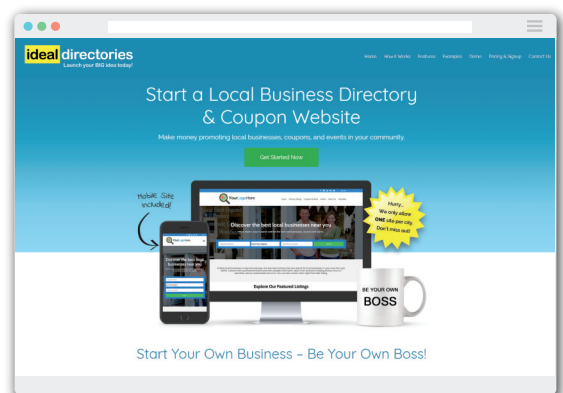
What is it?

Turn-key business directory and coupon website that can be branded for your publication and market. Can easily be "bolted-on" to your existing website or run independently.

How can it help you grow?

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

How much does it cost: Plans start at \$99/mo
www.idealdirectories.com





PageFlip Pro

What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully responsive interactive Page-Flip Digital Editions.

How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is always up-to-date with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers... plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

How much does it cost: Pricing starts at just \$1 per page (based on volume)
www.pageflippro.com

Exchange Classified Ads Platform

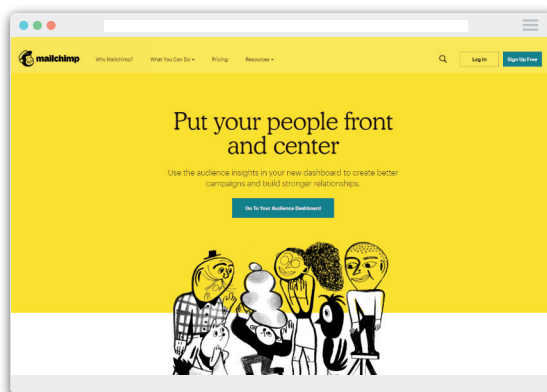
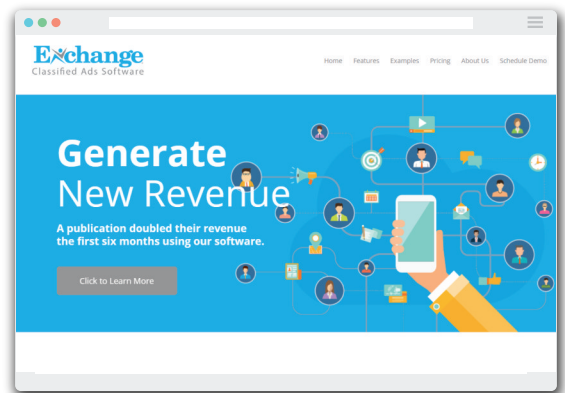
What is it?

An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated up-sell opportunities to add a photo to an ad significantly boost average ad cost. Your staff all have separate logins to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

How much does it cost: Contact vendor to request pricing
www.classifiedads.software



Mailchimp

What is it?

An easy-to-use email marketing system that lets you send out thousands of emails at once.

How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

How much does it cost: Paid Plans starting at \$10/mo (based on subscriber list size)
www.mailchimp.com

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PHILADELPHIA, PA
SEPTEMBER 27 & 28, 2019

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data with proven
sales tactics!

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**TIM
BINGAMAN**

**&
RYAN
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Worried about your "pipeline" of new businesses?
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Come meet the **SUPER DENARO BROS!**

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& PICK US UP AT 10:00PM



LIMITED AVAILABILITY
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Register Today • www.ifpa.com

Graphic Hooks

Not all ads are about selling, sometimes they promote a quasiquintennial... a big word for a 125 anniversary. As you can see, Hartford celebrated 125 years and the advertising took on the form of information and promotion. This was a special "Progress" edition and I have three ads from September of 2008. I have only changed the size... all ran as 3x8 and I have reduced them by 50%. Phone numbers and addresses have changed in the last eleven years, although Hartford is still there. It was a chance to develop a different approach to these promotions.

HARTFORD CHAMBER AD

The Hartford Chamber ad was pretty easy. They supplied a few photos to use in the ad and I chose the one that I could use as the entire background. I wanted to highlight the city hall building and placing the history of the Chamber over the flowers made for easy continuity and reading. The other photos required use of the total photo and I did not want to just fill the space with a photo, but to support the text with more of an impact.

I used House Industries *Ed Brush* (headline) with *Myriad Pro* (text)... which even eleven years ago was a favorite pairing of mine!

JOIN THE JAYCEES AD

In this ad I took a more casual approach (compare to the more professional approach taken in the City of Hartford ad).

After determining what the Jaycees were trying to promote, it required a lighter, casual and friendlier handling of the text. I paired *Fontescue Sans* (the bold, "fun" typeface) with *Legacy Sans* (traditional).

Using a polygon that mimics a sun-shape (repeated in screened versions in the background) and numbered the reasons to join, the ad has a different "vibe" than the very business-like approach in the City of Hartford ad.

Join the Jaycees today!

Four reasons to be a Jaycee

- 1 Friendship**
Call it networking, camaraderie or just plain having fun with new friends. You'll associate with dynamic young people with similar interests and objectives on a local, state, or national and international level.
- 2 Community service**
You can contribute by identifying community needs, then plan and work on projects to help fulfill those needs.
- 3 Self-Improvement**
Develop your leadership, decision-making and public speaking skills.
- 4 It's just plain fun!**
Socials, picnics, parties, dinners, dances, volleyball, softball and bowling. Make new friends!

Hartford Jaycee Projects

- 4th of July Parade and Festival
- Haunted House
- Casino Night
- Easter Egg Hunt
- Relay for Life
- Monetary Donations made to Hartford & Slinger Municipal and Service Organizations

The Hartford Jaycees meet on the 3rd Thursday of every month at 7:00pm in the Community Room at the Hartford Savings Bank.

Membership is open to all persons between the ages of 18 and 41 who are seeking to improve themselves and the community.

For more information, you can call Juli at 920-625-3999

Hartford Jaycees • PO Box 270195 • Hartford • WI 53027



The Hartford Chamber of Commerce celebrates 125 years of progress

SERVING HARTFORD BY PROVIDING LEADERSHIP TO BUSINESS, INDUSTRY, CITY AND COMMUNITY SINCE 1904.

THE EARLY YEARS: The Hartford Retail Dealers Association was formed in April of 1904 to address the growing needs of the city; President, P. Westenberger; Secretary, Atty J.C. Russell and Treasurer John Endres. The Board of Directors were C. J. Heppie, W. N. Weller and O. P. Kissel

BY 1913 progress necessitated re-formation of the group to the Merchants and Manufacturers Association: President E.C. Schauer; Vice-President Alfred Lohr; Secretary Arthur Lau; Treasurer A. A. Hauser with a Board of Directors comprised of Andrew Esser, Ed Christenson and A. J. Winterhalter

1922 Hartford Area Chamber of Commerce formed to organize and promote civic, commercial and social interests.

TODAY, The Hartford Chamber of Commerce and Visitor Center continues the leadership of the past while providing information and resources to business, industry, citizens, members, tourists and visitors—to spend a day or enjoy a lifetime.

FOOTNOTE: As many will remember, The Hartford Chamber Building was formerly occupied by Schwartz Bros. Food, a grocery and butcher shop established in 1947 by brothers Robert (Booby) and Harold (Smoky) Schwartz and was in operation until 1990.

**225 North Main Street
Downtown Hartford 262-673-7002
www.hartfordchamber.org**

CITY OF HARTFORD AD

The third, and final ad for this discussion, is a lot more traditional, but still needed an identity of its own. Stars and stripes are suggestive of our flag without taking it too literally. The stars repeat in the header and in the "All-American City" finalist.

I paired *American Typewriter* with *Amplitude Condensed* for the text since there was a lot of information in the ad.

I also chose to use squares for my "bullet" items and this ad can also hold its own on a page.

FINAL THOUGHTS

Each ad uses contrast, repetition, alignment, proximity, plus color, size, value, emphasis and unity—but all handled in a different way.

Every ad's function is to convey information, but they don't have to look alike. These ads could be altered to fit a customer's specific business or service, as well.

Just take time to read the info provided before you start!

Until next time...

Ellen Hanrahan
hanrahan.ln@att.net ©2019

The City of Hartford serves our Community with

- Industrial and commercial building sites
- Low-interest loans and assistance for business and industry
- Affordable housing initiatives – a HOME Consortium member community
- Home rehabilitation assistance and financing
- Quality parks and conservation services
- Hartford Recreation Center
- Signicast Family Aquatics Center
- Veterans' Memorial Pool
- Full service library and children's library
- State-of-the-art water pollution control facility
- Competitive water and sewer services
- A public power community – owner of Hartford Electric since 1897
- Professional police, fire and rescue departments
- Hartford Municipal Airport
- Hartford Taxi Service

An All-American City finalist—1995

HARTFORD 125 CITY HALL

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ready to retire and is
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Dear Kevin (Kamen & Co. Group Services),

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

- Walter H. Sanchez - Queens Ledger News Group, NY, 10/4/18

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I once encountered a car dealer who took advertising puffery to new levels. They publicized themselves as being number one in every conceivable category. Their general advertising theme was, "We're number one." Their new car slogan was, "We're number one in new cars." Their used car slogan was, "We're number one in used cars." Their service department's slogan was, "We're number one in service." And of course, their logo featured their name inside a number one.

That approach must have simplified their advertising strategy meetings: "Let's just tell everybody we're number one in everything."

I'm no legal expert, but I suspect that they could not have been prevented from using that exaggeration, because saying "we're number one" is like saying "we're the best." It's just too common to be taken as a serious deception.

The more important issue is in the fact that the ads had no credibility. There was no proof to back up the claims. Consumers were never presented with any reasons to believe what the dealership was saying.

I thought of that old ad campaign recently, when I saw a series of ads for another car dealership. Like the old dealership, they were marketing themselves as a preferred place to buy a car. But unlike those old ads, these claims were on solid ground, because they were supported by evidence. The ads showed long-time customers holding up fingers to represent the number of cars they had purchased from the dealership. It was an attention grabber – a simple and effective way to sell the dealership's longevity and reputation.

Unsubstantiated claims are lazy. It takes practically no effort to write a

headline like, "We're number one" or "Best deals in town." On the other hand, it takes some creativity to come up with the right kind of supportive evidence.

The work is worth the effort. While consumers ignore exaggerations and unsupported claims, they respond to relevant promises and offers that are backed up by evidence.

When you're writing an ad or making a sales presentation, it might help to imagine someone sitting on the other side of the desk with arms crossed, saying, "Oh yeah? Prove it."

There are many forms of proof – statistics, photographs, and testimonials, for example. Here's how evidence can help:

"Our new widget is the best on the market" has no muscle. It's better to say, "According to XYZ research, our widget has a 95 percent durability rating."

"Oh yeah? Prove it."

"Our paper is better than any other advertising option" is an empty statement. It's better to write, "Let me tell you about the great results that Retailer X gained from advertising in our paper. Their sales increased by 27 percent during the first month."

"Our customers love us" is weak. It's more effective to say, "Here's what our customers say about us."

Just because we believe something doesn't make it believable to others. There is power in proof. Make that imaginary skeptic on the other side of the desk smile and you're on the right track.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com



IFPA Board Meeting Minutes

Board of Directors Meeting, Wyndham O'Hare Hotel. June 7, 2019

Members in attendance: Rick Wamre, Deborah Phillips, Joyce Frericks, Jane Quairol, Joe Nicastro, Eric McRoy, Shane Goodman, Doug Fabian, Manuel Karam, guest LJ Radon, and Executive Director, Douglas Fry.

Rick Wamre called the meeting to order at 1:00 pm local time.

Treasurer's Report- Deborah Phillips: \$159,000 in Money Market account. Total Assets: \$1,130,066.54. No significant losses for May. \$24,419.33 total revenue for May. Motion to accept treasurer's report: Doug Fabian, seconded by Joe Nicastro. All in favor.

Operational Overview- Douglas Fry: Improvements made: Switching accounting firms. Too costly for preparations. -Using Quickbooks saves a lot of time, -Once a month Executive Board call, -Communication with board improved via texts and emails.

CADNET report- Douglas Fry: Most pleased with 2x2 ads. Currently, CADNET would be able to run more than two 2x2 ads each week. Doug Fabian suggested asking publishers in a survey how they felt about running more 2x2 fill ads vs. classifieds. Joe made a motion to increase from two display ads to one to four after a survey of the membership is done, via email and a link to survey. Shane seconded the motion. All in favor.

AdSense- Eric McRoy: Have 38 websites serving code. But only three websites are doing well. Tried

to contain Google ads to one box. He would like to let this run and get the \$100 month. He suggested making display ads out of classified ads and he can put this on the website. It was suggested that he experiment using his site and see what publishers like. Take a single box and rotate the ads. This will take the place of Google ads giving us control over the content that we do not have with Google AdSense. Eric and Douglas will get together and will report back if successful.

Digital Workshop Update- Douglas Fry: 28 people signed up. Will begin at 9:00am and will run till 4:00pm in Maple room.

Membership Renewals- Douglas Fry: Have received numerous membership renewals. Complimented Board on a great job with calls. Some members would like to pay dues on a monthly basis. Douglas will be checking on the feasibility of that. Joe added that we need our members to be involved. Could we hire a PR person/firm to get materials and the word out for more members? The current board has a lot of knowledge and talent but no time to recruit. It was suggested the possibility of paying a person/firm to listen in on conference calls to ask questions to be able to come up with a request for a proposal.

Manuel will lead a committee with Joe and Doug Fabian to come up with a one page proposal. Lively discussion followed over ways to get our membership more involved. Rick suggested we continue the discussions during each of our conference calls.

Philadelphia Event- Doug Fabian: Plan is set to have Ryan and Tim as

speakers but in a way that has never been done before. Eric will open. Key is to use the audit and tailor it to each publication. Each participant will leave with a booklet with their numbers to take back as a professional sales tool. We will record the sessions and have them available. The exact mechanism for that is still in the works. Shane suggested a marketing blitz to everyone eligible with audits. Manuel thought a satisfaction guarantee marketing blitz (20 seat max) would be a great idea. Joyce suggested postcards. Rick thought a promo video with Ryan with be helpful. Douglas will freshen up the list with Tim.

SHARE Groups: Sales Managers: Doug Fabian. Everything going strong. Publishers: Joe Nicastro. All is well. Douglas asked if the time can be moved? Joe said we could try for 11:00am EST/10:00am CST, 3rd Tuesday of the month. Specialty Publications: Rick Wamre reported the call is 3rd Wednesday of the month 3:00pm CST

IFPA Sales Training- Rick Wamre: Sales of the most recent training programs are behind probably because Ryan Dohrn is over exposed. Doug Fabian suggested we send out one of the training videos from last year as a teaser. Rick will check with Ryan. Eric questioned if share groups are recorded. Douglas said some are but we want to encourage live attendance. Rick suggested record them now and figure out what to do with them later.

Communications Committee: Manuel Karam: Finished analyzing email campaign data. The numbers show about an equal response from formatted vs. plain text emails. The best response was via Communic8.

Annual Editorial and Advertising Awards: Jane Quaroli

Sent out spreadsheets. Some categories are not entered as frequently

as others. Cost is not thought to be an issue as the fees are \$5 per ad. Next step would be to see what categories to add and which ones to possibly update. Any changes would take place next year. All done digitally and can submit all year long. The entry period is 7/1/18 through 6/30/2019. Winners will be shown at the September event in Philadelphia.

Website: Joyce Frericks and Douglas Fry: Everyone loves the new website! They are currently looking to add two or three pages, one for each event. Douglas will explore ways to pay dues online.

Old Business: Deborah Phillips: IFPA Nominating Committee Report.

New Business: Rick Wamre: IFPA/AFCP Membership Survey. A meeting was held with members of AFCP to come up with different ways to serve the members most effectively. Currently 63% of IFPA members are also members of AFCP. Joyce made a motion to send out the survey as is, pending approval from AFCP. Deborah Phillips seconded it. All in favor.

Other Business, TIP, Douglas Fry: Debate was voiced regarding how to continue funding the magazine. Whether to go on newsprint, less frequent, combine with other trade publications, etc. Shane suggested using the funds to hire real reporters for articles. IFPA currently sends out 300 copies of TIP.

2020 Publishers Summit: Douglas Fry: Concerns regarding the date in January were raised. Currently the Summit is scheduled during Super Bowl weekend. Douglas will contact the Edge hotel regarding Feb 7th and 8th and will let the board know.

Doug Fabian expressed interest in having a face to face SHARE Group meeting possibly in April.

What's Ahead?

Sales Management

September 27
& 28, 2019

Philadelphia,
PA

The last Leadership Summit was a huge success. We will build on that success to include Sales Management professionals.

Publishers Summit

February 7 - 8,
2020

Clearwater
Beach, FL

Popular interactive event for Publishers sharing keys to success.

Shane Goodman suggested we have a meeting in a city where they can visit other publications.

Deborah Phillips made a motion to adjourn at 4:03 pm. Doug Fabian seconded it. All in favor.

IFPA BOARD CONFERENCE CALL, 20 JUNE 2019

President Rick Wamre called the meeting to order at 9:02am (EST)

Members in Attendance: Rick Wamre, Eric McRoy, Shane Goodman, Joyce Frericks, Doug Fabian, Deborah Phillips, Joe Nicastro, Manuel Karam, Jane Quairoli and Executive Director: Douglas Fry

Treasurer's Report: Deborah Phillips

CADNET up. Investments down due to stock market roller coaster these days. Budgeted Revenue

down. Expenses lower than expected. Overall budget net income. Eric questioned who manages the organizations investments and what are we invested in? Douglas sent out information at the Chicago Board Meeting and will send out Unity Trust information. Motion to accept treasurer's report: Joyce. Seconded by Eric. All in favor

Digital Workshop: Douglas Fry: He will be sending out a survey to all participants but was happy to report that he has received all positive remarks. Only "negative" is people wanted another half or full day with Will. An additional positive note is that the event did not cost the association anything. Eric commented that Will's presentation was very good.

Membership Renewal: Douglas Fry: Received a couple more payments. The work the board has done has helped. Still working with service provider on a method to pay

IFPA Board Meeting Minutes concludes

dues monthly. Joe reported he had spoken to a non renewing member. He would like to see more webinars and online training to eliminate or reduce travel. Rick asked Douglas for an updated list of those who have not renewed.

2019 Wonder Twins Event Philadelphia: Doug Fabian, Manuel Karam: Everything is on track for the event. A meeting is scheduled next week with Ryan Dohrn. Communications Committee is working on something totally different, bright and witty. Currently have more than half of goal attendees. Douglas has arranged transportation for Friday night to take attendees into Center City. Will be sending out information in the next couple weeks to hopefully fill the thirty remaining seats.

Douglas: Regarding the idea to video record some of the sessions for future use. We have received a request for bid from a company in Philadelphia. Doug asked for thoughts as to what to do with the video. He is reluctant to supply the videos when others have paid for the sessions. Joyce suggested providing the video to attendees and charge for non attendees. Jane questioned whether we can use snippets of the video to send out as promotional material. Manuel would like to have it available to take back to his team for a small fee. Joe didn't think a lot would sell since if they were interested they would have come to the session to get firsthand knowledge. The concern is if videos are provided people will be less likely to attend future sessions. Doug made a motion to invest a maximum of \$3,000 outside of the conference budget for

the making of the video. Deborah seconded it. All in favor.

2020 Publishers Summit: Douglas Fry: The Edge Hotel can do the first full weekend in February for \$169/night and \$29 resort fee (which includes WIFI, Parking and breakfast). He said the organization could absorb that fee as we would have spent that on breakfast anyway. Douglas is ready to sign the contract. All agreed.

SHARE Groups: Sales Managers: Doug Fabian. Going well. Have new people each month. 12-14 this month. Publishers: Joe Nicastro. Moved the call to 11am and had a good crowd. Will keep it at 11am. Specialty Publications: Rick Wamre. Eric gave a presentation on his wedding event. Crowd was thin but the information was good. Douglas recorded it. Have to figure out how to get more members involved.

IFPA Sales Training: Rick Wamre: Rick and Douglas talked to Ryan about putting together a YouTube video. Will follow up with Ryan.

Communications Committee: Manuel Karam: Short term project: Team working on cool ideas for Philly. Concentrating on making it cool, fun and edgy to get more attendees. Long term project: Working on RFP project for a marketing plan to get more members.

Annual Editorial and Advertising Awards: Jane Quairol: Douglas and Jane agreed that Most improved Publication, three different categories would be good to add. Spec Ad, Best of Show and Do More with Less space. Board would have to de-

cide which categories they want to eliminate. Douglas said we should wait until after this year and then make a decision which categories to add or delete.


Online Ads: Eric McRoy: Problem with Google Ads and serving those ads and not having control over what was advertised. He has found a simple solution. Click on CAD-NET add to test. Douglas is testing the ad plug. It is a better way to make revenue from ads sold to benefit IFPA. Eric will send out a link so board members can see how it works.

Website: Joyce Frericks: Running well. No major changes in the last month. Digital and Fall conference info has been updated. Board commented that it looks good and works well.

Old Business. IFPA Membership Survey: Rick Wamre: Tim recommends holding off sending survey until July 10th as he has seen slow response over the 4th. Prior discussion was to have IFPA and APCP to send out the survey to their member lists. Douglas is sending Tim a membership list and AFPCP is sending him a membership list and Tim is going to look into the dual membership and see how to proceed. Once there is an actual plan Rick will run it back by the board for approval.

New Business: None

Deborah made a motion to adjourn at 9:34 am. Seconded by Doug. All in favor.



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