

Recapting the 2015 Annual Conference

What a conference! It was a historic one because the Mid-Atlantic Community Papers and MACnet merged together and became one organization with one board.

The weekend started when we welcomed a new speaker to our conference, Joe Mathes. He shared with everyone “Why Print Still Matters” and ways to make your “Digital Strategy” work. Our evening ended with our “New Beginnings” Banquet where we had the installation of the new board, recognized the past board and enjoyed an awesome powerpoint where we remembered the past! If you missed the conference and would like to see the video go to <http://bit.ly/MACPAVideo>.

Saturday was a busy day for all in attendance! We welcomed a new TLI trainer, Tom Cuskey, who trained the sales and sales managers. Joe Mathes shared with many in attendance on “How to Take Your Auto Section Back”! Our publishers learned about all of the happenings when it comes to the changes and what it will mean for the organization. We ended our day with revealing the winners of the 2014 Ad and Editorial Winners and the 3-Minute Idea Exchanges, which always gives people new ideas to take back to their publications!



MACnet Past-President John Schaffner presenting MACPA President Ron Burke with Past President Plaque for MACnet



MACPA Past-President Seth Isenberg presenting MACPA Immediate Past-President Randy Miller with Past President Plaque



Ad Awards Chair, John Schaffner, presenting Ad & Editorial Winners with their plaques.



Current and Past board members present at the 2015 Annual Conference



Long time MACPA treasurer, Karen Hutchison riding off into the sunset as her reign comes to an end!



Save the Date A Stately Affair

2016 Mid-Atlantic Community Papers Association Conference

April 22-23, 2016

Seven Springs Mountain Resort

777 Waterwheel Drive • Seven Springs, PA 15622

Featuring Kevin Stimp as Keynote Speaker
Family Friendly Conference

PRESIDENTIAL REPORT



MACPA Messenger



It was a historic Conference and I'm proud to have been part of it. We are still the Mid-Atlantic Community Papers Association and we still have MACnet. It's just that now MACnet is part of MACPA and we are now managing the Association as one board.

I want to thank the MACPA and MACnet Boards for their support throughout 2014 and the beginning of 2015 as we carved out the future of MACPA. I also want to thank those board members who will no longer be serving on the board yet will continue to serve on the committees.

The committee concept for MACPA will be its strength. I would like to encourage each and every publisher to choose a committee to serve on or have one of your employees be a member. There will be monthly meetings to discuss the happenings of the committees and reports given at our board meeting which is held the second Monday of each month at noon.

Here's a list of the committees and their chairs. Feel free to volunteer by calling our Board Members who are serving as the representative of the committees. If you want more details, feel free to give the office a call.

Bylaws – George Mitten, The Windsor Press, Inc. 610-562-2267

This is a temporary committee as we make necessary changes to the present Bylaws.

Conference – Ruth Isenberg, Journal Newspapers, 570-443-8321 x 304

This is a very important committee which will be discussing major changes to the Conference attendance program. We will be conducting a strategic planning on June 27th at the MACPA office, 10 Zions Church Road, Suite 201, Shoemakersville, PA 19555. Please let Alyse know if you would like to attend at 800-450-7227.

Subcommittees under the Conference are:

Hospitality – John Hemperly, Engle Publishing Company, 717-492-2514

Ad, Editorial and Website Awards – John Schaffner, Schaffner Publications, 419-734-6506

Digital – Jeff Hayden, Erie Pennysaver, 814-868-1465

Some great ideas for Digital Media Certification are coming out of this committee. Be a part of these ideas.

Revenue – John Hemperly, Engle Publishing Company, 717-492-2514

Help with the financial decisions of MACPA.

MACnet – Tracey Crissman, The Horsetrader, 724-543-6290

MACnet will look at the various networks of the Association. Be a part of those decisions.

Legislative – Joy Bramble, Baltimore Times, 410-366-3900

Support our legislative presences and assist our Lobbyist, Jim, in spreading the word about what is happening.

Membership – Alan Spoto, MJ Media LLC, 973-246-6193

Help us to grow.

Membership Benefits – Claudia Christian, Weekly Press of Philadelphia, 215-222-2374

As we grow in revenue, so can our membership benefits. Help to make these good decisions on Membership Benefits.

Be a part of the positive change.

Ron Burke, President
rburke@washingtoninformer.com

2015-2016 MACPA BOARD OF DIRECTORS

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Alan Spoto, Director
(alan.spoto@gmail.com)

Randy Miller, Past President
(randym@themerchandiser.com)

UPCOMING EVENTS

Conference Strategic Planning

Saturday, June 27, 2015

11:00 - 2:00

10 Zions Church Road
Suite 201

Shartlesville, PA 19555

Please call 1-800-450-7227 to RSVP.

A Stately Affair

2016 MACPA Conference

April 22-23, 2016

with Keynote Speaker

Kevin Slimp

Seven Springs Mountain Resort

777 Waterwheel Drive

Seven Springs, PA 15622

2014 Ad & Editorial Winners



MACPA Messenger

- Category 4**
Free Standing Insert - Multiple Pages
1st Place
Hocking Printing Company
Ephrata, PA
2nd Place
East County Times
Essex, MD
3rd Place
Kapp Advertising Services
Lebanon, PA
- Category 6**
Themed Section or Guide - Glossy
1st Place
Kapp Advertising Services
Lebanon, PA
2nd Place
Kapp Advertising Services
Lebanon, PA
- Category 7**
Themed Section or Guide - Newsprint
1st Place
Hocking Printing Company
Ephrata, PA
1st Place
Hocking Printing Company
Ephrata, PA
2nd Place
Kapp Advertising Services
Lebanon, PA
3rd Place
East County Times
Essex, MD
Honorable Mention
East County Times
Essex, MD
- Category 8**
Timely Themed Sales Event - Newsprint
1st Place
Columbus Messenger
Columbus, OH
2nd Place
Columbus Messenger
Columbus, OH
- Category 11**
Automotive Ads
1st Place
Webb Weekly
Williamsport, PA
2nd Place
East County Times
Essex, MD
3rd Place
Webb Weekly
Williamsport, PA
- Category 13**
Grocery Ads
1st Place
Webb Weekly
Williamsport, PA
2nd Place
Webb Weekly
Williamsport, PA
3rd Place
Webb Weekly
Williamsport, PA
- Category 15**
Restaurant Ads
1st Place
East County Times
Essex, MD
2nd Place
Hocking Printing Company
Ephrata, PA
- Category 17**
Single Ad - Large Space Color
1st Place
Kapp Advertising Services
Lebanon, PA
2nd Place
Kapp Advertising Services
Lebanon, PA
- Category 18**
Single Ad - Small Space Black Ink
1st Place
Hocking Printing Company
Ephrata, PA
2nd Place
Hocking Printing Company
Ephrata, PA
- Category 19**
Single Ad - Small Space Color
1st Place
Kapp Advertising Services
Lebanon, PA
- Category 21**
Original Photography - Editorial
1st Place
Hocking Printing Company
Ephrata, PA
2nd Place
Hocking Printing Company
Ephrata, PA
3rd Place
Hocking Printing Company
Ephrata, PA
Honorable Mention
Columbus Messenger
Columbus, OH
- Category 22**
Editorial - Community Service
1st Place
The Early Bird Newspaper
Greenville, OH
- Category 24**
Original Writing - News Story
1st Place
East County Times
Essex, MD
- Category 25**
Original Writing - Editorial
1st Place
The Early Bird Newspaper
Greenville, OH
2nd Place
East County Times
Essex, MD
3rd Place
Columbus Messenger
Columbus, OH
- Category 26**
Original Writing - Featured Story
1st Place
Schaffner Publications
Port Clinton, OH
2nd Place
East County Times
Essex, MD
3rd Place
Columbus Messenger
Columbus, OH
Honorable Mention
The Early Bird Newspaper
Greenville, OH
- Category 27**
Original Writing - Personal Column
1st Place
The Early Bird Newspaper
Greenville, OH
2nd Place
Columbus Messenger
Columbus, OH
3rd Place
Weekly Press of Philadelphia
Philadelphia, PA

Congratulations to all the winners!

See next page for Gesneral Excellence winners!

MACPA Messenger

Category 1 General Excellence Community Papers Schaffner Publications Port Clinton, OH



Governor's race turns a corner in Ottawa County

Governor Kasich visits Ottawa County Republican Headquarters

BY JOHN SCHAFNER
A visit from a governor of another state is a rare occurrence in Ottawa County. On Tuesday, March 18, Gov. John Kasich visited the Ottawa County Republican Headquarters in Port Clinton, Ohio, to meet with local Republicans and discuss the upcoming general election.



Ed Fitzgerald speaks on running for governor and Lake Erie health

BY JENNIFER COPE
Ed Fitzgerald, a candidate for governor in the upcoming election, spoke at a press conference on Tuesday, March 18, at the Ottawa County Republican Headquarters in Port Clinton, Ohio. Fitzgerald discussed his plans to run for governor and his concerns about the health of Lake Erie.

Category 2 General Excellence Shoppers Guide Hocking Printing Company Ephrata, PA



Ephrata Lions Club 35th Annual Sports Card Show



T.E.A.C.H. Drama To Perform "Jane Eyre"



HOME Lawn & Garden



Overall General Excellence Hocking Printing Company Ephrata, PA



Ephrata Lions Club 35th Annual Sports Card Show



T.E.A.C.H. Drama To Perform "Jane Eyre"



HOME Lawn & Garden



Congratulations to the General Excellence winners!

POST-CONFERENCE WRAP: WE NEED YOUR HELP!



MACPA Messenger



It was great to see so many fresh and familiar faces at our annual conference. It was refreshing to have good news to report to the Board, to the General Membership, and to publishers one-on-one and in our roundtable session.

It was far less pleasant, but necessary, to start ringing the alarm bells warning of the Advertising and Printing Tax Threats we are facing in Pennsylvania.

What we still need from several publishers at this stage of the fight are completed Tax Surveys. Your responses will be kept confidential, but the aggregate information is critical to gauge the scope of the potential impact to our membership. A robust sampling of candid answers will help us to both develop compelling testimony for legislators, and assess which components of competing tax plans we could support as doing the least harm at the end of the day.

That is why specific questions about our unique circumstances are crucial, such as: "Can your software systems handle the booking + processing + billing of Advertising that is both Taxable and Non-taxable?" Since no other state taxes advertising, many systems cannot handle this. Prior surveys indicated major upgrades, programming, training, etc. would be needed by nearly every publisher. When we can better estimate associated costs, capital and labor for our collective enterprise, we will show an outrageous disproportionate burden to our industry before even attempting to collect the first penny for the state.

This is going to be a long, hard battle ahead into summer, with no comfort being taken that Partisan Politics and Divided Government will kill this threat. Of course, prominent members of the House and Senate are vocally trashing the Governor's Budget and School-Property-Tax-Swap plans right now. But there is critical underlying Policy -- including the Sales and Use Tax Expansion (as well as EIT increase) that was

so recently championed by a growing number of Legislators when it was "their" idea. As a means to an end, there is underlying consensus -- it's whether that end is a complete or only partial lowering of School Property Taxes that has caused much of the knee-jerk backlash beyond the just pure-politics aspect.

One silver lining in the current politics of the competing tax-swap-schemes is that they are now far less toxic to oppose in public. During the last two Sessions, there was a real concern that Publishers could be branded -- both by legislators and readers -- as Champions of kicking Granny out of her home and onto the street. We may also need to take a stand at some point on the interrelated issues of the actual school funding formula, and the biggest cost drivers Pensions and charter schools. For the moment we are safe and holding ground with key House and Senate Leaders with the simpler, pro-small business message of don't kill the Golden Goose. This will demonstrably put a disproportionate burden on small businesses who don't have accountants, lawyers, what have you in-house. And at the end of the day, we are united with paid newspapers, broadcasters and national advertiser groups to cling to just Advertising -- if SUT Expansion becomes politically inevitable -- pounding on the Economic Multiplier Effect of 20X or more, a rationale embraced by all other states that don't tax advertising.

We are in the calm before the storm. The dangerous, competing Tax Schemes will drop as actual legislation any day forward now. When we have actual bill numbers, we will fight the specifics, making our case to individual legislators -- Your Completed Tax Survey is extremely important for the broad themes, and tailored arguments for your community and their districts. Please help today!

Best Always,
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GROWING NEWSPAPERS

They Seem to be Popping Up Everywhere



MACPA Messenger

by: Kevin Slimp

I'm in the midst of one of those crazy, multi-town, trips that leaves little time for remembering what happened yesterday because I'm too busy getting ready for today.

Friday found me in Cambridge, Minnesota. Wade Weber and I have known each other since the first time he invited me to his newspaper in Mora, Minnesota, somewhere around seven or eight years ago. Since then, he's had me back to visit one of his offices about every other year.

As we went around the room, everyone introducing themselves, I loved hearing, "I'm editor of the new paper!"

Who knew? Wade has a brand new newspaper. I always wonder why people think there aren't new papers being created. I run into them all over the place. Recently, six very successful non-dailies in Florida. Two in my hometown of Knoxville, Tennessee. Wade's new paper in Minnesota. They seem to be popping up everywhere.

It's no surprise that his papers are popular. His group has several titles in area communities, paid and free, each with its own local staff. At the end of the day in Cambridge, Wade and I went back to his pressroom to look over some of the papers his group publishes each week.

The production quality was excellent. Good color. Great photos. Reds were red and blues were blue. Regular training over the years will lead to those types of results.

I didn't know it before Wade told me, but Ed Henninger had been to Cambridge to help with design just a couple of months earlier. I wasn't surprised. The pages looked near perfect.

I saw a story about a daily newspaper for sale a couple of days ago. Almost as a side note, it was mentioned that the paper had a profit in the 20 to 25 percent range. And why was it for sale?

Apparently, that wasn't enough for the giant corporation that owns it. So, it's for sale.



People ask, "Doesn't it exhaust you to be on the road so much?" What they don't realize is that newspapers are fun again. This is the group in Cambridge, MN.

Another thing that I noticed while visiting Cambridge that has been a common thread in visits to newspapers this year is the enthusiasm present among staffs. It's almost like it's fun to work at a newspaper again.

I'm glad. For three or four years, newspapers were starting to seem destined for doom. Someone, probably me, should do a study to find out how many new newspapers have been started in the past year. I'll bet it's a lot.

The headlines continue to be about huge corporations like Digital First, Gannett and others selling and buying papers. But don't kid yourself. The real story this year is the renewed vitality in the newspaper industry.

Surely you read the comments of Martin Sorrell, CEO of the world's largest advertising group, as well as highest paid CEO in Europe, concerning newspaper advertising. In April, he said that print media is more powerful than agencies believe and advised advertisers to spend more in print.

"Publishers need to ensure their offering is as quick and simple to buy as other solutions in the market," said Sorrell. "In doing so, they will no doubt continue to prosecute the case not only for the value of their audience but the engagement and influence of their mastheads and digital properties with those audiences."

I couldn't have said it better. And I certainly wouldn't have had the audience Sorrell has when it comes to ad executives.

It pleases me to know that influential leaders like Martin Sorrell and Warren Buffett understand the value of newspapers. Frankly, though, I'm more pleased that people like Wade Weber, publisher in Minnesota, Victor Parkins, in Tennessee, and Jerry Tidwell, in Texas, do.

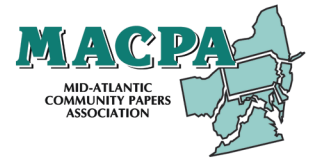
It's the folks I've recently visited in places like Minnesota, Texas, Tennessee and Florida that give me so much optimism about the future. There's a keynote I give now and then at conventions titled, "I wish you knew what I knew."

Now, you know a little of it.



Wade and I looked over some of his papers in the pressroom.

SALES MANAGEMENT: THE NEED FOR CREATIVITY!



by: Ken Thoreson

This past week I had opportunity to work with a great client at their worldwide sales conference in Miami. During the two days, I spent several hours with their sales management team and four hours with their salespeople, they have a great sales culture and you could feel the attitude in the room. In the post meeting evaluations several reactions to the programs came out: 1) The importance of understanding the various personality styles, 2) The need to be "greedy with your time/Time Management and 3) the fact that an individual's creativity can be learned or enhanced. Past blogs and our monthly newsletters have covered personality styles and time management so this week I thought I would address creativity.

There is no question about it, top performers are more creative than your average salespeople. They seem to come up with unique ideas to prospect, find ways to enhance client relationships and they close more effectively. Sales leadership requires creativity as well, sales managers that are exceeding sales quotas, hiring and developing their teams and building a sales culture require huge levels of a creativity quotient.

The good news? You can enhance your creativity by "working on it" ...In my Keynote, No Regret's, the

Do Over Factor, I share three tenets for personal and professional success, creativity is one of those three foundations. I have listed nine actions you can work on to develop mind patterns that will enhance your creativity power.

- Track your ideas: keep a notebook and write down all your ideas-about anything, it is amazing what happens when you build an active list.
- Inquiring minds want to know: be inquisitive, ask questions, increase your levels of interest
- Learn about different things: study a language, read a book, take a course, get active
- Avoid set patterns: break your habits, floss your teeth differently, brush your teeth in different sequences, drive to work on a new route
- Be open: listen to others, try to accept new ideas
- Be patient in observations: take the time to watch a bird fly, look at the woods more closely, look for new patterns, watch the river flow
- Engage in hobbies: your mind must dis-engage from normal business stress,
- Improve sense of humor: learn to laugh, even at yourself
- Be a risk taker: try something different, the adrenalin will cause a positive impact on your brain.


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