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DECEMBER**2020** / JANUARY**2021**

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A NEW DAY DAWNS FOR COMMUNITY PUBLICATIONS

INDUSTRY UNIFICATION

CONFERENCE UPDATE

2021

A PUBLICATION OF THE ASSOCIATION OF FREE COMMUNITY PUBLICATIONS

2021 BEST OF THE BEST AWARDS

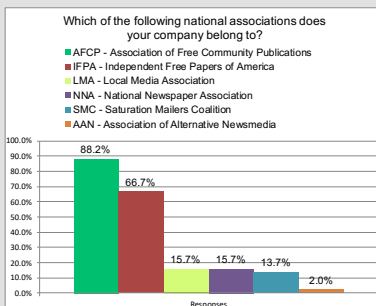


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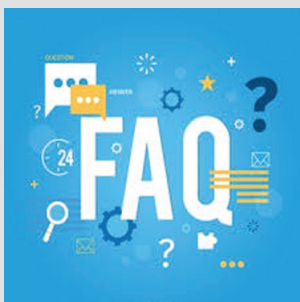
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COMING
next
month

The next issue of INK will focus on the results of the merger plans for the national associations. It will include all the important news and information that you will need to stay on top of the community publication industry.

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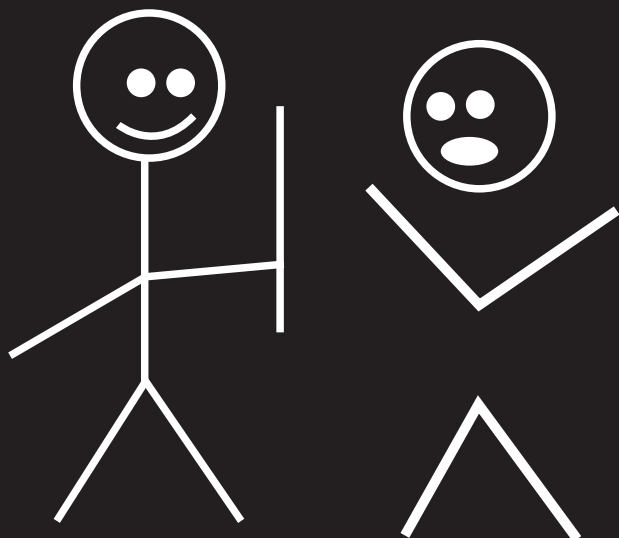
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LOREN COLBURN
EXECUTIVE DIRECTOR

Unity is strength...

I DON'T KNOW IF YOU HAVE EVER read anything from Mattie Stepanek. Mattie was an amazing poet who wrote seven best-selling books of poetry and peace essays before his death at the early age of 13. His wisdom extended well beyond his age and one of the thoughtful gems he left for us is the quote referenced by the title.

The community publication industry is facing an incredible opportunity to unify the representation of their businesses on the national stage. For over 40 years, the Association of Free Community Publications (AFCP) and the Independent Free Papers of America (IFPA) have both worked tirelessly to improve the image, strength and acceptance of their members. Because of the separate nature of these efforts, there has been some duplication of the programs, initiatives and resources within their memberships and the industry.

With the additional strains put on the industry and members' businesses by the economic and civil impact of COVID-19, the two organizations have increased their focus on working through the issues that separate the two groups. Both boards have navigated this process with a clear and concise goal of providing what is in the best interests of their supporting members. Many of those members belong to both organizations, creating significant duplication of member requirements to support the efforts of both.

The first week in December, there will be an opportunity for each organization's members to vote on a merger plan to unify the two associations. This plan pro-

poses a new organization, the Association of Community Publishers (ACP) to represent community publications nationally. This unification plan will allow all publications to unite within a single organization to promote the initiatives, image and education of industry participants.

What does all this translate into for individual publications? One stronger voice to advocate on behalf of members, one advertising network to support, one set of events to attend, additional funding support for circulation audits, increased

accessibility of The Leadership Institute's professional development programs, one membership dues payment, and on and on the list goes.

The board members and staff of both organizations urge their members to support this effort to unify the community publication industry's national representation. Take the time to respond to the

voting process for each of the organizations you belong to as there are legal requirements for the number of voting participants needed to validate this merger plan. As Mattie Stepanek so well advised us, "wonderful things can be achieved" from the consolidation of talents, efforts and resources in the interests of teamwork and collaboration.

My faith in our members to do what is best for their future and the future of the industry prompts me to project that 2021 will bring a new organization, new opportunities and a new solidarity to this industry. It will be just what is needed to shout from the rooftops, "If its FREE, buy it!" **INK**

"Unity is strength...when there is teamwork and collaboration, wonderful things can be achieved."

- Mattie Stepanek

Talking with Val Simon of Coastal Breeze News

COASTAL BREEZE NEWS IS THE LITTLE ENGINE that could.

There were already two corporate-owned daily newspapers on Florida's Marco Island – a small, 24-square-mile beach paradise – when Publisher Val Simon launched the Coastal Breeze News on January 10, 2010.

"Everyone thought I was crazy," she laughed, "and so did I. But I thought the Gannett and Scripps papers were missing the mark, so I started Coastal Breeze News as the third paper on the island. I had worked for the Sun Times and was part of the negotiations when Gannett bought that paper. The transition from small independent publication to megamedia ownership was a lesson." After Gannett took over the local Scripps papers, they shut the Sun Times down.

Having worked for both giant corporations and tiny independent publications, Simon knows that the key to her success is experience.

"You either know newspapers and your community or you don't," she said. "Some of the bigger corporate papers forget that. I know that you can only cut so far before you actually cut what the people enjoy and what they want to see. I've seen what happens when local decisions are driven from other locations. We used to have an ad that said, 'We work here, we live here, we play here.' Unlike the big corporate papers, I can give people a decision in minutes. I don't have to ask a board of

directors for approval. The buck stops here."

Though she never intentionally chose publishing as a career, she has four decades of experience.

"When I was 18, I decided I needed a new job," she said. "I would go out and apply for a job, then have to go back for an interview the next day. Fi-

nally I decided that I wasn't going to go out unless I applied at a minimum of three places. After all, I was already dressed up. I had applied for two jobs one day and couldn't think of where else to apply. I came to a stop sign and noticed the newspaper at the end of the block. I stopped and applied for a job, talked to some guy and he ended up hiring me."

That guy was Tom Krekel, a familiar face in the industry. "Much later he asked me, 'Do you know why I hired you?' I had no idea. He said, 'We had 250 applicants, some with master's degrees. I hired you for your enthusiasm.' I have been in newspapers ever since," she said.

"I was in the Cayman Islands for ten years too. My husband and I honeymooned in Grand Cayman in 1989 and loved it. So when the opportunity came up to work with Peter Jackson at his paper, the New Caymanian, we took a chance. We packed up everything and moved down there. I also

worked with the late Brian Uzzell at the Cayman Compass. We returned to the U.S. in 2000 with two kids in tow."

Continued on page 8



Val Simon (top left) and her production manager enjoy participating in Leadership Marco. Here they are giving the class a variety of elements for a front page, and instructing the class to piece it together by choosing the main story and photo. One of Coastal Breeze News's contributors (center, black shirt) assists by providing a hilarious mock press conference.



Talking with Val Simon of Coastal Breeze News

Continued from page 7

With only about 17,000 permanent residents on the island, circulation is very seasonal, ranging from 12,500 in the summer months to 18,000 plus in season. Coastal Breeze News was published bi-weekly until mid-November of 2019, when it went weekly. Then COVID hit and the bottom fell out of everything. The weekly AFCP publishers' calls were a lifeline.

"I thought long and hard about what to do and decided that as long as it was paying for itself, I was going to continue publishing," she said. "Some publishers stopped, but we never missed a beat. So many seniors here were afraid to go out to get a paper. So I told them for a two-month period, we would give them home delivery for free. Was it costly for us? Yes, but it meant a lot to them. It gave them the news and information they needed because TV stations don't cover us. We're too far

from their main market area of Fort Myers."

Simon has a staff of 13 full- and part-time employees, many of which came to her after being laid off from the corporate papers. "In this industry it's hard to not only find someone who is good at what they do, but who is also dedicated enough to get up at 5:00 a.m. to finish a layout, if that's what needs to be done. When you find that loyalty you need to take care of it," she said.

The one thing that Simon wants people to know about Coastal Breeze News is that it is a paper with a heart.

"We care about the community," she said. "One lady sent me a note that said, 'You are a great community partner.' It goes back to why would I go to home delivery during COVID? Because we care. It's important. That's what is missing in a lot of media companies today. I'm grateful to be able to be doing what I'm doing and to offer an alternative to the readers and the employees." **INK**

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Loren Dalton

INK MAGAZINE RECENTLY caught up with Loren Dalton, co-founder and CEO of WhutsFree, in order to find out how his app can help publishers in our industry. Dalton spent over 25 years with the Harte-Hanks Penny-Saver, serving in many roles, including President of the Northern California Penny-

Saver, EVP of Sales and Marketing for all of California and President of their internet company.

INK: What is WhutsFree?

Dalton: Most people that hear about it for the first time think of it as "Groupon-like". While I understand where they are coming from, I don't see it that way. We are an app that offers FREE deals for the users in their local area (no purchase necessary). We don't charge the business owner for the FREE offer! But there is still good money to be made with this app.

INK: Why did you create this app?

Dalton: I spent over 25 years of my career in the Free Paper Business. Like a lot of people who read this magazine, I could have made a living doing all kinds of other things, but I always loved what our industry does. We allow the small- and medium-sized business owners to stand toe-to-toe with the national and large regional companies and win! Without us, there would be far fewer small businesses in existence today.

I not only spent much of my career in the Free Paper Industry, but my last few years in it, I was working on ways to help small- and medium-sized businesses with digital offerings. My experience in our industry (both in print and digital) is tailor made to help publishers win. With what I have learned in my previous roles, I knew I could create something that would be a win for them and their customers.

INK: How does WhutsFree help publishers?

Dalton: Publishers are getting a lot of competi-

tion from digital competitors (as digital solutions become more hyper local). It is not fair for these BIG companies who own these digital solutions to beat us at our own game. Our industry was the original "hyper local" solution. So my business partner, Josh Holmes (who also comes from our industry) and I decided to build something that allows publishers to fight back and win!

INK: But many publishers view ANY digital solution as a threat to their publications.

Dalton: I know that this is the case. And they have had good reason to feel that way, as most

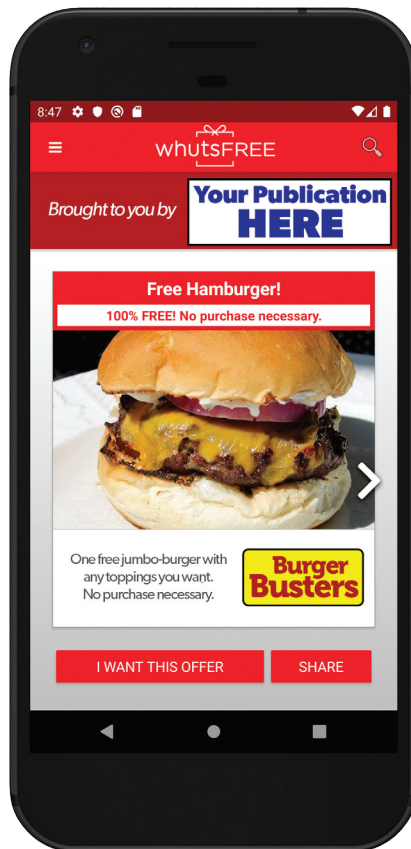
digital solutions, in fact, have been threats. The leaders at my former company felt the same way. In hindsight, I am sure that they wish that they had thought differently. It isn't that digital solutions are, by definition, a threat. It is that most all of them have been built in such a way that they naturally become a threat.

To be a WIN for publishers of AFCP (instead of a threat), a digital solution needs to "thread the needle" by bringing value to the end users and the advertisers WITHOUT having advertisers choose the digital solution INSTEAD of print. It has to be something that they want to do IN ADDITION TO PRINT! And done right, it can also develop relationships with a lot of business owners who do not currently run with you in print. We have spent the last year and a half building this solution! We are excited to introduce it to the industry.

When it comes to a good deal, NOTHING BEATS FREE!! As a result,

we expect this app to quickly become one of the most popular apps in the nation. And as it grows nationwide, it will only increase the value of it in your own individual area, bringing you more advertisers, revenue and profits, while bringing more results for your advertisers and more value for your readers.

To find out more, publishers can email us at publishers@whutsfree.com or call us at 833-WhutsFree (833-948-8737). **INK**





Postal Rate SPECIFICS for 2021

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

IN LAST MONTH'S INK, MY COLUMN SHARED the "just announced" USPS Postal Rate Filing. This month I can share a chart showing the current, future, and percentage differences for rates for Saturation Flat Mail, the type of mail most frequently used by free papers.

No, your eyes are not deceiving you. For most types of saturation mail, including mailings up to the four-ounce break point or heavier mailings, free papers will see no increase in the basic rate they pay for saturation flat mail delivered to any of the Postal Service entry points, whether sent by EDDM commercial (what we used to call simplified), or saturation regular rate flats prepared with an address.

In recognition of the COVID-19 market disruptions and hardships that shared mailers and free papers publishers faced, along with saturation coupon envelopes and coupon magazines, it seems the Postal Service exercised restraint and did not increase the basic rate for any of these programs.

As predicted and feared, the Postal Service continued to be reasonably aggressive in efforts to increase the cost of detached address label (DAL) or detached marketing label (DML). Any card that accompanies a mailing with a marketing or advertising message will increase in rates from today's current rate of five cents per card to six cents per card. For mailers that have relied on DMLs to help cover their mailing costs, this results in a practical rate increase of 4.69 percent in postage costs.

The Postal Service officials handling operations, marketing, and pricing have consistently maintained that the DAL or DML is a separate "cost driver" for the Postal Service, and that the card has not been "covering its costs." Although publishers and mailers using the card have pointed out that the Postal Service should consider all combined revenues from a shared mail package, such as a free paper or a shared mail coupon magazine sent with the card (because you cannot mail a DML without the full package, a profitable product when combined rates and costs are considered) the Postal Service has consistently argued in past years' rate filings that it needs to raise the card rates to cover card costs. But for mailers that do not use a DML/DAL card, or mail to several zones or areas without a card, the 2021 price adjustment will result in no rate increase.

The mailings that saw the higher increases in the Marketing Mail ECR category were high density regular mailings. Carrier route flats and high-density flats saw rate increases of four to six percent. In a webi-

nar offered by the Postal Services officials on pricing, it was explained that the high density category was originally created for newspaper TMC programs to offer a type of "blended rate" that recognizes the market differences and customer needs used by newspapers that were using their own carriers to deliver to subscribers, but also using a high density mail option going to nonsubscribers.

Over the years, the high density regular category and the ECR basic category have been used more by co-mailers to combine a variety of customer mailings to achieve rate savings with greater density of combined pieces going to a specific carrier route or zip code. The Postal Service argues it is not capturing real costs savings from these mailings and that offering co-mailers lower rates for simply adding more pieces to a mailing is not benefiting the Postal Service.

SMC has been advocating for separate product and rate treatment for saturation shared mail programs – whether free papers, shared mail, coupon envelopes or magazines – for several years. When you are doing a mailing that must, based on your product type, cover every home in a geographic area, you are not able to achieve savings or postal reductions unless you cut frequency or completely trim your geography. Saturation mailings are, by nature, all or nothing. The general advertisers that use shared mail programs, like grocers, retailers, home services, restaurants or food are very price sensitive. If postal rates are too high, they will cut mail spending and look at other media.

SMC believes the Postal Service and our members would benefit if a separate approach to shared mail pricing for saturation letters and flats was created that recognizes the incrementality of these programs. If the Postal Service lowered the basic rate and break point, but had a gradual increase as more pieces were added to a package, it would be a "win-win" for the Postal Service and this type of advertising. SMC will continue to advocate for separate product treatment and a recognition of the unique service and customer needs of shared mail programs in years to come.

For now, it appears that the 2021 rate filing was designed to "intentionally" do no harm to free papers, shared mailers, and coupon programs that already suffered greatly due to business cutbacks and closings caused by COVID-19.

For mailers that can take advantage of the Postal Service promotions, the promotions calendar for 2021 is very similar to the promotions offered in 2020. There will be promotions that could be used by free papers beginning in February 2021 and

USPS Marketing Mail Flats Postage Rates - Enhanced Carrier Route (USPS Rates for January 24, 2021 Implementation)

(All rates shown in cents)

SUBCLASS / Rate Category	FOR PIECES WEIGHING 4.0 OUNCES OR LESS ^{1 2}				FOR PIECES WEIGHING MORE THAN 4.0 OUNCES ^{1 2}					
					CURRENT RATES		NEW RATES		% DIFFERENCE	
	Current Rate	New Rate	% Different	Amount Different	Per Piece	Plus Per Pound	Per Piece	Plus Per Pound	Per Piece	Plus Per Pound
ECR FLATS - Basic	30.2	32.0	8.0%	1.8	12.6	70.5	12.6	70.5	0.0%	0.0%
NOC Entrv	27.1	28.5	5.2%	1.4	12.6	58.0	12.6	58.0	0.0%	0.0%
SCF Entrv	26.6	27.4	3.4%	0.9	12.6	55.4	12.6	55.4	0.0%	0.0%
Dellvarv Unit Enbv	25.4	26.7	5.1%	1.3	12.6	51.1	12.6	51.1	0.0%	0.0%
ECR FLATS- Basic CR	28.3	29.9	5.7%	1.6	10.7	70.5	10.7	70.5	0.0%	0.0%
NDCEntv	25.2	26.4	4.8%	1.2	10.7	58.0	10.7	58.0	0.0%	0.0%
SCF Entrv	24.6	25.3	2.8%	0.7	10.7	55.4	10.7	55.4	0.0%	0.0%
Dellverv Unit Entrv	23.5	24.6	4.7%	1.1	10.7	51.1	10.7	51.1	0.0%	0.0%
ECR FLATS Hlah Denaltv /3	25.0	26.8	3.2%	0.8	9.8	60.9	9.8	60.9	0.0%	0.0%
NDCEntvY	21.2	22.0	3.8%	0.8	9.8	45.4	9.8	45.4	0.0%	0.0%
SCF Entrv	20.5	21.3	3.9%	0.8	9.8	42.6	9.8	42.6	0.0%	0.0%
Dellverv Unit entrv	18.9	19.7	4.2%	0.8	9.8	38.5	9.8	36.5	0.0%	0.0%
ECR PLATS - Htah Densltv Plus	23.2	23.2	0.0%	0	8.0	60.9	8.0	60.9	0.0%	0.0%
NDCEntv	19.4	19.4	0.0%	0	8.0	45.4	8.0	45.4	0.0%	0.0%
SCFEnlv	18.7	18.7	0.0%	0	8.0	42.8	8.0	42.6	0.0%	0.0%
DellVerv Unft Entrv	17.1	17.1	0.0%	0	8.0	36.5	8.0	36.5	0.0%	0.0%
ECR FLATS - Saturation	22.4	22.4	0.0%	0	7.2	60.9	7.2	60.9	0.0%	0.0%
NOC Entrv	18.6	18.6	0.0%	0	7.2	45.4	7.2	45.4	0.0%	0.0%
SCF Entrv	17.9	17.9	0.0%	0	7.2	42.6	7.2	42.6	0.0%	0.0%
Dellverv Unit Entrv	16.3	16.3	0.0%	0	7.2	36.5	7.2	36.5	0.0%	0.0%
EDOM	22.5	22.5	0.0%	0	7.3	60.9	7.3	60.9	0.0%	0.0%
NOC Entrv	18.7	18.7	0.0%	0	7.3	45.4	7.3	45.4	0.0%	0.0%
SCF Entrv	18.0	18.0	0.0%	0	7.3	42.6	7.3	42.6	0.0%	0.0%
Oellverv Unit Entrv	16.4	16.4	0.0%	0	7.3	36.5	7.3	36.5	0.0%	0.0%

Add \$0.055 (currently \$0.045) for each piece addressed using a Detached Address Label with no advertising or \$0.060 for a Detached Address Label containing advertising (currently \$0.050).

¹ Per piece maximum weight is 4.0 ounces before piece/pound rates apply.² Saturation, High Density Plus, and High Density letter-shaped pieces, that weigh more than 4.0 ounces must pay the piece and pound prices shown in the applicable Saturation, High Density Plus, and High Density Flats (Commercial and Nonprofit) price tables. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 3.5 ounces, but not more than 4.0 ounces, must pay Carrier Route Flats (4.0 ounces or less) prices. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 4.0 ounces must pay Carrier Route Flats (greater than 4.0 ounces) per piece and per pound prices. These pieces cannot be entered at a DDU and must be prepared as letters.

continuing until the end of the year. Mailers with an eligible mail piece can receive an upfront two percent discount on qualifying pieces. Hopefully, AFCP and other free paper associations will work together to offer promotions that can be used by their members similar to the promotions offered in 2020.

Looking ahead, 2020 could end with a postal bang. The Postal Regulatory Commission (PRC) has been "sitting on" the ten-year rate review. Rumor has it that after the election, the PRC will be issuing an order or additional rule making proceedings in connection with the ten-year rate review.

Last December, pre-COVID-19, the PRC had issued

a proposal that would have given the USPS the right to increase postal rates over the fixed rate cap of the annual CPI. One troubling aspect of the proposal was a suggestion that the USPS could raise prices highest for the types of mail that saw decreases in mail volumes. In other words, as the Postal Service lost volume, it could raise prices over CPI. Earlier this year, SMC joined with other associations and mailers to submit filings to oppose the 2019 PRC proposal.

Since last year's PRC proposal, and with COVID-19's impact on marketing mail, a rule like the one proposed by the PRC last year would have devastated. *Continued on page 12*

POSTAL update



Save the Date!

by Greg Bruns, 2020 Conference Committee Chair



Greg Bruns

AS WE WRAP UP 2020

and start penciling items in on the 2021 calendar, I would like to encourage you to mark down the dates for this year's conference: April 22 – 23. On behalf of the AFCP and MFCP Boards of Directors and staffs, it is my privilege to invite you to the 2021 Joint Conference and Trade Show in the burgeoning heartland of Des Moines, Iowa. Your

Conference Committee has been diligently planning an event that brings us all together, optimistic that this will be possible by April.

The collective feeling in our planning sessions is that our industry needs this conference now more than ever. Growing in the Heartland is the primary theme, and the taglines include: "What are we going to do NOW? What are we going to do NEXT? and What are we going to do NEW?" All three are pertinent questions that we could spend two full days unpacking and answering – and we will.

Whether you come home with a revenue-generating idea that puts more money in the bank, or a best-practices concept that saves you the ultimate currency of time, the end result is the same: coming to conference is worth it. This year, everything has been trimmed down to two days, wrapping up on Friday evening. This enables us to focus on the elements that make this event the best in our industry. It takes out half of a day (the Saturday morning many people skip), and helps you shorten your time out of the office.

The 2021 Conference Trade Show is the largest of its kind for our industry. A variety of vendors will offer products and services that span a myriad of issues that are integral to our business. They are there to educate, help solve problems, and create money-making opportunities that are specific to the free publication industry.

Some of the highlights we have planned so far:

- Holly Hoffman – Keynote Speaker and "Survivor" Finalist with her message, "Never Give Up – The Survivor Way"
- "Idea Exchange" – a Survivor-Style Contest
- Creative Leadership – Management Certificate Program
- The Leadership Institute (TLI) Courses
- Networking with some of the most successful people in community publishing
- The largest tradeshow in our industry
- Best of the Best Awards 2021
- Closing keynote, "Time to Get Our Swagger Back!" by E&P Magazine publisher and long-time industry advocate, Mike Blinder

This invitation to join us in the Heartland includes my assurance that we will do everything within our power to make this conference an enjoyable and profitable experience, so you get a worthwhile return on your investment. All of us on the AFCP/MFCP conference committee can wholly identify with the intrinsic value of time and money today. There is always fun to be had, and more importantly, so much to learn from one another.

Make the commitment now to come to Des Moines and help you and your team survive and thrive in 2021. **INK**

Postal Rate SPECIFICS for 2021

Continued from page 11

ing impacts on marketing mailers.

Importantly, the entire postal scene has changed greatly since December of last year. Shipping volumes and revenues have increased. Contrary to dire predictions, the USPS has been making money! SMC and other postal stakeholders will be prepared to vehemently oppose any rulemaking that seeks to impose a proposal like last years' PRC recommendation.

As the year comes to an end and 2021 begins, we will be watching for a PRC announcement and prepared to respond, and potentially challenge any proposal that

would add to uncertainty and increase costs for shared mail or free paper programs.

After months of fighting attacks from local states attorney generals, congress, and the media about alleged election suppression, the Postal Service and its new management have been playing defense for the last several months. The new Postmaster General, Louis DeJoy, has had some initial meetings with postal stakeholder associations and major mailers. DeJoy has expressed an interest to work with mailers and the associations that represent them. Only time will tell what will be happening at the top with leadership in the weeks and months to come. **INK**

Coming Together...Creating our Future



Rick Wamre

OVER THE PAST FEW MONTHS, we've gotten to know each other quite well. The "we" is John Draper, AFCP President, and Rick Wamre, IFPA President. Looking ahead, we see a future where the "we" becomes all of AFCP and IFPA. Two great national free paper associations working together as a united and stronger association leading our members'

publications into the future.

This journey began a number of years ago with a vision to streamline operations and provide our members with the best that both associations have to offer. As we've moved from a vision to a sense of clarity, we've been driven by a solid slate of value points.

At the core of this unification is maintaining and enhancing value to our members. For members who belong solely to IFPA or AFCP, the unified entity will bring together member benefits such as CVC circulation audits, peer groups (with even more peers), events, learning opportunities, Rising Stars and much more. Benefits from each association will now be benefits for all of our collective members.

For our publishers who maintain a membership in both associations, there will be additional benefits. Through unification, there will be no need to pay dues to two associations, run ads for two classified networks, or choose which events to attend.

This unification also will improve operations. Over

time, we'll be able to combine cost centers at a net savings. We can eliminate duplication of efforts, and then focus on developing the solid industry voice our members need. In addition, our advertising network will be more robust and our partnerships with industry vendors more solid.

All of these plans will require much work on the part of our board members and the talented staff employed by both IFPA and AFCP. All of us are fully engaged to make this happen, and the combined work performed thus far is a sign of encouragement for our future.

The next big piece needed to put this puzzle together will be laid in place by you, our members. Each association will be conducting a membership vote to consider the unification of our two associations.

All active members are allowed a vote within the association for which they hold a membership. If you happen to be a member of both groups, you'll be allowed to cast a vote during each association's approval process. If you have questions, please reach out to our association staff or to either of us, and we'll do our best to provide answers.

We encourage you to watch for this voting opportunity in early December — and then please return your affirmative vote a vote to capitalize on all these value points ... a vote to create a new future for our industry. **INK**



John Draper

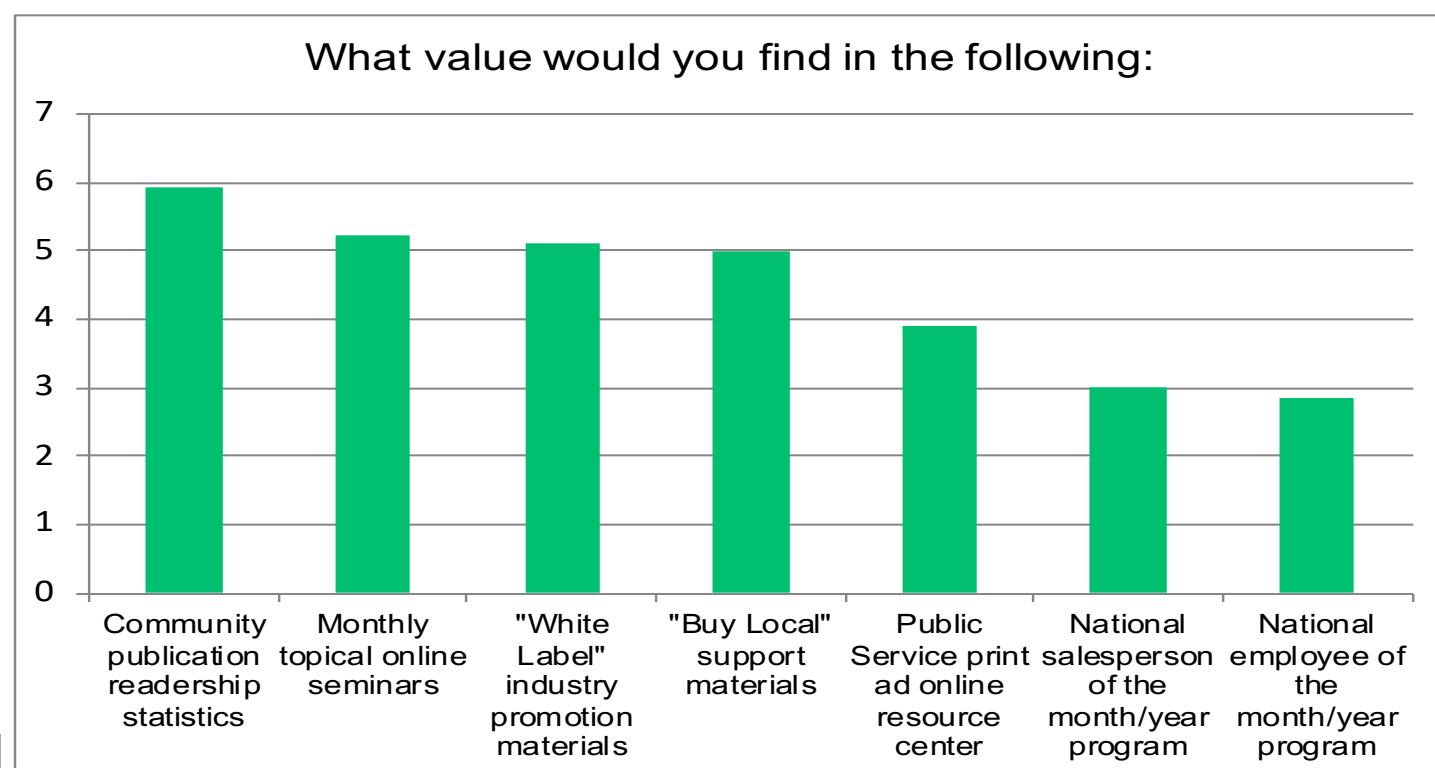
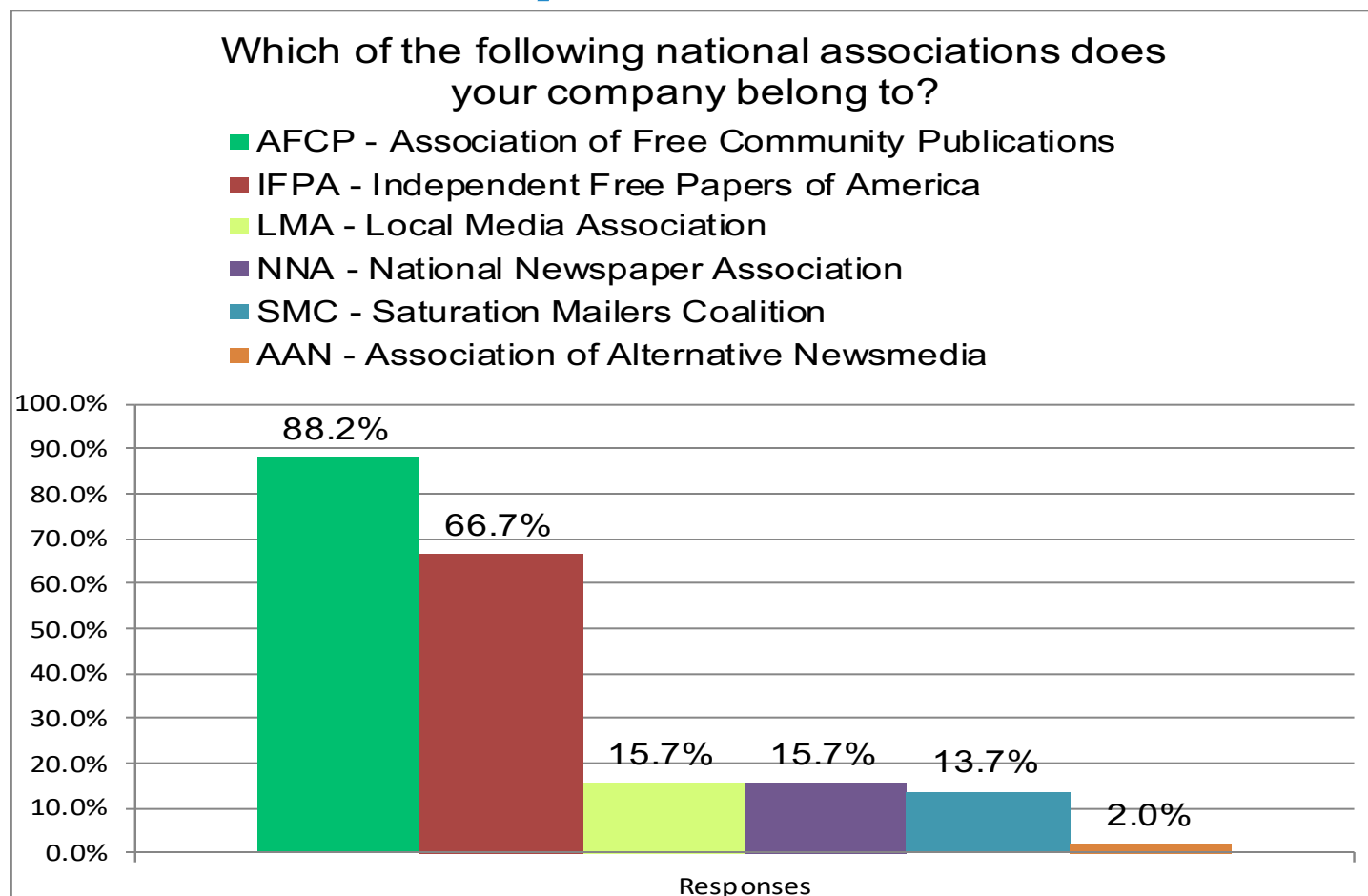

RICK WAMRE
IFPA PRESIDENT
ADVOCATE COMMUNITY NEWSPAPERS



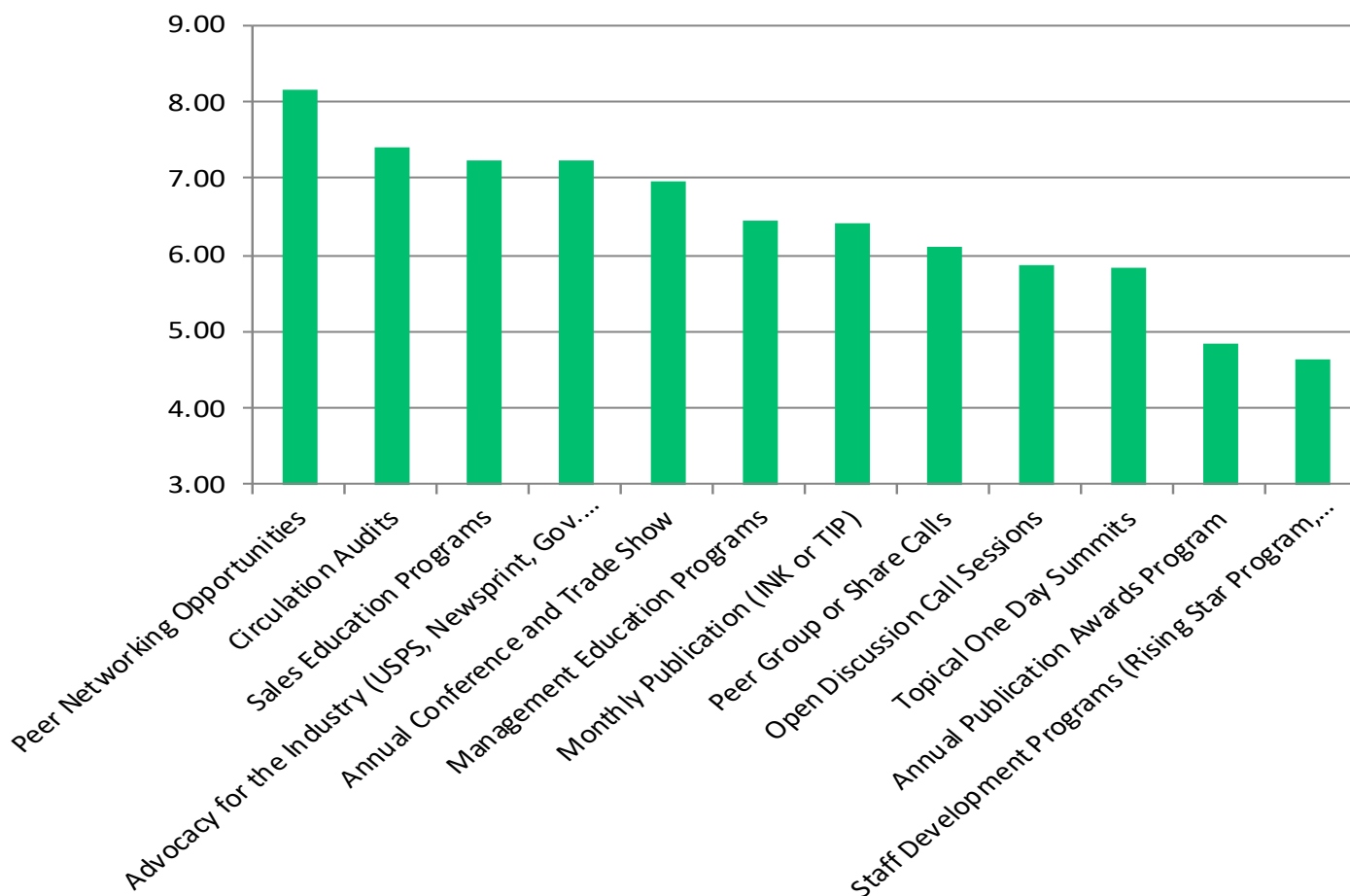

JOHN DRAPER
AFCP PRESIDENT
THE FREE STAR



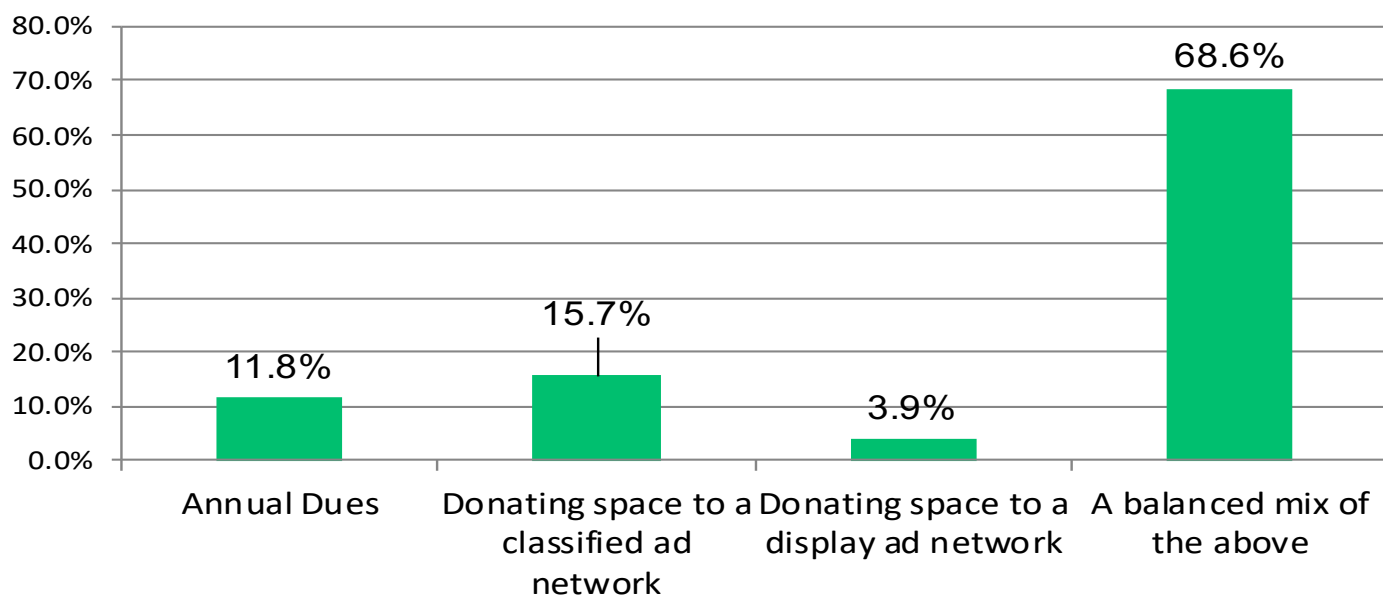
The Survey Says...



How valuable are the following to your participation in a national organization?



Which of the following do you prefer as a method of funding member benefits through a national association?



THOUGHTS from a few Publishers

Related to the AFCP / IFPA Merger & Vote

• What benefits do you see in having one national voice for the community paper industry?

The two associations merging – whose main purpose has always been to help publishers and their staff grow – is a time that has come and is needed. This will allow the new organization to grow a larger membership base and to be a much stronger voice for our industry. Together both organizations, as one, can support and help the industry during the changing times by pooling resources together and bringing a new and exciting organization to our members while promoting the community publication industry.

– Joe Nicastro

As State and national organizations continue to lose members and struggle with financing current operations, mergers make complete sense. We have to maintain effective representation (even inclusive of other mediums) and effective means numbers.

– Dan Autrey

Having one national voice will quantify our industry as a vital part of our nation and the service we provide. I do believe that being under one masthead, so to speak, is going to be more beneficial as far as our company is concerned because in today's world, it will be advantageous to us to cater to one association nationally. Our company can stay more focused if we're getting association information from one source.

– Greg Ledford

I love the idea of merging of AFCP and IFPA. I think both offer a little different perspective but there is a lot of crossover. For example, I love the Ryan Dohrn webinars from IFPA and the AFCP conferences. To be able to have both in one organization is a "plus plus" for everybody.

– Barb Powers

• Will combining the member benefits of both organizations make membership more valuable to your company?

The biggest benefit will be the ability to have a larger network of publishers that can learn from each other. The current benefits from both organizations are great and are very helpful to members, but networking with

fellow members and learning first-hand what works and what doesn't is invaluable. Merging and creating a new organization with fresh ideas and programs for today's challenges is crucial to our members and industry.

– Joe Nicastro

Yes. Simply put, the more members the stronger the organization will be. And as a proponent and believer, it is our duty to stay involved.

– Dan Autrey

From the consensus of publishers I've spoken to personally, everyone agrees it would be better.

– Greg Ledford

As the president of PNAWAN, I'm always pushing the conferences and for members to get involved in the associations and training. Some members do not take part for various reasons. When the associations are combined, I think more people will get involved and we will see greater membership and more participation.

– Barb Powers

• Would you recommend to fellow publishers that they support this unification effort?

One thing we all learned as publishers is that if we do not change, we will not survive. Both organizations could go on separately but by joining forces we can really strengthen the industry. I would encourage my fellow publishers not only to welcome this change but to embrace it; and if you are not already an active member, become one and it will make a difference in your business. I have been a publisher for over 33 years and a member of IFPA for 30 of those years, as well as AFCP. Community publications of all types (in my opinion) are stronger now than in a very long time and this is something that is needed.

– Joe Nicastro

Absolutely. Certainly feel free to provide a better alternative.

– Dan Autrey

I'd just like to see everyone on same page. This is a long time coming and probably should have already taken place.

– Greg Ledford

I absolutely recommend it!

– Barb Powers

• Do you have any other thoughts about the merger that you'd like to share?

This is an exciting time for our industry. Merging these two organizations to create a totally new organization is something that is needed more now than ever. This is an opportunity that can help transform our industry and help our members during these times with the changing of our businesses.

– Joe Nicastro

Weekly/monthly community publications have a uniqueness in operations and mission whether you're owned independently or have a parent company.

– Dan Autrey

I do believe that each individual association, as they stand, offers great benefits. Hopefully the merged association can continue to offer the same benefits. AFCP seems to concentrate more on annual conferences and training. IFPA provides CVC audits, which I think are very crucial for us today. I'm hoping that none of the benefits deteriorate by merging the associations.

– Greg Ledford

We will get a whole new mixture of people. Independents and larger national companies give different perspectives. Some of the smaller companies won't be as intimidated. As for ads, it will be an easier flow. That will be nice. Merging will strengthen the association, which benefits all of us.

– Barb Powers

Answers to Your FAQ's

Related to the AFCP / IFPA Merger & Vote

Q: If I am a member of both AFCP and IFPA, do I need to cast a vote with each association?

A: Yes. Any member in good standing will need to vote with each association that you belong to in order to meet the legal requirements for the merger vote.

Q: When will the merger take place?

A: If approved, the legal merger will take place as of January 1, 2021. The actual transition will be implemented as quickly as possible to ensure a seamless unification of the two associations. We will keep the membership informed of each of the steps as this process plays out.

Q: How can I find out about the details of the merger?

A: Both associations will provide you with links to the documents related to the merger. These links can be found at afcp.org and ifpa.org.

Q: How will I know the voting procedures?

A: Each member will receive an email to the main point of contact registered with each association at the beginning of December. The email will include all of the details and instructions needed to cast that member's vote.

Q: How will this affect my current member benefits?

A: Every effort will be made to keep all of the benefits that both associations currently offer.

Q: What will the dues structure look like?

A: The dues structure will be determined by the board of the new association. Members will be informed as those decisions are made.

Summary:

You will enjoy the benefits of both associations while only having one dues payment, one set of network ads, and one unified voice to speak for the industry. We are stronger together.

AFCP & MFCP Joint Conference & Trade Show

Des Moines, Iowa - April 22-23, 2021

Prepare for a city and experience you will find absolutely amazing!



Mike Blinder

Closing Keynote Speaker

**“Time To Get
Our Swagger Back!”**

**“Never Give Up!
The Survivor Way”**



AFCP & MFCP Are Proud To Present

Holly Hoffman
Opening Keynote Speaker

Growing
**IN THE
HEARTLAND**
afcp  **MFCP**
midwest free community papers



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, 2,265 free paper professionals have attended classes at the AFCP, state and regional conferences, earning over 13,841 class credits in 87 different course curriculums. A total of 124 people have completed all the requirements and been certified as Associate Advertising Executives (AAE) by the AFCP Board!

"The person who has confidence in themselves, gains the confidence of others."

– Hasidic Proverb

DURING THE PANDEMIC, WE HAVE LEARNED HOW TO protect ourselves from the coronavirus. We social distance, avoid unnecessary gatherings and wear masks. We do this so that we don't get sick through contact with people who have been infected with the disease. It is important to put some distance between ourselves and people who may be carrying dangerous microbes to protect our physical health. It is also important to put some distance between us and those whose dangerous attitudes can harm our mental health.

Primates, including our own species, are social animals. We are endowed with what scientists call "mirror neurons." Our brains don't distinguish between what we see others do and our own experiences and feelings. This is why we enjoy movies. When we watch a car chase or a couple kissing on the screen our hearts race like we were in the middle of the action. An even simpler example of this is how we react when we see someone yawning. Even if we just got out of bed, we naturally yawn like it's time for a nap.

Television advertisers take advantage of mirror neurons to make us want their products. When we see someone pick up a slice of pizza, take a bite of it and flash a big smile, we naturally want a slice and even more, we want to feel as happy as the person we just watched on our TV screen. We all take our cues from the people around us.

This is a two-way street. Our behavior affects those around us and they in turn affect how we feel and act. Maintaining a positive and confident attitude is vital to our success as salespeople. This means we should avoid those who might infect us with their negativity. When someone is whining or complaining, we should walk away from them.

We need to social distance ourselves from all negative influences. We self-quarantine to protect others when we've been exposed to an infectious disease. We must also be conscious that we do not infect those around us with a poor mental attitude. We must avoid negative talk or complaints when we are with our coworkers. No one ever fixed a bad attitude by sharing it with others.

A positive COVID test is a bad thing, but a positive attitude is a very good thing to share. **INK**

Bluefin Technology Powers Douglas Budget

BLUEFIN TECHNOLOGY PARTNERS, LLC, A LEADING provider of print and digital advertising solutions for the publishing industry, announced that the Douglas Budget, of Douglas, Wyoming has deployed the company's premier offerings for increasing advertising revenue and enhancing online readership content. (Site link: <https://classifieds.douglas-budget.com/>)

The web-hosted solution includes Bluefin Place Ad, allowing advertisers to place classified ads in multiple print and online publications, all from a single user experience available 24 x 7. Powerful upsell features help drive advertising revenue by giving advertisers tools to make ads stand out.

The Douglas Budget also rolled out Bluefin Marketplace to host their online classified listings, providing a user-friendly environment for relevant and vetted advertisements. In addition to generating incremental advertising revenue, Marketplace offers a source of relevant reader content that enhances their print and digital products.

"We were immediately impressed with Bluefin's publisher-centric focus to assist us in providing a great digital classifieds offering," said Matt Adelman, publisher of the Douglas Budget and current president of the National Newspaper Association. "This will help us grow our advertising, reduce operating costs, giving our advertis-

ers and readers a great user experience."

"We are delighted to add the Douglas Budget to Bluefin publishing client family," said Rich Grover, general partner and founder of Bluefin Technology Partners. "Their selection of Bluefin further reinforces our commitment to provide solutions that scale from single regional community titles to large major-metro publishing groups. With Bluefin Technology Partners, it's not just about providing great self-service tools for creating and publishing print and digital ads, but rather giving publishers the best platform to empower advertisers and engage local consumers." **INK**

About the Douglas Budget: The nationally award-winning Douglas Budget was founded in 1886 by legendary newspaperman Bill Barlow. It and its sister publication, the Glenrock Independent, are currently published by Douglas Budget LP, a partnership of Sage Publishing and Matt Adelman.

About Bluefin Technology Partners, LLC.: Founded in January of 2005 by senior executives servicing media companies in the United States, Canada, and South Africa, Bluefin is an innovative solutions provider to the newspaper publishing industry. Their flagship offerings – Bluefin Place Ad and Bluefin Marketplace – incorporate powerful features in a single platform to create the best e-commerce portal available for local advertisers and readers. For more information contact Steve Rosenfeld at 508-254-1927 or steve@getbluefin.com.

MERRY
CHRISTMAS



HAPPY NEW YEAR

All of us at AFCP would like to wish each of you a very safe and happy holiday season. May you have a new year filled with hope, success and professional growth.

We would like to take this opportunity to thank you for your involvement in the community publication industry and for your continued support of our association and its initiatives.

Let 2021 be the year where we all join together to be more involved with our industry, our families and this great nation.

The AFCP Staff and Board of Directors

afcp



Insights from a SPRITE Commercial

by Manuel Karam, Rising Star

A SPRITE COMMERCIAL CAUGHT MY EYE

recently. Have you seen it? A young man talks about his dreams for a career as a fashion designer. His ambitions include world-wide (and even interstellar) recognition. He aspires to be "on the cover of every issue, of every magazine, in every country, even the ones on Mars."

Most of the Sprite ads I've seen over the years have targeted urban youth, who are often on the cutting edge of pop culture. You can imagine why the ad made me take notice. He didn't say anything about having a lot of Instagram or Facebook followers. His dream was to be on the covers of PRINT magazines. How interesting.

But why magazines? Maybe because magazines are glossy, clean, and utilized to promote the power of images. These images are also carefully designed by artists to make a lasting impression on the audience. And most importantly, print is permanent and seems to carry a status symbol along with it now. As Drew Davis said in Las Vegas last year, anyone can have a presence online but only the best can make their mark in print. If a younger demographic still sees themselves in the DNA of magazines, that bodes well for our industry. But I think there are lessons we can take away from this commercial – both good and bad.

The good news is that younger audiences will read print! They are drawn to

attractive, well-designed art. That's why Instagram is so successful among this demographic – its feed provides a consistent barrage of eye-catching photos. The bad news is that a traditional newspaper doesn't provide the same kind of engagement. Color options are sometimes limited, and creative teams don't always have the time or space to make something truly unique and artistic for every customer.

This is something we'll have to figure out as an industry. Younger audiences want inspiration from their print products. They want art, they want design, and they want to see themselves in what they're reading. Advertisers want similar things. They want to see their brand captured well in our print vehicles and they want that translated into buzz and business.

If this is all true, the future of our industry lies in the hands of the talented artists on our creative teams. Challenge your staff and your advertisers to push the traditional boundaries of the ROP ad. Unleash the power of your creative teams! If we can do this, I believe the future is bright.

Are we an industry destined for glossy magazines? I'm not sure. But as C.S. Lewis once said, "There are far better things ahead than any we leave behind."


If you're interested in finding that commercial on YouTube, click here (and skip to 30 seconds in): <https://www.youtube.com/watch?v=CLmAI7o0Y30> 

Image courtesy of Metro Creative Graphics



Somebody once said...

“

None of us is as smart as all of us.

”

Ken Blanchard

We're in the cloud!

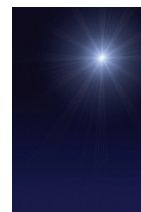
- For Mac and PC users.
- Perfect for working at home.
- Accessible from anywhere in the world.
- One software for ALL your newspaper needs.
- All this and we are still the least expensive.
- World's Best Service.*

Scheduling webinars at your convenience.

*According to Carol Toomey

Merrimac
PLUS
Publishing software

207.452.2476 • sfobes@merrsoft.com



Monthly Software SUBSCRIPTIONS

Affinity Publisher gives Adobe InDesign a run for its money.

by Kevin Slimp

A FEW YEARS BACK, I RECEIVED AN EMAIL from Nebraska publisher Rob Dump about a design application he'd read about named Affinity Publisher. He asked if I thought he might be able to replace InDesign, thus saving the monthly subscription fee to Adobe. A few days later, I received the same question from another newspaper publisher. These requests prompted me to contact Serif Ltd. in West Bridgeford, Britain to find out just what was up with their line of "Affinity" graphics software products.

The folks at Serif were very helpful and sent me a registered copy of their software so I could see what Affinity Publisher, Photo, and Designer are all about. I quickly realized that, while it's enticing to get away from monthly subscription fees for software, Affinity Publisher just wasn't ready for prime time.

I continued to visit with the folks at Affinity and took another look at Publisher earlier this year. Some readers might remember a column I wrote in January titled, "Affinity Publisher and IDMarkZ: One thumbs up, and one thumb sideways."

The big issue with Affinity Publisher has always been the integration of PDF files. By creating a "pass-through" option in their 2020 beta version, they went a long way toward fixing that problem and I had some good conversations with Affinity folks about what I thought might be causing the remaining issues. In their just-released latest beta, it seems like they are close to having the PDF issue handled. I did find some "quirks," but PDF handling in the latest beta version looks very promising.

I could write chapters about Affinity software, but I'd like to get straight to the point in this column (although I might have to go over my 800-word limit to do it). The pros outnumber the cons when taking a close look at Affinity Publisher, but it's still important to know what they are.

PROS

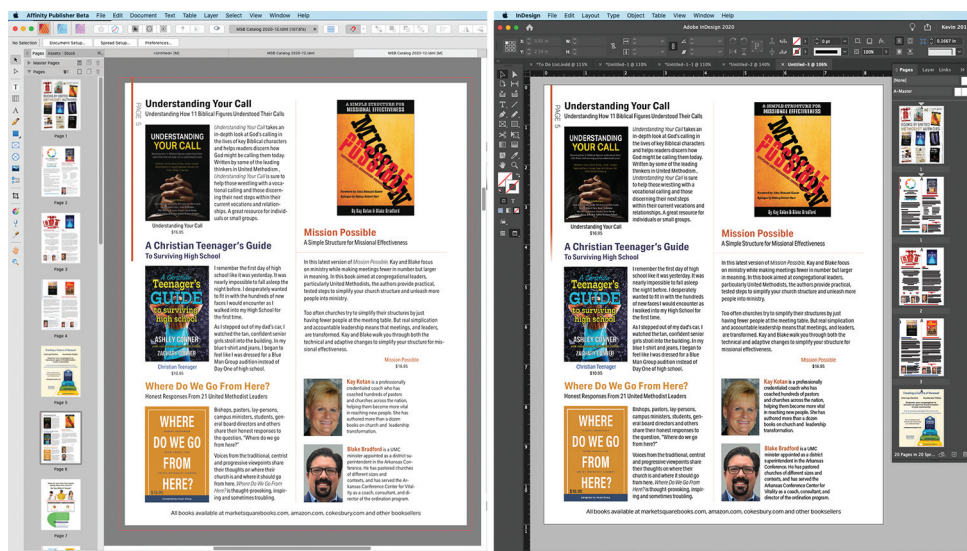
- Affinity Publisher works much like InDesign or QuarkXPress. There is a

learning curve, but a few weeks of use should work out most issues.

- The cost of Affinity Publisher is \$50. No monthly fee afterwards. That's a pretty big pro.
- With the help of Markzware's IDMarkZ application, InDesign files can quickly be converted to Affinity Publisher files without going to the trouble of converting them to IDML first in InDesign.
- Affinity Publisher will open IDML (a special type of InDesign) files.
- Importing and Placing text works pretty much the same as InDesign and QuarkXPress.
- In the latest beta, PDF files generally seem to work well.

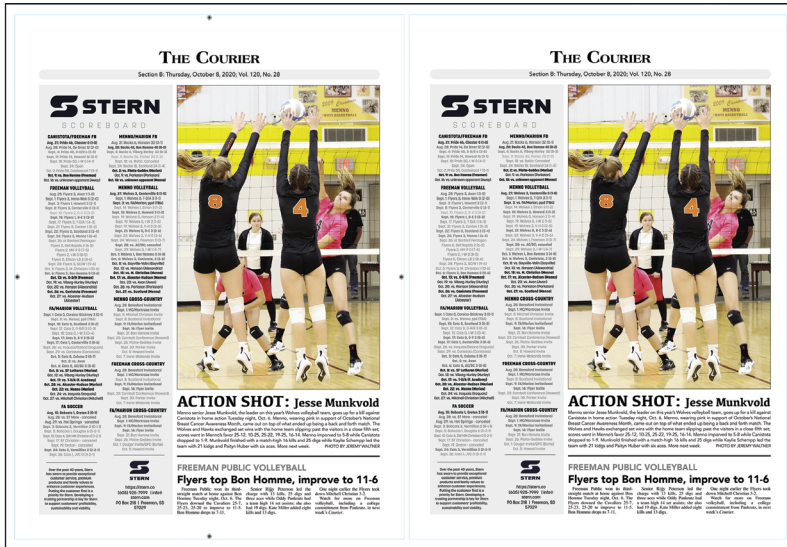
CONS

- There are strange quirks that the folks at Serif say they will work out by the next beta release, but they are there. In one PDF I placed, printer's marks (which were part of the PDF) disappeared for no reason. The page was perfect otherwise, but I still haven't figured out what happened to those marks. It makes me worry about other things that might disappear. Creating pages is cumbersome, because there's an issue with changing page sizes in the new document dialog window. I'm sure they'll have it fixed by the next beta, but for now it's an issue that requires a workaround.



On the left is an InDesign (IDML) file opened in Affinity Publisher. From what I see, they look identical. Notice how similar the workspace in Affinity Publisher is to the workspace in InDesign.





The PDFs created from InDesign (left) and Affinity Publisher look almost identical. The difference? The printer's marks disappeared from the top and bottom of the page. These marks were part of the original PDF. I'm still trying to figure out where they went.

- Merging data is still a problem in Affinity Publisher. They're working on it, but it's something that newspapers and magazines do a lot, and it might (or might not, if you don't use it) be a deal breaker.
- Imported Word files sometimes have character issues (like quotation marks looking funky), which can happen in InDesign, but can be easily fixed with the "import options" in InDesign.
- Your Adobe CC fonts won't be available when you're no longer subscribed to Creative Cloud. Most newspapers I visit use the CC version of InDesign and the fonts that come with it. Plan to shell out a few hundred dollars for fonts right off the bat for typefaces that won't be available to you after you cancel your CC subscription.

So, you ask, after two years of testing Affinity Publisher, Photo, and Designer, what do I think? Honestly, I think they're great. However, I wouldn't get rid of my Adobe applications just yet.

Like many of you, I own a publishing company. Like many of you, I have employees and I have to subscribe to the Adobe Creative Cloud and pay monthly fees ... just like you.

However, I also realize that my biggest expense is paying people. For me, printing comes next. Monthly software fees are pretty far down the list.

To me, it looks like Affinity is close. Close to being something most publishers can use to get their products designed. However, I'm not quite ready to convert everything to Affinity Publisher quite yet. We'd still have to use InDesign for merging data with Microsoft Excel (something we do a lot). We'd still save a lot of time using the InDesign scripts for complex processes, scripts that aren't available yet

in Affinity Publisher.

There are several other reasons I'm not going to make wholesale changes to Affinity Publisher just yet, but I will offer some advice.

Affinity Publisher sells for \$50 U.S. That's a one-time fee. Go ahead and order a copy at <https://affinity.serif.com/en-us/publisher>. When you have it, go online and download the free beta for registered users.

I would suggest you begin creating some ads in Affinity Publisher and get a feel for the application. Place some PDF files yourself and see how Affinity Publisher handles them. Pay close attention to the fonts in PDFs. We don't want any surprises when we begin using it.

You might decide you want your paper to make the leap from InDesign or QuarkXPress to Affinity Publisher. If you're not using advanced features like scripts, tables and data merge in InDesign, you won't miss them. However, I would suggest you not rush. Get Affinity Publisher, try it out, see what you think, then decide if a move from InDesign or QuarkXPress to Affinity Publisher is a good idea for your paper.

Years ago, I worked on the K2 Project (the name for InDesign before it went to market) with Adobe for two years before it was available to the public. I worked on Acrobat (PDF files) for a year before printing the first newspaper ad in 1994. I used to work with lots of software companies to make their products work the way we need them to in our business.

One thing I've learned: there's no rush. Serif (maker of Affinity Publisher) has made giant leaps toward working the kinks out of Affinity Publisher. It's already a very good product, but it might not be quite ready for all the work you do at your newspaper.

My suggestion ... check it out. What can it hurt? Be sure to write to me and let me know what you learn. **INK**

Kevin Slimp served as director of the University of Tennessee Newspaper Institute from 1997-2017. He still speaks at newspaper conventions internationally and works individually with newspapers throughout the U.S. and Canada.



If you're going to use Affinity Publisher, you should have IDMarkz from markzware. It converts InDesign files quickly to open in Publisher.

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My Personal Story: Surviving COVID-19

by Elaine Buckley

So, it happened. The words, “Elaine, you tested positive for COVID-19.” After the initial pause and with my heart racing, I said to the nurse on the phone, “Now what?”

She said, “Well, you need to quarantine for 14 days and stay home.” I said, “That’s it? I don’t need to check into the hospital or take some sort of medicine?” She said, “Do you feel like you need to go to the hospital?” I thought for a minute and said, “No, I don’t.” But when I hung up, fear set in.

In the spirit of not discussing politics or religion, I have to admit that fear set in; and after all the news media reports and some of my family warnings, I was suddenly afraid I was going to die! Here I am, one of those “high risk” people that is a Type 1 Juvenile Diabetic, 65 years old, and I was starting to feel symptoms. Yes, I was sick. Over a period of 10 days I didn’t feel well, suffering with a bad headache and a loss of smell and taste.

I realized it was going to be an overwhelming fear that I needed to overcome! I received many calls from my friends and family that reminded me of some real statistics: that I most likely would survive, as only a small percentage of people didn’t.

It was with that encouragement that I found myself, just as most sellers do, giving myself positive affirmations. I said things out loud like, “I am going to survive.” This was not going to be a death sentence for me, and I was going to go back to Florida (where I caught the virus) and our company was going to do better than ever.

With that said, there were several nights that I woke up scared with pictures in my head of people in my exact health situation on ventilators and dying, and I said, “NO, NO, NO!



Elaine Buckley

That is not going to be me!” I realized that if nothing else, the thought of getting this virus is all about FEAR. I made a conscience decision that I am a seller and I am going to sell myself right into recovery!

I called on my strong faith in God and my years of being in sales where I had to pick myself up and stay positive, especially when we lost those big accounts and weren’t making our revenue goals. I literally pictured that funny looking, cauliflower-shaped red circle they would show as an example of the Coronavirus, and I said, “Get out of my body!” Honestly. I started feeling better and better every day and after 21 days, I tested negative. Hallelujah!

It is impossible to cover everything that happened afterward in this little article, but I will say this. All of the negative naysayers that said, “You should have been more careful.” “Wear a mask.” “Wash your hands.” “Practice social distancing.” “You shouldn’t have been traveling to a high-risk state like Florida.” “You shouldn’t have been calling on customers in person.” “You shouldn’t have done this and that.” Well, I say

this...I did do all that and then some.

One of my fellow co-workers had COVID-19 and gave it to three others in our office, but all four of us have since recovered and returned to work. All I know is that I had a responsibility to my sales team to come back as their leader and show them that they too (eliminating the fear) could survive COVID-19. Are there people who weren’t so fortunate and died? Yes. Will there be more in the future? Most likely, but I called upon my positive attitude and outlook and it worked for me!

The good news is I am back in Florida, going out in the field with my sellers; but the difference is that I now have the confidence that if I got it again (with less FEAR now), I would do the very same thing. I still wear a mask out of respect for others and I still encourage everyone to do their part.

Since I returned to Florida, we have been reaching record high sales. Our sales staff is calm. Although they initially were worried about the four of us, they continue to see their clients in person and they are less fearful.

What is the Bottom Line message? It is not about how I personally overcame COVID-19, or even that COVID-19 is nothing to be fearful about. What I am trying to convey is that with a strong mind, analyzing some real statistics and a whole lot of positive thinking, you too have a better chance of surviving!

Like those of us in sales typically do, we assume the sale and imagine the outcome. I knew I was going to survive! Hopefully this will encourage each and every one of you to call upon your wonderful sales skills and simply BELIEVE in yourself.

Thank you for letting me share this very personal story with you, my fellow sellers. **INK**

10 sales resolutions for the New Year

by Bob Berting

salesTALKbyBOB



THESE RESOLUTIONS WILL MAKE every salesperson and their publication even better. This is the goal. The bottom line is to push every publication in front of their media competition and give it a stronger presence in their marketplace. The key thought is always, "What is our top-of-mind awareness strategy?"

1. Organize and track your leads. Make certain all leads are in the computer, rated, actively cultivated, and followed up.
2. Be more visible in your market. Don't assume everyone knows you. Work on ways to be seen in your marketplace.
3. Make sure your customers see you as their first choice. Every customer media mix needs to have your publication as the major player.
4. Don't assume your customers are satisfied just because they're doing business with you. Look for ways to build your relationship with them even further.
5. Continue to develop a definite road map to your sales goals.
6. Think longer term. Who will be your customers two or three years from now? Begin communicating with these prospects.
7. Improve customer relations. Create new ways to communicate using the word "you" more than "we".

8. Let your customers know you appreciate their business. Don't assume that your customers know that you care.

9. View advertising sales as the way to create a constant flow of new business that will help you and your publication have a more prosperous future.

10. Create some excitement. What new big ideas do you have for your customers that will develop more effective advertising campaigns? **INK**

Bob is the author of four best-selling e-books for the newspaper industry: "Dynamic Sales and Image Power", "Advanced Selling Skills For The Advertising Sales Pro", "Power Selling Tools For The Advertising Sales Consultant", and his newest e-book, "Smart Customer Connections For Advertising Salespeople. You can order Bob's books on his website: 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 or 317-849-5408.



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Somebody once said...

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We are only as strong as we are united, as weak as we are divided.

”

J. K. Rowling, *Harry Potter and the Goblet of Fire*



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Mid-Atlantic Community Papers Association (MACPA). Annual Conference, Comfort Suites Downtown, Carlisle, Pa. For information contact Alyse Mitten at 800-450-7227 or email: info@macpa.net.

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Association of Free Community Publications (AFCP) and Midwest Free Community Papers (MFCP). Joint Annual Conference and Trade Show, Des Moines, Iowa. For information contact Loren Colburn at 877-203-2327 or email: loren@afcp.org; or Lee Borkowski at 507-388-6584 or email: director@mfc.org.

OCTOBER 3, 2021 : SAN DIEGO, CA

North American Mature Publishers Association (NAM-PA). National Convention, Sheraton San Diego Hotel and Marina, San Diego, CA. For information contact Gary Calligas at 877-466-2672 or email: gary@maturepublishers.com.

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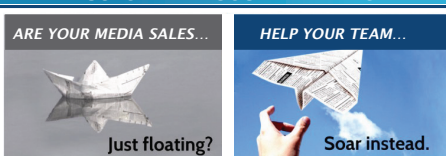
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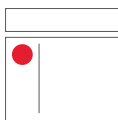
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