



REMEMBERING  
DOUG FABIAN

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SCHOLARSHIP  
RECIPIENTS

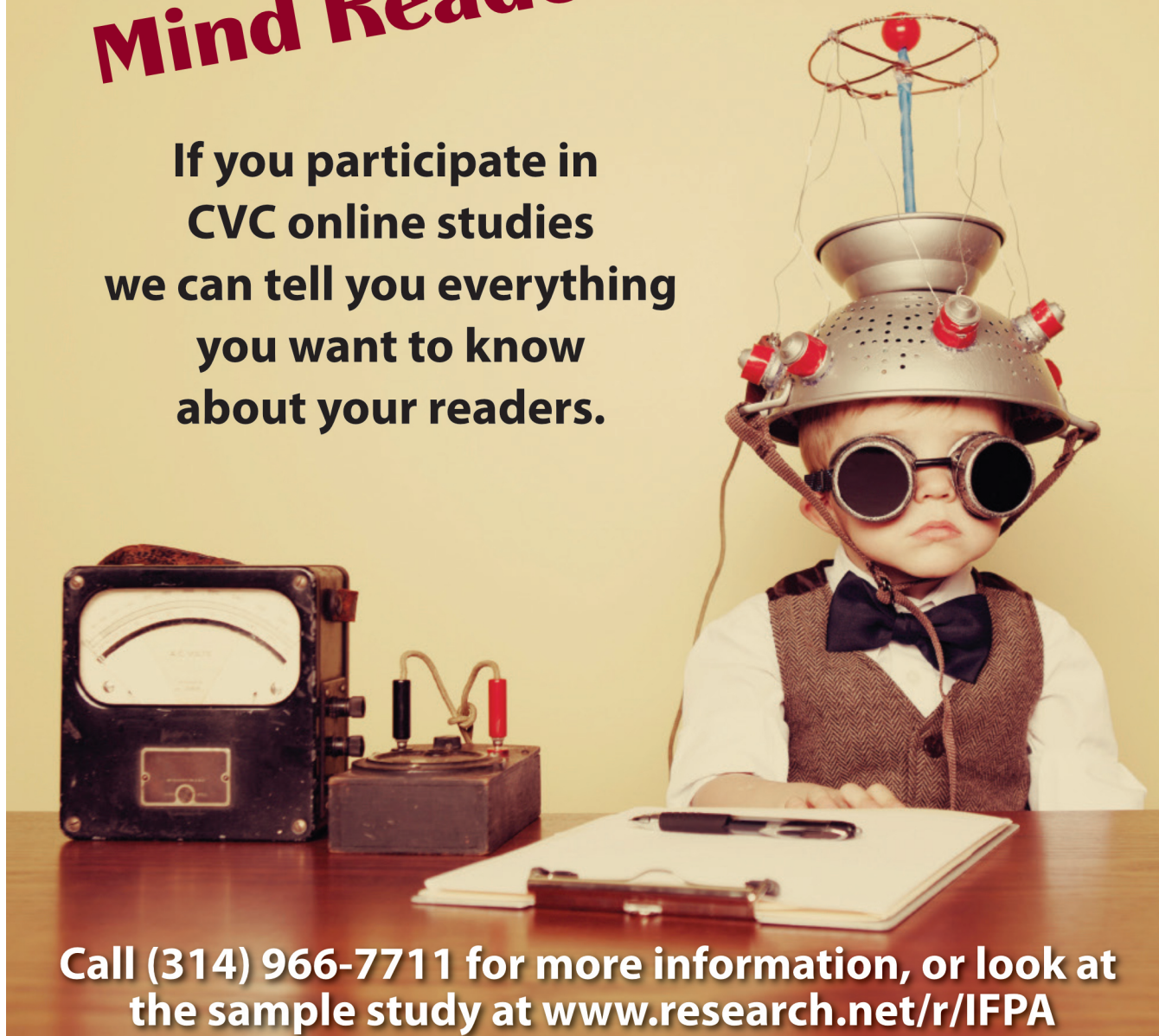
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-- Victor R. Jose IFPA Founding Conference  
September 20, 1980

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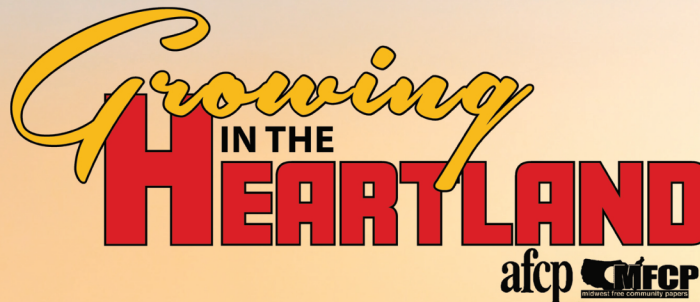
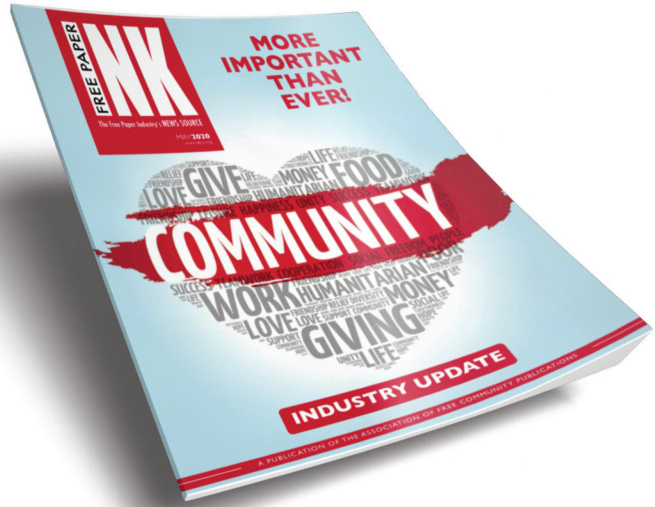
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# Remembering Our Friend Doug Fabian

This is the easiest and most difficult article I have written for TIP (The Independent Publisher). Wednesday morning April 22<sup>nd</sup> I was preparing for another great SHARE Meeting. Those meetings were facilitated by our friend Doug Fabian. He always had great ideas and wasn't shy about sharing those ideas with anyone in the industry. I was crafting a text message blast to be sent to everyone so they would remember the time and method of the meeting. That's when I received a cryptic email saying that Doug Fabian wouldn't be available to host the meeting.



I texted him asking how I could help, but got no reply. Moments later I received a phone call that shook me to the very core. Doug had passed away that morning. I was devastated. Quickly sending emails to the IFPA board and trying to contact his wife Connie distracted me from the reality that another friend was gone. We had the SHARE meeting later that morning. I thought the participants would want to postpone but they wanted to continue because Doug would have wished them to carry on. So, we did.

Some of the comments from that meeting were: "The newspaper industry certainly lost one of its most dedicated." "During the last SHARE meeting Doug urged me to re-apply for a grant that I thought was gone. Because of his encouragement we now have \$10,000 that we wouldn't have had without him." "He can't be gone. I just spoke with him yesterday. Because of his motivation I now have four publications. There is still so much I can learn from him." These are just a few of the comments.

Then the emails started arriving. They say what is in my heart but lack the words to illustrate. "Doug was such an advocate to the newspaper industry and a leader for all of us. I have gotten to know him a little more in the last few years and had a great respect for him. It was very obvious to me that he absolutely loved Connie and his family! Praying for Connie and his family." "Such sad news. A terrible loss for Kapp, IFPA, and the industry." "I'm am really sorry to hear this. A huge loss! My sincerest condolences to Doug's family." "I didn't always agree with Doug, and he didn't always agree with me, but there was no more vocal or energetic advocate for the free publication industry." "I'm just sick. You know I sat next to Doug in Atlanta a few weeks ago and thoroughly enjoyed talking to him. He was just such a wealth of knowledge about our industry. In fact he gave me a couple of flyers about a print program he was doing that he thought we could use." "Doug was so creative and such a cheerleader for our industry. He loved it and we all loved him for it! We lost a good one... May God comfort his family and give them peace!"

But Connie said it best when we spoke later that day. "I am so happy for him because I know where he is going and that he is in Glory." Rest in peace my friend.

**The Editor's Letter**  
By Douglas Fry



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## NEW E-BOOK FOR PRINT MEDIA ADVERTISING SALESPeOPLE

Bob Berting, print media marketing consultant, is offering his 4th e-book "Smart Customer Connections For Advertising Salespeople" to the print media industry. This new e-book is designed for the advertising salespeople who want to build better connections with their customers, especially in these stressful times of lost advertising revenue.

Bob's expertise in advertising sales can be the guide for advertising salespeople to be a trusted advisor who can work with their customers in very creative and innovative ways.

This 12 chapter e-book will help increase sales and build the image of publications in the print media industry. Bob's new e-book and other 3 e-books can be ordered by going to his website: [www.bobberting.com](http://www.bobberting.com).

Bob Berting is a professional speaker, advertising sales trainer, publisher marketing consultant and featured columnist in several national and regional newspaper trade association publications. He is President of Berting Communications, 6330 Woburn Drive, Indianapolis IN 46250 and can be reached at [bob@bobberting.com](mailto:bob@bobberting.com) or 317-849-5408

Today there are sequels to movies and many times a 2nd or 3rd sequel is nowhere near the creative attraction of the original movie. We see automobile styles that are almost look-alikes. We see shopping malls that look alike. Too many retailer newspaper ads look alike. Maybe it's a lack of creativity, or maybe it's a lack of courage to be different and the concern of being too different.

### THE OPTICAL WEIGHT OF THE AD

A good rule of creative advertising is to be "instantly recognizable" either by a distinctive layout style, use of type faces, unique style of art, use of a particular color or some other element that is different from the competition. Another important factor is to understand the optical weight of the ad, which is the upper left quadrant of the ad. Creativity can start in that quadrant namely with a newly designed logo, the start of a provocative heading, a dominant eye-catching graphic and possibly spot color.

### FOCUS GROUPS

What's really interesting is how focus groups look at high profile retailer advertisers and how they perceive one store versus another. A series of full page ads might be presented with the logos covered. The members of the group would be asked to identify which ads belonged to which stores. Surprisingly few made the right identification as to store identity.

### ENCOURAGE YOUR ADVERTISERS TO IDENTIFY THEMSELVES MORE CREATIVELY

As part of your consultative process, you must provide guidance on how to accomplish that process. Awaken their creativity. Challenge them to be different. Here are a few suggestions:

1. Localize their business: use the name of the city or shopping community in the signature section of their ad or an illustration of an immediately recognizable landmark place nearby.

2. Use testimonials and pictures of actual customers praising their business merchandise, or service (you may need a signed release to do this).

3. Use the business salespeople in the ads—either talking to customers or individually talking to the reader.

4. Use humor, particularly a humorous slogan. Also a campaign can be developed using clever and provocative headlines. Readers will gravitate to that type of advertising because they are in-

---

Use testimonials and pictures of actual customers praising their business

---

trigued by this approach and want to see what will happen in the next ad.

Sometimes getting attention can be as simple as creating a large dominant headline with a lot of white space and very little copy. Never underestimate the power of being unique and different. Your publication can stand out in the marketplace by constantly taking the creative initiative.

*Bob's newest e-book "Smart Customer Connections For Advertising Salespeople". You can order any of Bob's 4 books on his website: [www.bobberting.com](http://www.bobberting.com).*

*Read Bob's books and discover how his vast experience and know-how can help you achieve much more business for you and your publication. You'll greatly benefit from the wisdom of one of America's top advertising sales experts.*

*Bob is a professional speaker, advertising sales trainer, publisher marketing consultant, and leading columnist in many national and regional newspaper trade association publications. He is the President of Berting Communications and can be reached at [bob@bobberting.com](mailto:bob@bobberting.com) or 317-849-5408.*

## Create Instant Recognition For Your Advertising

by Bob Berting  
Berting Communications



*by Deborah Phillips, Bob Wright  
Memorial Scholarship Chairperson*

This year we received 11 applications for the Bob Wright Memorial Scholarship. We had only \$6,100 to award. The hard part is that isn't the easiest scholarship to apply for. There are a lot of pieces that need to be pulled together for the application. So, when we cannot award everyone \$1,000 towards their education, it is always a very difficult decision. We came down to seven recipients, so the board of directors made to decision to award \$1,000 each to five recipients and \$550 each to two recipients.

The 2020 recipients are Alexandra "Brooke" Scott, Rachel Frericks, Emily Hrynoveski, Micah Clark, Bryce Strout, Caleb Piersma and Makayla Gingrich.



Alexandra "Brooke" Scott of Benbrook, Texas is a 2020 graduate of Arlington Heights High School. She plans to attend the University of Oklahoma to attain a degree in Business/Finance. She hopes to someday establish a scholarship in her grandmother's name to help students with little or no resources to attend college. Her mother, Karen Scott, is employed by Wedgwood Shopping News in Fort Worth, TX.



Rachel Frericks of Sauk Centre, Minnesota will be attending Rasmussen College to earn a degree in nursing. Her goal is to help individuals with their mental and physical health. One of Rachel's references commented, "Rachel is a very positive person who is always kind, generous and willing to help with anything." Her mother, Joyce Frericks, is the publisher of the Sauk Centre Herald in Sauk Centre, MN.



Emily Hrynoveski of Cape May Court House, New Jersey is a 2020 graduate of Cape May County Technical High School. She has been accepted at three colleges and will be making her decision soon on which college to attend. She will be pursuing a career in social work.

## Bob Wright Scholarships Awarded For 2020

*Continued on page 14*

# IFPA Board Meeting, Thursday April 16, 2020

Board members in attendance: Joe Nicastro, Doug Fabian, Rick Wamre, Deborah Phillips, Joyce Frericks, Eric McRoy, Jane Quairol, Manuel Karam, Shane Goodman, Jimbo Marston and Executive Director, Douglas Fry

President Rick Wamre called the meeting to order at 10:02am EST.

## **MINUTES: CONNIE**

Joe made a motion to accept the minutes of last meeting. Deborah seconded the motion. All in favor. Motion passed.

## **TREASURER'S REPORT: DEBORAH**

As of March 2020. Total Income \$16K, Total Expenses \$39K, Net Income -\$23K. Money Market \$159K, Checking \$107K. Overall staying on track and close to budget. Eric made a motion to approve the Treasurer's report. Doug seconded it. All in favor. Treasurer's report passes.

## **BOB WRIGHT SCHOLARSHIP: DEBORAH**

Received eleven applications. Gave out seven scholarships. Five for \$1,000 each and two for \$550 each. The remaining four applicants had received scholarships in the past. The information will be posted in TIP next month. The board praised Deborah on a job well done.

## **SEPTEMBER EVENT IN DENVER: DOUGLAS**

Hotel has been great. They will hold the contract until the beginning of August with no penalties.

## **COVID-19**

Douglas is getting ready to send out the rebates and questioned whether to increase the amount. Board thought it was a nice gesture. Rather than increase the rebate send members a "stimulus" check for \$250 in window envelope with a Presidential letter. The letter will give a snapshot of IFPA happenings and events. Great idea to be able to reach out and support members. Doug made a motion to send the \$250 "stimulus" check to members. Deborah seconded it. All in favor. Motion passed. Douglas will also send a list of Audit results out to board members.

## **SHARE GROUPS**

Doug-AFCP call has been amazing. Douglas- Pleased with the Zoom meeting format. There is a place for virtual meetings. Rick suggested we invite AFCP members to join the SHARE group meetings. We are stronger working together. Joyce- Has gotten good information from calls and has done a couple special sections with info from the calls. Deborah- Can also do break-out meetings on Zoom.

## **JOINT IFPA/AFCP EMAILS EVERY OTHER DAY**

Douglas asked for feedback. Everyone had a positive comments.

## **OLD BUSINESS: NONE**

New Business: Will Thomas' weekly "5 Questions, 5 Answers" email was brought up for discussion. Board liked the idea.

Jimbo made a motion to adjourn. Jane seconded it. Meeting adjourned at 10:42am EST.

# IFPA Board Minutes



# 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](http://www.siteswan.com)

## Ideal Directories

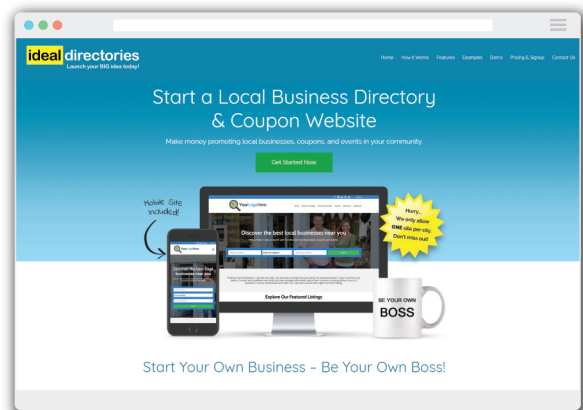
### What is it?

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](http://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](http://www.pageflippro.com)

## Exchange Classified Ads Platform

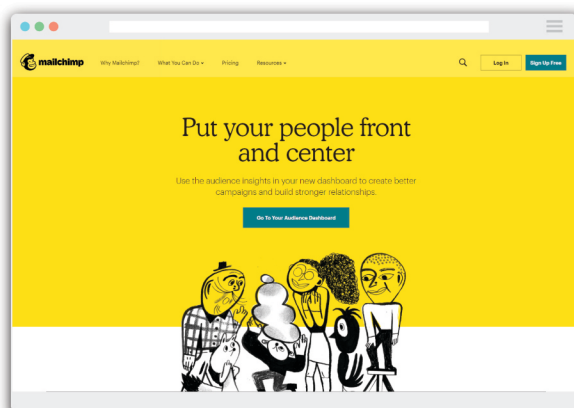
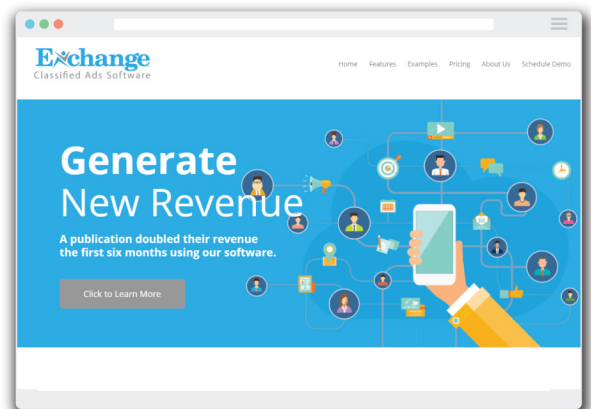
### What is it?

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](http://www.classifiedads.software)



## Mailchimp

### What is it?

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

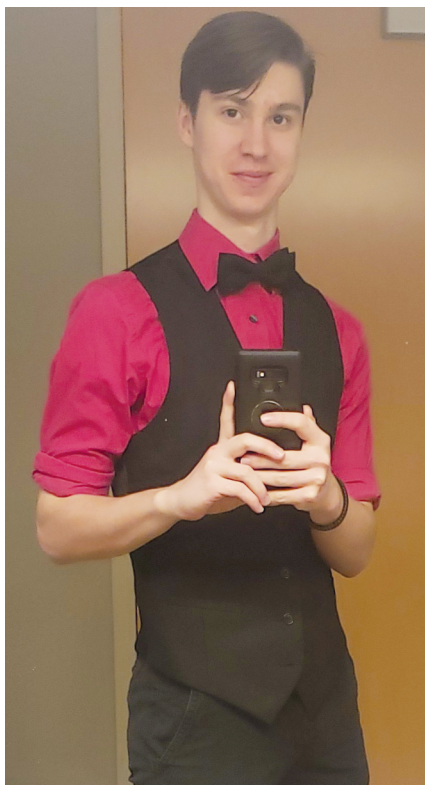
### How can it help you grow?

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](http://www.mailchimp.com)



One of her references said, “Emily exudes strong leadership, good will and enthusiasm for life.” Emily’s mother, Deborah Hrynoveski, is employed by The Cape May County Herald in Rio Grande, NJ.

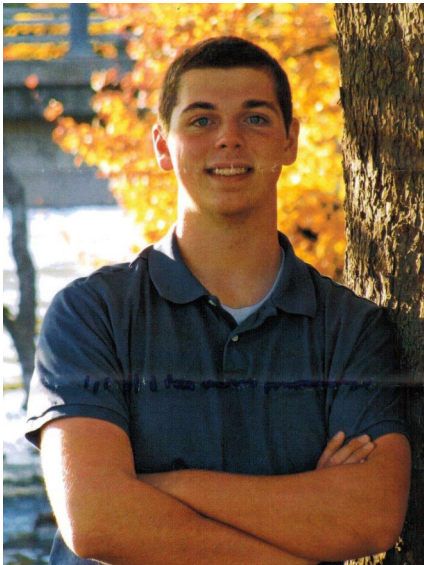


Micah Clark of Lancaster, Pennsylvania is a 2020 graduate of Hempfield High School. He plans to attend Grove City College in the fall to earn a degree in engineering. Micah stated he has always had great love of math and sciences. One of his references commented, “Micah is the most positive, optimistic and patriotic among the 70 teens I mentor.” Micah’s father, Jason Clark, is employed at Engle Printing and Publishing in Lancaster, PA.



Bryce Strout of Poland, Maine is a 2020 graduate of Poland Regional High School. He plans to attend Central Maine Community College and work towards a degree in Multimedia. Bryce has been a volunteer for Make-a-Wish of Maine. One of his references said, “I’m impressed with his ability to overcome obstacles. He’s a young man who actually has work ethic!” Bryce’s parent, Tyla Davis, is employed by Uncle Andy’s Digest of Auburn, ME.

## Bob Wright Scholarships Awarded For 2020



Caleb Piersma of Otsego, Michigan is a 2020 graduate of Otsego High School. He plans to attend Western Michigan University and get degree to teach music. Caleb has been very active in concert band, Kalamazoo junior symphony orchestra, musicals and more. He has won numerous awards in musical com-

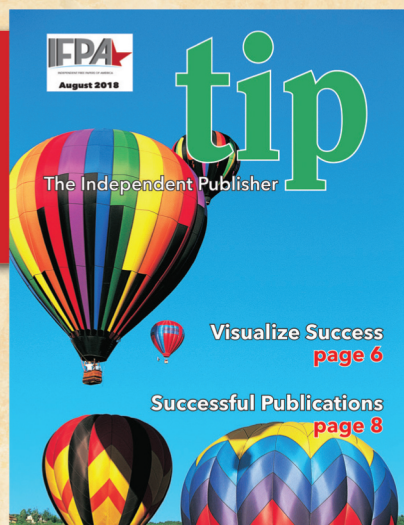
petitions. Caleb's mother, Pamela Piersma, is employed by Community Shoppers Guide in Otsego, MI.



Makayla Gingrich of Lebanon, Pennsylvania is a 2019 graduate of Lebanon High School. She is attending Blooms-

burg University and working towards a BSN in nursing. Her plan is to be a pediatric nurse. One of her references commented, "As a dedicated student and leader, Makayla took her learning and responsibilities seriously. She is an excellent candidate for the Bob Wright Memorial Scholarship." Her mother, Genean Gingrich, is employed at the Lebanon Merchandiser in Lebanon, PA.

Congratulations to all of our scholarship recipients! We wish you success in continuing your education.



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More and more entrepreneurs are working remotely. They may have an "office" at home, in a co-working space or even at the nearest coffee shop. Fortunately, technology has allowed everyone -- even entrepreneurs who commute to a traditional office every day -- to benefit from the flexibility of working from home when it's needed or preferred.

Anyone who works from home will tell you that it has its benefits, yet also challenges. When I started my business in 1998, social media did not exist, I had no clients and most of my friends worked in a traditional office setting.

After working for a large hotel for nearly six years, I had grown accustomed to being surrounded by people each day. Working from home provided peace and solitude, yet I was lonely.

I had no one to interact with except my yellow Labrador. No humans were around for sharing ideas. I worked long hours, many in my pajamas. No one was there to hold me accountable for my work and I had to force myself to rise at a reasonable hour each morning and develop self-discipline.

But after a while, I set up a regular routine, joined some networking groups and adopted some best practices. Here are some tips to keep in mind to stay focused on your work throughout the day:

### **1. SET AND KEEP REGULAR OFFICE HOURS.**

Most people who work from home find they work too much rather than too little. Other remote workers struggle to keep a regular schedule -- working a few hours one day and pulling an all-nighter the next.

Some interruptions can't be avoided. Client deadlines may unexpectedly require extra hours. Family obligations can interfere as well, especially if children are home during the day.

Do your best to set work hours and stick to them. Then try your best to leave

work at the "office" and turn your phone on silent and enjoy the rest of your day. Give yourself some time to recharge so you can be as productive as possible.

### **2. PLAN AND STRUCTURE YOUR WORKDAY.**

Structure your workday to maximize efficiency. Take advantage of your body's natural rhythms and plan your work around your most productive hours.

If you know you focus best in the morning, resist the temptation to check email until 10 a.m. or later. A quick review of your calendar when you first start work can set you up for a productive workday.

Make a list of your most important tasks before you move on to less urgent business. If possible, shut your office door (if you have one) to signal to others that you're working and don't wish to be disturbed.

### **3. DRESS TO IMPRESS (EVEN IF IT'S JUST FOR YOUR DOG).**

As enticing as it is to stay in pajamas all day, this is not the best work habit. The way you dress affects you psychologically.

Taking the time to shower, have breakfast, brush the teeth and dress can make someone feel more confident. Maintain a casual (not sloppy) work wardrobe to help you transition smoothly between home and office -- even if they're in the same place.

### **4. SET ASIDE A DESIGNATED WORK AREA.**

Consistency is an important aspect to working from home. Try to work at the same spot every day. It could be a spare bedroom that you've turned into a home office, a desk located in the corner of the living room or even the dining room table.

Make sure your workspace functions efficiently for you, your business and

## **6 Best Practices for Working From Home**

*by Jacqueline Whitmore*

*Author, Business Etiquette Expert and Founder of The Protocol School of Palm Beach*

your style. Surround yourself with things that inspire you and make you happy including flowers, music and pictures. Make your workspace a place you enjoy going to each day, an area where you can focus and do your best work.

### 5. TAKE BREAKS.

Schedule time for frequent breaks throughout the day. Rise from your desk, stretch or walk around the house or down the street. Take a lunch break and enjoy a midday meal.

If you need a little socializing, go out to lunch with friends or clients. A major advantage to working from home is having flexibility. If fitness is important to you, a quick trip to the gym can reinvigorate you and make for a productive afternoon.

### 6. AVOID DISTRACTIONS.

One challenge of working from home is accountability. With no colleagues or partners nearby, it's easy to become distracted. There are always errands to run and chores at home to do. Do your best

to put off household tasks, like laundry and dishes, until you've gone "home" for the evening.

Stay focused on work throughout the day to maintain consistent productivity. Avoid online distractions as well. Limit the time spent on email, social media and websites unrelated to work.

Set a timer on your phone or computer if necessary. Don't waste time or money on meetings or activities that are counterproductive to your success.

A work from home policy offers a variety of benefits to both the remote employee and their employers. According to Forbes, remote work can lead to increased productivity, which ultimately helps a business's bottom line. Employees are more efficient as they are less distracted than in an office setting. Remote workers experience less stress as they don't have to deal with the hazards of commuting, and lower stress levels lead to higher morale. With remote workers, companies can incur less overhead and operating costs to keep their business running smoothly, and they also may see a reduction in severe workers' compensation claims.

### BEST PRACTICES WHEN CREATING A WORK FROM HOME PROGRAM

Businesses looking to introduce a work from home program should create specific guidelines to ensure all employees understand what is required from them when they work remotely. The key elements of work from home policy, which should be shared with the entire staff, include:

- Having the proper technology: Computer, email, phone conferencing, access to internal networks are all tools that employees need, whether they work from home or a public location.

- Using a secure connection: Remote workers should have a secured Wi-Fi network and work with a trusted virtual

private network (VPN). The VPN serves as a buffer between the Wi-Fi connection and your mobile device or laptop. Any transmitted data is then encrypted to protect it from tampering and interception.

- Implementing communications programs: Stay in touch with employees who work from home via Teams, Skype, Slack and other messaging services. At times, remote workers can feel isolated from the rest of the team, so it is important to keep in contact with them via phone, email, messaging, or video conference.

- Setting clear expectations in your work from home policy: Create a work from home policy with your specific expectations of the program. The policy would include instructions for an employee's daily work schedule, your company's overtime policy, description of a dedicated workspace, instructions for reporting personal injury and damage to company equipment, and protection of proprietary company information.

- Testing the work from home program: If you are implementing a work from home policy, take the time to evaluate its effectiveness after at least six months. Adjust the program based on your findings.

- Trusting your employees: One of the most crucial elements of a work from home policy isn't included in the actual

## Benefits of a Work From Home Policy

*by AmTrust Financial*

*Continued on page 22*



# Graphic Hooks

By Ellen Hanrahan

**OK, I'm still not sure what to do ...** it's been a month and I said last month that both the Hartford and West Bend Booster ceased publication until the end of April.

However, during this unusual time, it was on April 14th that I saw a notice on Facebook (Facebook!) that publication of both papers had ceased, period.

Even though I hadn't worked there in many years, it was a large part of my life (28+ years) and my co-workers were more than that. I had built friendships at work and outside of work, so it came as a bit of a shock about the end of a business that had started in 1938 and one where I had started working about the middle of June, 1981 and left May 1, 2009. A business that had been challenged by many technological changes—and survived. I think it's going to take a little bit of time for me to reconcile that part of my history...

But there still is this whole "staying safe at home," that still has to be dealt with, and it's difficult to talk about design concepts if you can't actually practice them...

## I've Been a Little Restless...

This "stay at home" is different than being retired where I was able to see people, have lunch with friends, go to clubs, etc.

So I've been restless... not always a good thing... at least for me! My birthday was at the beginning of April, and since I had nowhere to go I decided to "gift" myself with a present or two (actually it was some typefaces, but more later).

I have been going through all my "collections" (articles, tips, hints, etc.) and in most cases throw them out (yes, it's never ending for me). One article from the early 90's was on the "Future of Desktop Publishing"... what a hoot! But then again, there were a few bits of advice that were worthwhile, like this... **"I need to simulate gold ink..."**, and not only was there a CMYK combo to make gold, but bronze and silver as well. These CMYK color combos may not work as well on newsprint, but other "whiter," less porous substrates may offer a better rendition of the colors. Here are the recipes:

### GOLD

C18 M37 Y81 K6

### BRONZE

C24 M62 Y81 K12

### SILVER

C9 M3 Y0 K48

## Talking to "Friends"

I have been retired for a number of years now, but this is not like being "retired."

I do phone friends and family, text, take part in ZOOM gatherings (mostly to get the family together for Birthday congratulations) and to stay connected.

While going through my "collections," I rediscovered some graphics from March, 2016 (Mighty Deals) that I had totally forgotten about! It seemed the perfect time to create my new circle of "friends"... for now! These vector "friends" are kind of like electronic paper dolls, as they have "outfits" that can be added. I suppose that since I have the time, I can work up some promotional ads... for the future.

I referenced birthdays before and April is loaded with family birthdays—including mine, and being restless, I needed to shop, and I got an email...to purchase type...

## ... and Speaking of Type

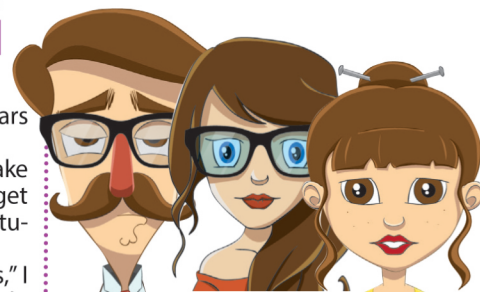
You know I'm a fan of **mightydeals.com** because they offer, not only type but software and vector art as well (see "friends" above)... at really affordable prices.

But I also like typefaces from a studio in Argentina, **sudtipos.com**, founded by Alejandro Paul, Diego Giaccone, Claudio Pousada, and Ariel Garofalo in 2002. I have the font **Candy Script** from them and use it quite a bit, but each face can go for \$79-\$99+ per face—a little too pricey for my "work-from-home" budget!

Their typefaces can be seen on a variety of products and even **Hallmark®** Cards had special Valentine cards with a typographic message a few years ago.

As luck (?) would have it, this email (right around my birthday) offered a discount, which was pretty good. Not all were just a single typeface, some came as a set (it was a limited time and I purchased over the course of a week and a half (I'm still thrifty!)) I received a few offers (don't forget, a foreign transaction fee may be added on some credit cards!).

Here are the individual fonts and the sets: **Feel Script** (Black, Bold, Regular); **Quotes** (Caps & Script); **Hot Salsa** (Regular); **Scrapbooker** (Tuscan, Script, Sans, Little & Icons); **Speakeasy** (Flare, Gothic, Modern, Sans & Script); and **Menina Ponderosa Ornaments** (shown below with **Scrapbooker Icons**).



...and here is a sampling of the script typefaces. Unfortunately I don't have room to show you all the glyphs and special characters this month. Perhaps I will create samples (I have the time) because some of these would be so suitable for weddings, anniversaries, etc. The top three typefaces are 26 point; **Scrapbooker** is 24 point and **Speakeasy** is 20 point, just for a size comparison.

Type—*Feel Script*  
Type—*Quotes*  
Type—*Hot Salsa*  
Type—*Scrapbooker*  
Type—*Speakeasy*

## Final Thoughts...

I originally titled this article "Musings," (for my files) but I think it should have been called "Meanderings."

ZOOM is an app that is used for meetings (and birthdays and a family Easter virtual get-together), however, there are breaches and security issues (that they are fixing) to consider as well.

Last month I said my options for this month's article was either the Principles of Design or I would go back to demonstrate some other "effects" in our Layout programs... and I delivered neither, sorry! Who knows what's going to appear in the June article!

Last night I was a participant in a Webinar on **How to Edit Photos Like a Pro** with Matt Kloskowski presented by my Camera Club. There were a lot of simple, informative tips that I could also pass on to you.

If you have any ideas for an article, my email is always open, and in the meantime... **stay healthy one and all!**

*Until next time...*

Ellen Hanrahan [hanrahan.ln@att.net](mailto:hanrahan.ln@att.net) ©2020

# Get prospects involved in your presentations

by John Foust  
Raleigh, NC

Back in my ad agency days, I remember hearing and reading about the importance of getting prospects involved in sales presentations. At that point in my young career, I had experienced the difficulty of getting – and holding – the other person's attention in a sales conversation. So I decided to try that strategy in an upcoming sales meeting.

The prospective client was a residential real estate development company which was considering a new logo and print brand identity. They were testing the waters to see if there were any logo ideas that were better than the design they had been using for years. I had worked with them on a few other projects, so they agreed for me to develop something.

My proposed logo featured an angled line over one of the upper-case letters in their name, with the line and the letter tailored to look like the outline of a house. Sure, it seems trite and unmemorable now, but at the time I thought it was a unique concept.

On the day of the presentation, I arrived with the finished logo, a drawing pad, and black and red markers. The finished version stayed in my briefcase, while I handed the pad and the red marker to the prospect. I provided detailed instructions on how to draw the simple letter and roof outline. Then I gave him the black marker and asked him to fill in the other letters of the company's name. We talked for a minute or two about the simplicity of the design and how it would communicate the nature of their business at a glance.

That experience was a real wake-up call for me. From the moment I handed over the pad and the markers, he was completely involved in the process. I could tell that he had never before seen a presentation like that. By the time I pulled the completed version of the logo out of my briefcase, he understood the reasoning behind the design. After all, he had drawn it himself.

I wish I could report that my presenta-

tion convinced them to buy that new logo. But as it turned out, they kept using their old brand identity and later changed it to something which was designed by a family member. Those things happen.

Even though I lost the sale, I've never forgotten that day's lesson. Those things I had heard about getting prospects involved in presentations were right. The key is to get the other person involved physically and mentally. There are a lot of possibilities. You can ask him to find his spec ad on a mocked-up newspaper page. You can ask her to look up something on her computer. Or you can ask the group at the conference table to vote

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That experience was a real wake-up call for me. From the moment I handed over the pad and the markers, he was completely involved in the process.

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on which testimonial quote to feature first.

Selling and teaching have a lot in common. It's the old Chinese proverb in action: "I hear and I forget. I see and I remember. I do and I understand."

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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



# There's Magic in Managing the Details

by Shep Hyken

"Detail is no detail." I'm not sure where I heard this first. I even did a Google search and couldn't find it. Maybe I made it up. If I did, this is what I meant by it: details are important. They must be purposeful. Some of the "little things" that seemingly don't matter can actually be very important.

An example of this comes right out of my recently released book, the updated and revised version of *The Cult of the Customer*. On page 163, I wrote, "Our perceptions of the organizations with which we choose to work are inevitably shaped by a sequence of seemingly little experiences that can go either well or poorly." The examples include demonstrated positive experiences by focusing on the "small stuff."

For example, when guests sit down for dinner at the Italian restaurant chain Brio, they probably don't notice that the colored sugar packets on the table are carefully arranged with exactly 12 pink packets, 12 yellow packets and 12 white packets. Each time a guest leaves, the staff makes sure the sugar packets are replenished, if necessary.

I asked a manager about this and he gave me a great explanation. The short version is that when someone comes to work at Brio, they are taught to manage a number of these small details. This sets the tone for them to manage other details, even the ones they aren't officially trained to manage. In other words, the employees are trained to have a "manage the details" mindset.

Consider this example of the sugar packets as a metaphor for the importance of all details. When we train our teams to pay attention to the small, seemingly unimportant details, we're also training them to pay attention to something much larger than a detail.

When I was a teenager working at a gas station, an executive from the head office came to visit us one day. As we were walking around the station, he noticed one of our metal signs had a very

slight bend in the corner. Let emphasize that it was a very slight bend. The executive pulled out a notebook and wrote down a reminder to get the sign fixed. He mentioned to me that if someone brushed up against the sign it may snag their clothing. He'd get the maintenance guy to bend it back or replace it.

I was so impressed that he spotted that small detail. From that point on, I started spotting and managing the details. It stuck with me throughout my employment at the gas station—and the rest of my life.

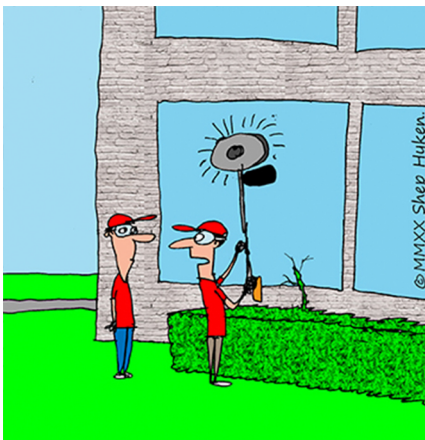
The point of all of this is that leaders and managers must model how we want our teams to behave. We lead, coach and

**When we train our teams to pay attention to the small, seemingly unimportant details, we're also training them to pay attention to something much larger than a detail.**

teach. Help everyone understand what it's like to have a detail-oriented mindset. By the way, anyone—regardless of their title or position in a company—can be a great role model for this one. Let me wrap this up in one simple sentence: When a manager or a leader puts detail into the operation—such as sugar packets on a table—it helps set the mindset of the other employees to focus on the details as well.

*Shep Hyken is a customer service expert, keynote speaker, and New York Times bestselling business author. For information, contact 314-692-2200 or [www.hyken.com](http://www.hyken.com). For information on The Customer Focus™ customer service training programs, go to [www.thecustomerfocus.com](http://www.thecustomerfocus.com). Follow on Twitter: @Hyken*

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"I know we trimmed these hedges yesterday, but we missed this one twig. It's just a small detail, but every detail matters!"

Even before the current COVID-19 virus the traditional large advertisers – supermarkets, furniture stores, department stores, automobile dealerships, building centers and even home owned women's and men's clothing and shoe stores were disappearing from the community.

Many of today's boutique stores are too small to be able to invest much of their operating budget on traditional advertising. Additionally, many younger entrepreneurs establishing small shops in the marketplace have been lead to believe they can succeed using just their website, Facebook and Tweeter.

Newspaper and shopper publishers, in response, have to had offer lower priced community support promotions to a larger number of prospects to fill their lost display revenue. That group should include local medical services, law offices, accounting firms, manufacturers and banks along with traditional advertisers.

One community support package that has worked well for our firm for many years has been our Red Ribbon series. These five annual pages – promoting student safety during Homecoming (September), October's Red Ribbon Day, Christmas/New Year vacation (December), Prom (March) and Graduation (May) – are sold to an interested groups of advertisers for the entire year early in the fall. But there is no reason it couldn't be sold any time in the year for all five insertions. In our market the support spots are most easily sold when priced between \$37.50 and \$50.00 each. We always ask the advertisers if they would like to be part of a valuable "support" page and never a "signature" page. The dollar goal for the page should be equal to or more than the paper's price for a process color full page.

This year has been different since most public schools are closed before the school proms and potentially will be closed for graduation. We have had to come up with a more general "be safe" message for our high school and college age readers.

# Unique community support pages important revenue source

By Peter Wagner

As always if you have questions or would like additional earlier sample pages you can contact me at pww@iowainformation.com or my cell at 712-358-3550.

**DON'T DRINK AND DRIVE**

You may think you're in control but any amount of alcohol affects your ability to drive safely.

**THE EFFECTS OF ALCOHOL ON YOUR DRIVING INCLUDE:**

- Slower reaction time
- Reduced field of vision
- Poorer judgement of speed and distance
- Overconfidence and increased risk taking, increasing the danger to all road users including yourself

**IF YOU THINK YOU'RE IN CONTROL...**

Last year, around 100,000 drivers across the country thought they could get away with drunk driving. If you think you won't get caught, you're wrong. The police are trained to spot all the subtle drunk driver cues to avoid being caught. They can tell you're under the influence just by looking at you or by talking to you. If you cannot a traffic officer while driving, they don't need to be involved to catch you.

**THINKING ABOUT AN ALTERNATIVE?**

Most drunk drivers don't plan to break the law. So to make sure you don't become another statistic, here are several ways you can avoid drinking and driving:

- If you're out, make sure you get one, make plans ahead of time
- At the start of the night agree who's driving and not drinking
- If you're at a house, have a designated driver
- Don't get into a car driven by someone who's been drinking

**DRUGS & ALCOHOL: SHATTER THE MYTHS**

Did you know... Children of parents who talk to their teens regularly about drugs are 42% less likely to use drugs than those who don't, yet only a quarter of teens report having these conversations.

**Different drugs do different things.** They all affect the brain – that's why drugs make you feel high, low, spaced out, or slowed down, or see things that aren't there.

**Repeated drug use** can hurt the brain's pleasure system, so the pleasure the drug you feel fades and fades. Eventually, everyday life isn't the fun anymore. It's just a constant reminder of the drug you're using.

**Drinking and driving** can add up to a deadly mix. In the United States, about 4,200 people under age 21 die each year from injuries caused by underage drinking, more than 21 die each year from injuries caused by underage drinking.

**If you smoke marijuana a lot in your teens,** you could lose 10 points that you might never get back.

**Marijuana** causes memory problems that last for hours or even days. The person will not be able to think clearly, trying to get all of the "high" back.

**More people die from** prescription opioid overdose than from heroin and cocaine combined.

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document. Employers need to have trust in their employees to get their jobs done when they are not working onsite.

## WORK FROM HOME SAFETY RISKS

Small business insurance coverage, including general liability, property and workers' compensation, will protect workers while at the worksite, office or at home. Workers' Compensation Insurance generally covers if an employee is hurt during business hours while working from home. However, workers' comp rules will vary by state. Working from home can facilitate unique workers' compensation risks, including:

- **Ergonomically unfriendly work areas:** Many work from home spaces are not ergonomically friendly. Matt Zender, AmTrust's senior vice president of workers' compensation strategy, shares the issues that might arise, "The challenges that we see are many, and they start with simple ergonomics. It's difficult for an employer to ensure that the ergonomics of the space that the employee is working from when they're working from home are going to help versus hurt."

- **Awkward workspaces:** Home workspaces might fill many purposes, but could also lead to injury risks. Zender explains, "A worker may be sharing that space with their 12-year-old's science project, or their partner's other hobbies or work, especially if they're only working from home a couple of days a week. This commingling can lead to some awkward workspaces that can lead to injuries over time."

- **Cybersecurity risks:** Working from home can pose a cybersecurity risk. If an employee is not using a secured Wi-Fi or VPN, their computer could be open to a cyber-attack. Employees should also be aware of the physical security of their electronic devices. They should keep their laptops to themselves and securely store them when they are not in use.


## PREVENT RISKS BY FOLLOWING WORK FROM HOME SAFETY TIPS

A key best practice to ensure safety and reduce Workers' Compensation claims

is to establish protocols for working from home that will help to mitigate the possible risks. The policy should incorporate risk management guidelines that tie in with work from home policy requirements listed above, including:

- **Create a workspace:** Employees should find a dedicated workspace where they can focus on their work with minimal distractions. Corder goes even farther by saying, "To help mitigate problems, I recommend you have your employees who will be new telecommuters to test their at home technology now before it becomes a necessity. It is usually not just as simple as plugging in a computer."
- **Inspect the work area:** A home workspace should be inspected to make sure it is free from any hazards, including fire and ventilation issues, slipping and falling dangers and other daily risk factors.
- **Teach injury prevention:** Make sure all employees understand how to prevent workplace injuries both in the workplace and at home.





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