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OCTOBER 2019

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# FINDING SALES PROFESSIONALS



RECRUITING TIPS

PEOPLE IN THE NEWS

A PUBLICATION OF THE ASSOCIATION OF FREE COMMUNITY PUBLICATIONS



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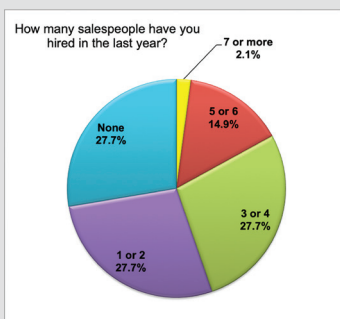
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### COMING next month

The November INK will take a look at what is going on in the world of training in the Free Community Publication Industry. Whether the area of focus is sales, management, editorial or graphics, professional growth is a critical means of business improvement.

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

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

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

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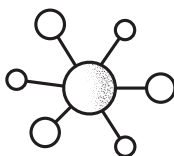
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**LOREN COLBURN**  
**EXECUTIVE DIRECTOR**

**YES IT IS TRUE THAT NOT MANY** parents are apt to say, "I want my child to grow up to be a salesperson." But why? Where did the sales profession earn this negative perception? According to the Bureau of Labor Statistics, there are 14,522,580 people employed in sales related jobs. How could a disrespected profession attract this many people?

Somewhere along the way, sales positions got equated to trying to convince people to buy something they don't want to buy. The image that sales people are only interested in their sales commission and not how their product can benefit the buyer somehow permeated an entire profession. Not to say that is not the case with some people, as I am sure we have all experienced that pushy sales closer, but it certainly is a small percentage of the over 14 million people making their living by selling.

In preparing for this issue of INK, I had the opportunity to talk to a significant number of publishers about the struggle they go through to find and hire qualified sales people. The problem is not unique to any one publication or to any one geographic market. So let's take a look at what some of the potential

# The Perception of Sales Professionals

roots to the image and recruiting problem might be for our industry.

This is where some of our publishers may not like what I have to say. This industry has traditionally been very much straight commission sales based with regards to compensation plans. I understand the relationship commission plays as an incentive to sell more and I get the concept that the company only pays for successful performance. But I also appreciate that irregular income fluctuations can make budgeting in today's world a nightmare, bank loans much more difficult to qualify for and parents much more skeptical about the status of the new job prospect.

The need for some type of balanced compensation level may be the key to attracting sales reps who are willing to try their hand at ad sales, especially for the first year or two. Each candidate has different needs and a one method plan may be just too restrictive. And as you design each plan, keep in mind that if people are selling for a commission check, they will fit the stereotype rather than be selling because they believe that your products can produce positive results.

As long as we are on unpopular sales compensation subjects, we should also mention the infamous "chargeback programs" and "commissions on payments rather than on sales" plans that are popular in our industry. The salesperson gets permission from accounting to sell an advertiser on credit and proceeds to sell an ad. Then 90 days goes by and we want to take back the commission or refuse to pay commission as the sale is not complete. Why wouldn't the commission be deducted from the accounting person's paycheck? They made the bad

judgment call. Or when the graphics department puts the wrong phone number in the ad and a credit has to be issued, we don't deduct the sale from the graphics person's compensation. When it comes to sales compensation, we historically are one tough industry.

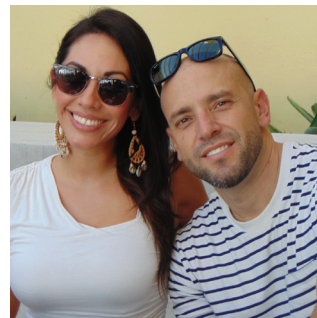
So what is my point? I believe we each need to do a thorough review of those sales compensation plans to make sure they are fair, reasonable and rewarding for the type of professional sales effort we expect from our sales reps. Put all the aspects of your sales compensation plan through the "How would I feel if one of my kids came home and said, 'Do you think I should take this job?'" filter. If there is a part or parts of the plan that you would be skeptical about recommending for your kids, look for a way to improve the plan going forward.

It is tough to compete with medical sales positions that carry a national average base salary of \$95,296 and an average total income of \$156,785. Obviously, the medical industry works on different margins than publishers, but the reality is we need to have compensation plans that compete for sales professionals that will be driven by understanding the customer's needs and helping them build their business through effective advertising rather than a "do anything to earn commission" motive.

That doesn't mean some of them won't chase one of the golden sales opportunities along the way, but your advertisers and your publications will benefit from the solid performance of a professional sales rep in the interim. They must really believe that the best thing for their customers is, "If it's FREE, buy it!" **INK**



# FMA's Annual Conference in St. Pete Beach







# Kantar SRDS:

## Connecting media buyers & sellers

**FACE IT. YOU'RE NOT AVAILABLE TO ANSWER** the phone 24/7/365, so there's a good chance you've missed calls from media buyers wanting to place advertising in your area. With agencies and their clients needing developed media plans quickly, there is little time for shopping around or meeting with sales reps.

This is where AFCP associate member Kantar SRDS can help. This affordable, all-in-one resource connects media buyers and media sellers in such a way that they can increase their efficiency and ultimately plan smarter campaigns.

Media has evolved so much in recent years that it can be difficult to find data that is standardized, current, and organized according to the customer's desired market. The SRDS media-planning platform helps agencies and brands quickly build integrated ad campaigns that compare both digital and traditional media across multiple audiences.

The extensive, media-specific SRDS databases cover rates for newspaper, business, consumer and geographic audiences, allowing media buyers to make informed buying decisions to reach a specific market. Buyers can not only evaluate different advertising options side-by-side, but also reach out to media reps directly from within SRDS.com. The SRDS profiles include data from the industry's leading research companies for online advertising, consumer demographics, audience data and more.

As a newspaper, i.e. a media seller, your goal is to make sure that your paper's data is available to media buyers when they want it – which could very well be when your office is closed. There are thousands of brands in today's complex media landscape, and SRDS.com allows media buyers to navigate that landscape in order to identify and evaluate their best options.

You can maintain a constant presence in their market by keeping your basic profile cur-



Michael Forgash is ready to answer your questions.

rent, but basic information may no longer be enough. You may also want to consider adding a paid visibility enhancement program that will give your newspaper higher ranking in the media buyer's search results by providing more compelling data to decision makers. Visibility packages can showcase your newspaper's unique marketing options, add promotional copy to your profile, and even show up in your competitor's listings.

Wouldn't you like to have an advantage over your competitors?

For additional information, contact Michael Forgash at [Michael.Forgash@srds.com](mailto:Michael.Forgash@srds.com), or call 917-421-9071. **INK**





# Getting to know the Freeborn County Shopper

**AFCP MEMBER THE FREEBORN COUNTY SHOPPER** in Albert Lea, Minnesota, began publishing in 1974 as the Showcase Shopper. Since its inception, it has not only served the community of Albert Lea, its city of origin, but also a large portion of Southern Minnesota and Northern Iowa.

The Freeborn County Shopper is much more than just a shopper publication, and its involvement in the Albert Lea community is evident to residents and businesses alike. In 2018, it was voted the Albert Lea-Freeborn County Chamber's Small Business of the Year. Currently, more than 2,400 people follow its very active Facebook page, filled with timely posts of things to do and places to dine; both promotion of, and special deals from, its advertisers; and community outreach and benefit drives.

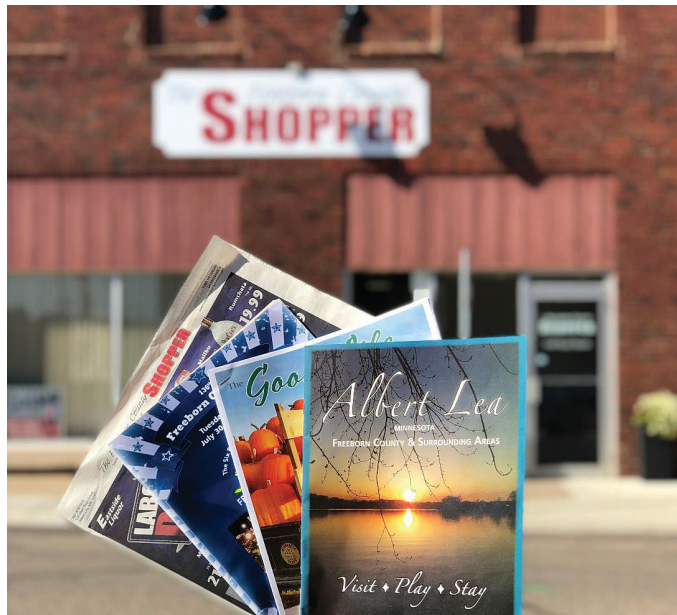
Publisher Julia Thompson said, "Over the years the Freeborn County Shopper has progressively become more involved in helping our community. We have supported many non-profit groups, collected items for the food shelf and even switched our Christmas gift exchange into a donation to the Humane Society. I'm proud to be a part of it all."

In addition to its audited 16,000-circulation weekly shopper, the company also produces several special sections and annual guides.

Its 64-page Community & Relocation Guide is filled with information specific to Freeborn County and Northern Iowa communities. The contents include fun things to do such as annual events, attractions, museums, recreation, parks and camping; helpful information regarding senior living, health and wellness, finances, employment and education; location information for churches, dining, shopping and points of interest; and, of course, plenty of associated advertising.

Another popular annual guide is the incredibly detailed 100-page Freeborn County Fair Guide, chock full of everything you could possibly want to know regarding the annual fair. Its pages list daily events, the judging schedule, general rules and requirements for each and every category, the vendors and livestock sale buyers, contest entry forms and a map of the fairgrounds, complemented by a large volume of advertising.

The 24-page Farming in the Heartland Guide, published each spring and fall, includes all the seasonal information farmers (and weekend warriors) need




at their fingertips. Articles cover such topics as crop insects, beneficial weeds, water quality, fertilizers, hydroponics, engaging youth in the industry, and more.

The Freeborn County Shopper's additional special sections – the Good Life magazine, Summer Fun Guide, Wedding Count Down and Fall Home Guide – all focus advertising and content on specific themes throughout the year. Taken together, they reach a wide target market and their long shelf life provides a good return on investment for their advertisers.

The Freeborn County Shopper's staff of 6 has over 100 years of combined experience in the shopper business, and a long history of providing a top quality product and service to the community.

"We are very fortunate that half of our employees have the longevity that some companies only dream about," said Thompson. "The employee with the most seniority has 38 years under her belt. That's unheard of these days."

Following its acquisition by Shopper Enterprises in 1977, the Showcase Shopper was renamed the Freeborn County Shopper.

In 1995, Boone Newspapers purchased the Freeborn County Shopper and its sister shopper (the Mower County Shopper) in Austin, Minn. Together the two separate facilities comprise what is now known as the Southern Minnesota Shoppers Inc. 

# Industry Recruiting Tips

**WE REACHED OUT TO SOME MEMBERS TO ASK** where they find their advertising sales people, and this is what they told us:

*Q. What have you found to be effective when looking for advertising sales people?*

**A.** Elaine Buckley from My Living Magazines in Stuart, Florida, said, "We use Indeed and Zip Recruiter, but I like LinkedIn too. It is only \$200 for an ad and it also works. I have a pool of both past applicants and people that I used to work with, and I try to recruit those sellers who are experienced. Lastly, referrals have been a great source to recruit sellers. We pay the referring rep \$250 after the first 90 days, and \$250 after the next 90 days."

**A.** John Hemperly from Engle Printing & Publishing Co., Inc., in Mount Joy, Pennsylvania, publishes ads in his own publications.

**A.** Liliana Zambrano from El Clasificado and EC Hispanic Media in Los Angeles, California, said, "We usually place recruitment ads in Indeed, Craigslist, empleoslalino.com and within our own publication, El Clasificado. Also, referrals work very good for us. We look for sales people that have the skills to sell, the ambition to make money, a great attitude and the willingness to learn."

*Q. What types of things are you doing to keep good sales people?*

**A.** "Our compensation plans are very attractive for our sales people," said Zambrano. "We're constantly training on new products and opportunities. We provide

a great teamwork environment and have a sales support team to help with administrative duties, which allows our sales reps to focus on sales. We also have a dedicated sales development team that helps prospect, nurture potential leads and set appointments for our sales reps. We create competitive contests to keep them motivated. Our outside sales reps have a lot of autonomy, so we focus on the results with them."

**A.** "Lots of recognition and awards always motivate competitive sellers," said Buckley. "We offer a generous base and an attractive commission plan. I spend lots of field time with our sellers as well."

**A.** "It's not hard to keep the good ones," Hemperly said. "They write their own commission checks based on their ability and passion for the work."

*Q. What pay structure have you found to work the best for advertising sales people?*

**A.** Engle Printing & Publishing uses a 100% commission pay structure, according to Hemperly.

**A.** Zambrano said, "We have found that a small base salary and an attractive commission that varies by product type works the best for us."

**A.** "We use a four-tier Commission Plan: Diamond, Platinum, Gold and Silver," said Buckley. "It is all predicated on whether they meet certain revenue goals; and the higher the plan, the more commission percentage we give them! This is a commission-plus-base-pay plan, and we do offer a small auto allowance." **INK**

## CRM Software: *How does it improve your sales team?*

**CUSTOMER RELATIONSHIP MANAGEMENT (CRM)** software is technology that manages all your company's relationships and interactions with both current and potential customers. It uses data analysis about the customer's history with your company to improve the relationship, specifically focusing on customer retention and ultimately, sales growth.

We reached out to a few more individuals for their thoughts on how CRM software can improve your sales team. Here's what they said:

"Account executive turnover leads to advertiser turnover and lost revenue," said Robin Smith of Streamlined Office Solutions in Evans, Georgia. "Having a CRM system will help you minimize the losses by providing a roadmap of just how to stay in touch with your advertis-

ers. A CRM will help the new account executive get up to speed with their new territory quickly."

Mark McCormick from Mirabel Technologies said, "A good CRM should improve the efficiency of your sales force in a dozen ways, including allowing them to prioritize accounts, manage the contact frequency of accounts, keep detailed notes on their communications, and access relevant order data. If you want to know the importance of an organized CRM, try to sell a business without one."

"CRM software improves the sales team because each territory is available from the CRM," said Doug Fabian from Kapp Advertising in Lebanon, Pennsylvania. "If you lose a sales rep, you still have the complete territory and data. Training is simple. It keeps track of everything." **INK**





# People Matter

by Charlie Delatorre

**I USED TO WORK FOR** someone who thought that people didn't matter. That may be a bit of an oversimplification, but he

outwardly talked about how systems mattered more than the people within them. He believed a good procedure, a well thought out policy and a process followed flawlessly meant more to an organization than the people within.

Do you agree?

It is an interesting question. What is more important, the system or the person operating within the system? Which do you value more in your organization? Is Tom Brady a great quarterback or is he a product of a system?

Sure, the simple answer is that people matter. We are in a relationship business where we emphasize customer service and preach relationship selling. But I often see reps spending more time in front of a computer sending emails, filling out CRM's and completing reports for the next sales meeting rather than doing what they should be – selling! As owners, managers and team leaders, that's our fault.

Of course these things are an important part of the sales process and I've sold plenty of ads through email and text message. But, at some point, we have to

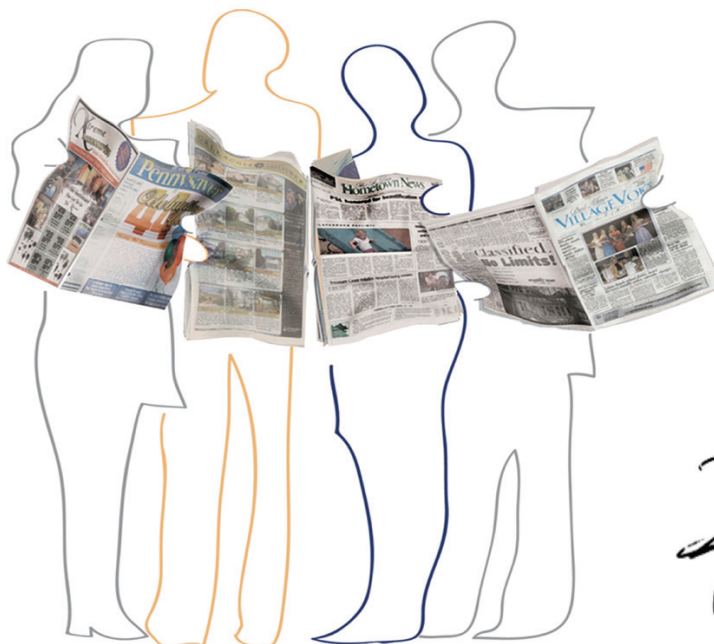
realize that the technology we are requiring may be holding back our people from doing what our industry has always been known for – building the relationships that have held our businesses together for decades.

In case you can't tell, I'm a people-come-first kind of guy. I have invested plenty over the years in systems, but our biggest asset has always been the person making the call, building the ads, and delivering the books. No system can operate effectively without the right person in place. Systems, procedures and policies are simply tools; who uses them is what matters.

This issue is all about finding sales professionals, but keeping them and keeping them happy should be an even bigger priority. Look, I get it. Great sales reps can be a challenge. Since it's football season, let's equate a great salesperson to a NFL wide receiver. They can have big personalities and

big egos. They can be moody but charming, easily dissatisfied but competitive. They can be self-absorbed yet obsessed with a team win.

But without the Patriots wide receivers, Tom Brady doesn't complete a single pass. Without our people, none of us are in business. **INK**



CHARLIE DELATORRE  
**AFCP PRESIDENT**  
TOWER PUBLICATIONS



# Interesting Facts from the Survey...

27.7% of the respondents have NOT hired a salesperson in the last year!

44.7% of the respondents hired three or more salespeople in the last year.

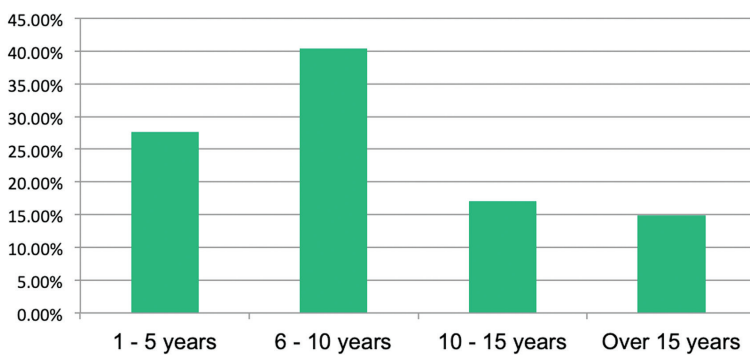
The 48 responding companies hired over 114 salespeople last year and 24 of those (over 21%) were positions created by **EXPANSION**!

6.5% of respondents **NEVER** use ads in their own publications to recruit salespeople!

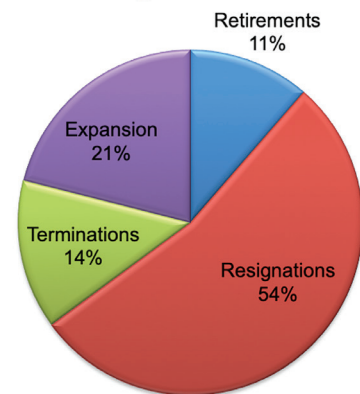
Over two-thirds of the respondents utilize their experienced salespeople to train new salespeople.

The most critical characteristic respondents were looking for in a new salesperson is **ENTHUSIASM**! This was followed closely by a high level of confidence.

**What is the average length of service for your sales team?**

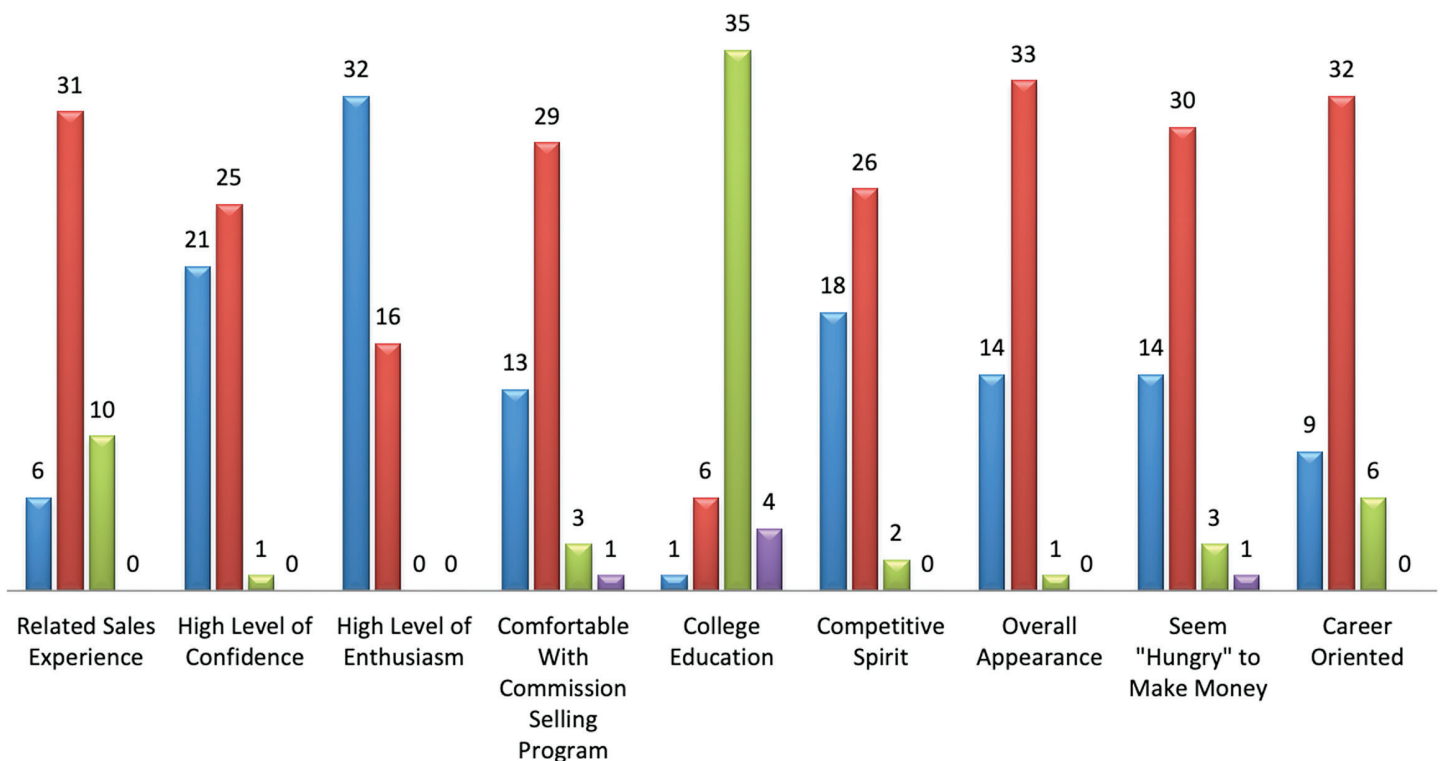


**What reason did you hire a salesperson?**



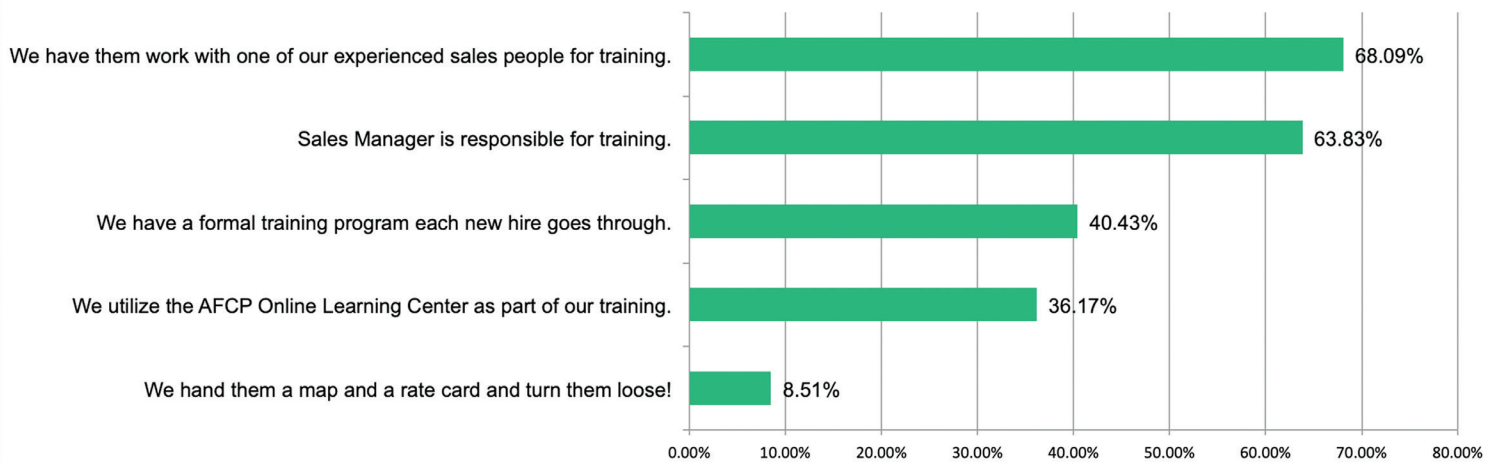
**How important are these characteristics when hiring a salesperson?**

■ Critical ■ Important ■ Not Important ■ Don't Even Consider This!



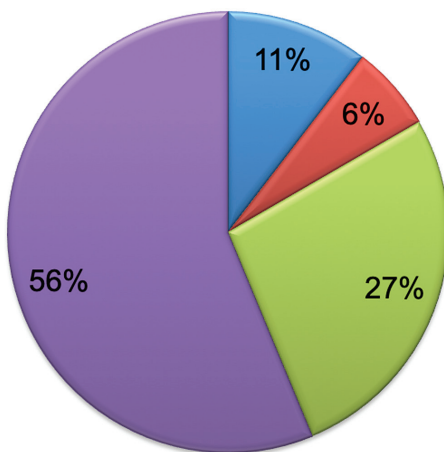


### What does your training process consist of?

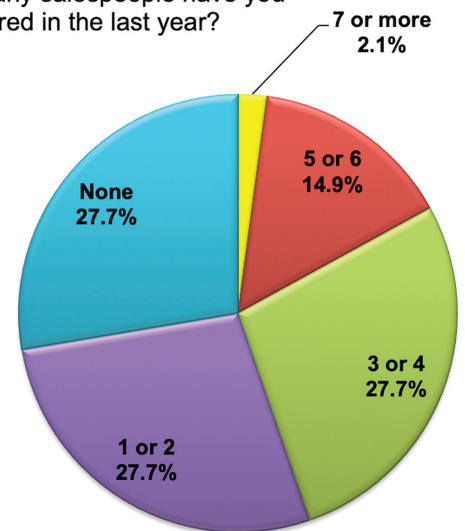


### Do you use any type of personality testing?

■ Yes - Always! 
 ■ Yes - Sometimes. 
 ■ No - but we used to. 
 ■ No - never have.

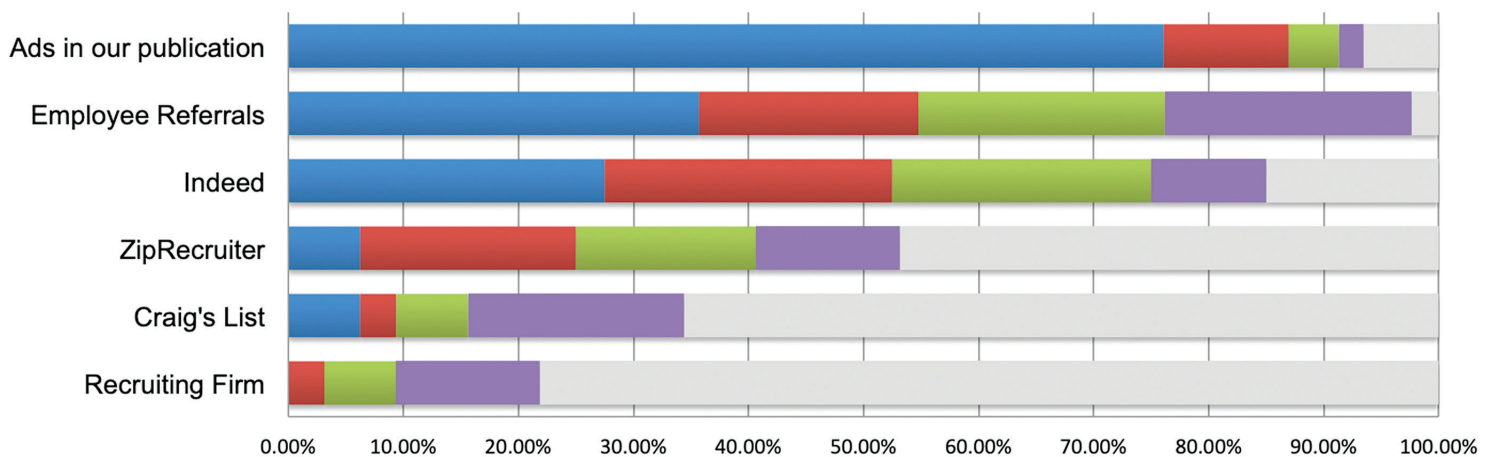


### How many salespeople have you hired in the last year?



### What methods do you use to recruit new salespeople?

■ Always 
 ■ Often 
 ■ Sometimes 
 ■ Occasionally 
 ■ Never





# Association

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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!

***"My core belief is that if you're complaining for more than three minutes, two minutes ago you should have done something about it."***

**– Caitlin Moran**

**WHEN I STARTED MY BUSINESS CAREER LONG AGO** IN the dark ages, the business book market was flooded with titles from the Far East. Lots of people in three piece suits were reading the Sun Tzu's Art of War and the Musashi's Book of Five Rings. I joined in and read these books and discovered that they were packed with lots of common sense dressed up in oriental costumes.

I did like Miyamoto Musashi's rules for Samurais and kept his list in my office for years. This list included such practical advice as, "The way is in training" and "Know the ways of all professions," but my favorite was "Do nothing that has no purpose."

My grandfather must have been a Japanese sword master in a previous life because he always told me not to waste my time on things that didn't accomplish something worthwhile. The Zen masters, and my grandfather, recognized that the greatest waste of time was to worry or complain. Neither of these activities lead toward any tangible goal.

All worry does is cause anxiety stirring up the stomach and raising your blood pressure. Worry uses up valuable "band width" in the brain that could be used to work out a course of action that could eliminate the problem at hand.

Complaining is simply worry turned inside out. We kindly share our concerns so that everyone around us can be as miserable as we are. The funny thing is that our supply of trouble isn't diminished by sharing it with others. Though complaining might offer a moment of cathartic relief from our troubles, the main thing complaining accomplishes is gumming up the brains of others with worry over our perceived problems.

Whining and worries are part of the make-up of the human psyche, but we don't have to let them run the whole show. As Caitlan Moran says in the quote above, one minute is more than enough time to waste on these time wasters. Get over it and move on to, "I have this challenge. What can I do to overcome it?"

It may be human nature to complain about what happens to us but if you've been complaining for more than sixty seconds, you're wasting valuable "problem solving" time! **INK**

# Nominate **Your** Rising Star for this **CAREER DEVELOPMENT** opportunity

**SINCE 2009 AFCP MEMBER PUBLICATIONS** have added value to their organizations through participation in the Rising Stars program. Add your name to this growing list of success stories by nominating one of your talented industry professionals today. The nomination deadline is December 1, 2019. Nomination forms are available from the AFCP office or online at [www.afcp.org](http://www.afcp.org).

"Encourage growth and teach leadership skills to young professionals." This simple mission of the Rising Stars program truly embodies what the program is all about.

The Rising Stars program acknowledges individuals who represent the best of our up-and-coming industry professionals. If accepted into the program, nominees will receive free conference registration, a meal plan, up to \$500 in travel reimbursements and specialized training sessions during the conference. With ongoing participation, a Rising Star can be selected to attend two additional annual conferences; so with enough conferences under his or her belt, a Rising Star could accumulate nearly enough TLI credits to graduate – without ever paying a cent to attend.


After the conference, growth and skill development continue. Each month the Rising Stars maintain their peer connections through participation in a focused conference call. This affords them the opportunity to remain engaged as we digest industry topics and assigned training/discussion lessons.

As a member benefit, it is hard to find one that offers as much to an individual and the publication alike. Whether pounding the streets in sales, developing graphic arts campaigns, instituting digital initiatives, or covering local news, the Rising Stars program offers leadership training to all.

We encourage you to take advantage of this great membership benefit by nominating your young professional for selection into the program.

These individuals should show the promise of, and a commitment to, impacting their publication and the industry in a positive manner through professional achievement. Nominees must also show they not only perform their jobs to a high standard, but they also have a commitment to furthering their knowledge and abilities. Nominees must actively work in the free paper industry for a member of AFCP and are required to have been employed for more than one year. Nominees must not be older than 35 as of December 31, 2019.

Recipients will be recognized during the 2020 conference in Orlando, where their training opportunities will begin. Again, the nomination deadline is December 1, 2019 and you can find nomination forms online at [www.afcp.org](http://www.afcp.org).

If you have specific questions you can contact the AFCP office or AFCP board member and program chairperson John Draper at [jdraper@pipestonestar.com](mailto:jdraper@pipestonestar.com). 



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# You have **too many** sales people!

by Cory Regnier, Rising Star

## LOOK AROUND THE OFFICE AND JUST START counting all the sales people.

You've got Brian, Karen, Aaron and Bob. Okay, so Brian works in HR, Karen works in graphics, Aaron works in accounting and Bob . . . What does Bob do anyway?

The point is that regardless of the department or label on their business card, everyone you work with is a potential sales person.

Think about that for a second. The majority of people working in any given office are secret agent, zero-commission sales associates.

Now, I am not advocating getting rid of the sales department by any means. There is no substitution for the closers who are out there hitting the pavement and being the face and voice of your business on a professional level.

What I am saying is that everyone in the office knows about your products, everyone in your office knows and speaks to others in your community and everyone in your office has first-hand experience with the results your products can offer.

The part that takes a little bit of effort here is nurturing that culture throughout all departments.

Here are three simple things anyone can do to grow company outreach:

1. Shop local. When you and your co-workers are seen frequenting the businesses within your coverage area it builds a sense of community. If you are spending your dollars with them, it is much more likely that they will follow suit. And as we all know, building strong relationships is the best way to retain

and grow your customer base.

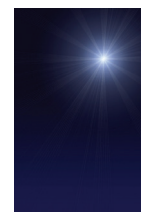
2. Work your publication into the conversation. One of the easiest ways to reinforce a current advertiser's spending habits is to tell them where you saw their ad. Likewise, if you are visiting a business that doesn't advertise, casually mention that you wish you knew about their amazing sale/deals and ask where they did advertise it. This opens the door to then suggest this really great publication you know of.

3. Sell the business, not just ads. When it comes to people deciding where to place their advertising dollars, knowing that a place has great people at the helm can ease a potential advertiser's anxiety about where to do so. When people ask about you, let them know where you work and how great it is to work for that company. Let them know about upcoming projects and that award you just won. Take it one step further and let them know what other services your company provides that they may not know about.

Now isn't that simple? At no point did you actually sell them anything except the idea that they should be using your services and a starting point to do so.

With perhaps the exception of Bob, anyone in your office can start planting seeds that have the potential to grow into increased revenue.

As far as having too many sales people, I'm not sure that really exists. However, with the right mindset and the help of your coworkers, I hope you realize that you have more sales people than you thought. **INK**



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# Newsday goes live with SCS/Track

**AFTER SUCCESSFULLY GOING LIVE WITH SCS/ClassPag** at the beginning of the summer, Newsday Media Group, the country's 10th largest newspaper by circulation, has now gone live with SCS/Track. Newsday Media Group is the publisher of the Long Island daily Newsday, as well as the 79-edition Hometown Shopper weekly.

SCS/Track replaces several systems which had previously been tightly integrated and customized by Newsday's talented staff. The workflow was heavily paper-based and the company was looking for a more standard solution that required less day-to-day attention from the IT department. Knowing that SCS had implemented a paperless workflow at Times Review Media Group (also on Long Island), Newsday turned to the vendor they've worked with for nearly 15 years.

It turned out to be a wise decision, as the Newsday and SCS teams had SCS/Track up and running in a few weeks. "The system is up, stable and all production work is now running through SCS/Track," said Greg McDonald, Newsday's director of editorial systems and content delivery. "It was a pleasure working with the SCS team to bring this project to life."

McDonald continued, "[The SCS] team did a fantastic job. I kept coming up with requests to try and get all the pieces to come together and wondered when the well was going to run dry, but Mike [Grabowski] kept finding solutions and turning around what was needed. Jon [Ebling] has the patience of a saint deal-

ing with users. He has a genuine knack for just listening to users and understanding where the request is going and coming up with thought-out solutions."

SCS/Track went live in July of 2019, just a few weeks after the launch of SCS/ClassPag at all Newsday publications.

## ABOUT NEWSDAY MEDIA GROUP:

Newsday Media Group (NMG) is one of the nation's most dynamic media organizations, providing robust content and successful marketing solutions to Long Island and New York City through its portfolio of print, digital and video products. With 19 Pulitzer Prizes, multiple New York Emmy awards and countless honors for outstanding journalism, Newsday reaches five out of 10 Long Island adults each week. In addition to Newsday, NMG properties include amNewYork, New York City's most widely circulated free daily paper and Hometown Shopper, one of the Northeast's largest groups of weekly shopper publications.

## ABOUT SCS:

SCS offers an extensive line of publishing-related applications, including Layout-8000™. More than 300 sites producing over 2,000 publications in 10 countries in five languages use SCS mission-critical software every day. SCS is privately held by Richard and Martha Cichelli. You can learn more about SCS at [www.newspapersystems.com](http://www.newspapersystems.com). **INK**



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

## 2020

**FEBRUARY 7-8, 2020  
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Independent Free Papers of America (IFPA). Publishers Summit. For information contact Douglas Fry at 931-922-4171 or email: [douglas@ifpa.com](mailto: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](mailto:director@mfc.org).

**MARCH 27-28, 2020 :  
PHILADELPHIA, PA**  
Mid-Atlantic Community Papers Association (MACPA). Annual Conference, Embassy Suites, Philadelphia, Pa. For information call 800-450-6631 or email [info@macpa.net](mailto:info@macpa.net).

**APRIL 23-24, 2020 : ORLANDO, FL**  
Association of Free Community Publications (AFCP) and Florida Media Association (FMA). Joint 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](mailto:loren@afcp.org); or Barbara Holmes at 352-237-3409 or [FMA-classifieds@aol.com](mailto:FMA-classifieds@aol.com).

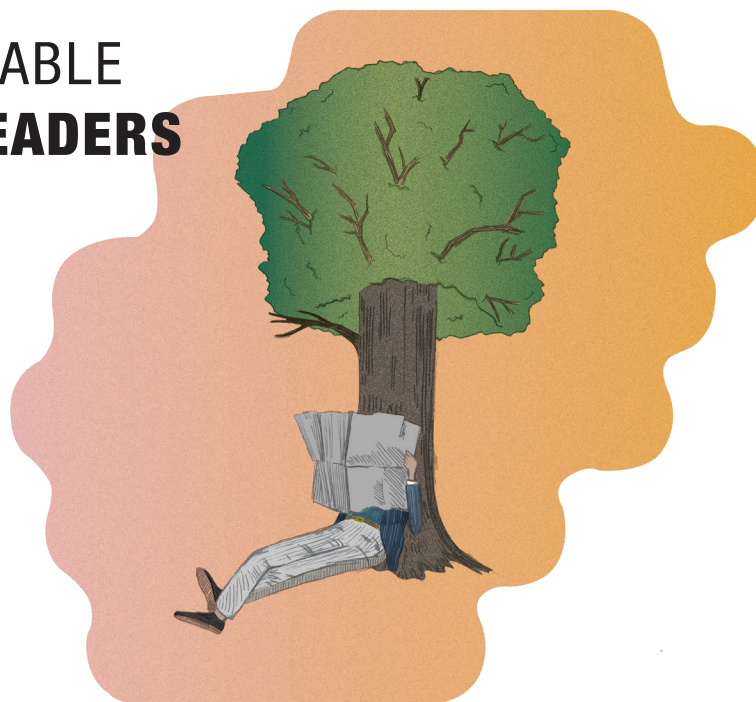
**JULY 7-10, 2020 : OKOBOJI, IA**  
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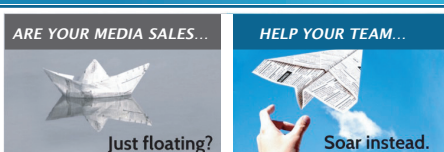
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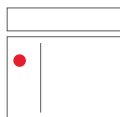
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