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NOVEMBER 2021



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## IN THIS NOVEMBER ISSUE...

- 7 FROM THE TOP by John Draper  
**THE LIFE OF A DRUMMER**
- 9 THE ONE THING by Douglas Fry  
**JUST GET OUT THERE**
- 11 PERSPECTIVE by Loren Colburn  
**WALKING THE WALK**
- 13 INDUSTRY FEATURE by Tyler Strand  
**UNIVERSITY OF IOWA PATIENT OPENS BLIND BUTCHER  
BREWING TO SUPPORT SIGHT RESTORATION**
- 16 **THE SURVEY SAYS**
- 19 RISING STARS by John Draper  
**EMPLOYEE DEVELOPMENT**
- 21 “HOW TO” FEATURE from AMIBA  
**THE MULTIPLIER EFFECT EXPLAINED**
- 23 **INDUSTRY UPDATES**
- 25 THE LEADERSHIP INSTITUTE by Jim Busch  
**INVEST IN YOUR COMMUNITY**
- 26 SALES TIPS by Bob Berting  
**SIX CLUES A PUBLICATION IS IN TROUBLE**
- 27 AD-LIBS by John Foust  
**IF YOUR MARKETING WERE A CAR,  
WHAT WOULD IT BE?**
- 28 GRAPHIC HOOKS by Ellen Hanrahan  
**DESIGN TIPS**
- 29 **BUSINESS & SERVICE DIRECTORY**

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## COMING NEXT MONTH

The December *Publish* plan is to look at what publishers and suppliers are planning on for 2022. As always, we will also cover the people, information and issues that are influencing the community publishing industry.

# 5 REASONS EVERY PUBLISHER SHOULD BE SELLING WEBSITES WITH SITESWAN

## 1. Every Business Needs a Website

There are over 28 million small businesses in the U.S. and over 500,000 new businesses are started every month. What's the one thing they all have in common? They all NEED a website, but only about half of them have one. That leaves thousands of advertisers in your market in need of a local web designer...will it be YOU?

## 2. Generate Worry-Free Recurring Income

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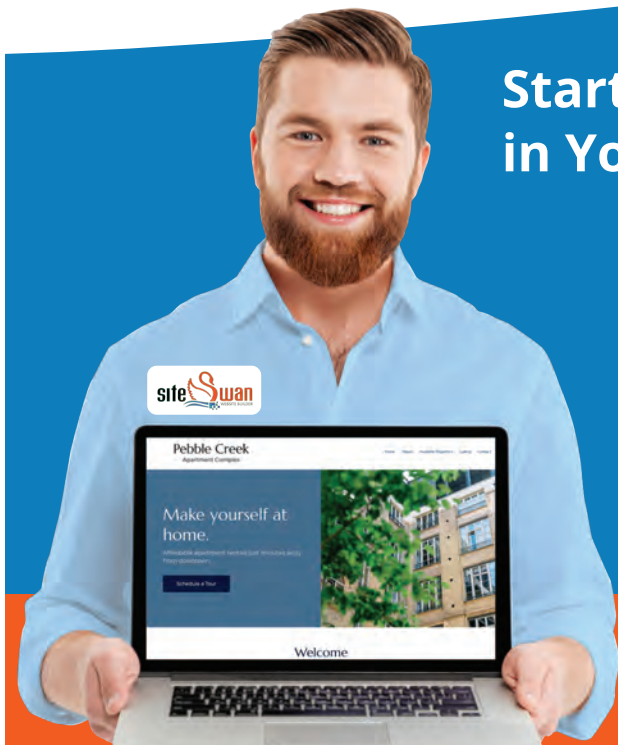
## 4. Websites Are a Gateway to Other Services

Websites are often referred to as the "hub" of the small business marketing wheel. The website is at the core of your client's local marketing efforts and all other services are spokes stemming from that hub. Control the hub and you can control the entire wheel. This gives web designers a huge amount of control and influence over how small businesses will spend their marketing budgets.

## 5. Print Ad Revenue Continues to Decline

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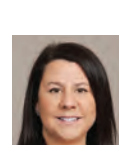
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# THE LIFE OF A DRUMMER



JOHN DRAPER  
ACP PRESIDENT

The “shop local” drum beat has been sounding for years. As publishers of community newspapers and shoppers, many of us have played the role of drummer and often times drum major. We survive on local advertising, so doing what we can to help our local businesses succeed is of vital importance.

Growing up in the newspaper business, the concept to buy as much as we could locally was pressed into my head early and often. With each paper route paycheck came the lesson to give first, save second, spend last and..... “we’re not going out of town to spend it.”

I was also taught the lesson of ‘spreading the wealth’ so to speak. We bought groceries from both of the local grocers, my mother used one locally owned pharmacy and my father the other. When vehicles were needed, dad bought from the local GM dealer and my mother from Ford or the used dealer. My brothers and I went to Dr. Olsen for our dental work and the parents went to Dr. Rasmussen. These were the everyday ways of life. The life of a community publisher, dare I say the life of a drummer.

Now that I’m immersed in this life, I find myself sharing the same lessons with my children. We still use the same two drug stores,

buy groceries from two community grocers, and split the dental checkups. I now drive a GM make and probably will for life. I share my experiences, knowing full well the readers of this column are no different. We not only encourage local shopping, but we live it.

Living this “get all we can locally” life is more challenging than it once was. Like most small towns across the country, mine offers fewer retail outlets than it once did. The explosive growth of online retailers has made life easier in many regards, but has come at a cost to many locally owned businesses.

My hope comes from a feeling that consumers do seem to enjoy the service and attention they get when shopping small and shopping local. We put value on a familiar face and personal interactions. These are the attributes we consult our advertisers on. They need to sell not just what they have, but who they are.

My fear is that the ever-changing retail environment will further constrict local business. As online services continually work to make life easier (although not necessarily more enjoyable) consumers will continue to spend for ease, not for what’s best for the local economy.

For my family and me, we will continue to do our part. Do I have an Amazon Prime account? Yes. But the lesson I was taught continues to be taught. We shop locally for all we can and look outside for what we cannot. We might pay a bit more, but it’s an investment. This investment in our local economy is one worth making. This lesson in local economies is one worth teaching. Let us continue to be a drummer and carry the beat for our community’s vitality and our own. ■

“My fear is that the ever-changing retail environment will further constrict local business. As online services continually work to make life easier (although not necessarily more enjoyable) consumers will continue to spend for ease, not for what’s best for the local economy.”

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## JUST GET OUT THERE



BY DOUGLAS FRY

“The reality is that anyone can learn to swallow the fear of rejection and become a “super salesperson.”

Most of us believe a great salesperson is born not made. Either you have a personality that relishes meeting new people and asking for the sale or you don't. The reality is that anyone can learn to swallow the fear of rejection and become a “super salesperson.” I don't have that quality but I'm much better off than I was in my youth. Let me illustrate.

When I was 12 years old I was part of a Boy Scout troop, Troop 542 to be exact. We had the absolute worst gear of any scout troop in the history of the Boy Scouts. The tents had holes, didn't hold out the rain, but attracted every bug and critter imaginable. When you slept outside in one of our tents you had a choice of being eaten by a bear or slowly nibbled to death by mosquitos the size of vultures.

When we went to encampments we met other scout troops and saw the glaring differences between real scouts and us “other side of the tracks” scouts. The real scouts drove to their campsites pulling a huge trailer filled with their gear: tents with no holes, camp stoves, dining tables and chairs, marshmallow roasting kits, and even portable showers. We, on the other hand, hiked in to the campsite under the load of a 700 pound tent (or so it seemed to me), a single match to light a fire from wood we could scrounge from the undergrowth, no tables or chairs were brought but there was an abundance of dirt upon which to sit, our marshmallows were incinerated on a stick that was too green to go in the fire, and any showers we took were supplied by Mother Nature as she good-naturedly dumped rain on our campsite.

You get the idea. After one of those camps our scout master informed us that we were going to have a “fund raiser” in order to buy new equipment. That sounded like a great idea to me. “They really should raise funds. Let

me know when you have thousands of dollars.” Mr. Holt then handed each of us a case of 24 cans of Almond Roca to sell to our friends and neighbors. Each can was only \$1.00. So we were responsible for \$24, due at the end of the month. I grudgingly carted my case of Almond Roca home and stuffed it under my bed.



You might not know what Almond Roca is. It's a piece of toffee, enrobed in smooth chocolate, finished off with a crust of almond bits and wrapped in gold foil. They still make it. Here's a photo of what these delights look like.

I simply ignored the case of candy below my bed and slept quite well, thank you very much. The following Wednesday, Mr. Holt asked each of us how we were doing with our Almond Roca sales. I lied. When I got home I opened the case of canned delights and decided that in order to sell this stuff I had to know if it was any good or not. I had a paper route so I could splurge and spend an extra dollar to do product testing. I disrobed the first piece and tried it. It was amazing! It would sell itself. I could simply take the remaining pieces, knock on a neighbors door, offer them a sample and sell like a pro.

## THE ONE THING

But the fear of failure kept me from actually taking a can outside and giving this sales thing a try. I knew “Uncle Bill” a neighbor to the north wouldn’t buy because he was a sour old man. The Thomas’ to the south couldn’t afford an extra dollar. Each neighbor, in my mind, had a very real reason not to buy anything from me. I was paralyzed by the fear of rejection.

The next Wednesday evening at Scouts I saw some of my friends asking for additional cases of Almond Roca. How did they do it? I guess they actually got out there and knocked on some doors. I lacked the confidence to do it. I will spare you the sad details. Suffice it to say that at the end of the month I took \$24 from my paper route money and gave it to the scout master. All the other scouts sold several cases of the candy. No one ever knew that I didn’t sell a single piece of candy. In fact, I slowly

““ You might have to call on someone that has been negative with you before about your print or digital products. What’s the worst thing that could happen? They might tell you no. That’s it. Go knock on their door today. Get out there and do it. Once you check that off your list of things to do you’ll feel better.

consumed that case of Almond Roca over the entire winter.

So, what is the one thing I learned from this? “Just Get Out There.” If I had actually tried to sell some of that stuff I might have saved myself some money and a whole lot of counseling later in life. What’s the worst thing that could have happened? They might have said, “No thank you.” I wouldn’t have been any worse off than before.

The same approach can be applied to you as you face your clients. You might have to call on someone that

has been negative with you before about your print or digital products. What’s the worst thing that could happen? They might tell you no. That’s it. Go knock on their door today. Get out there and do it. Once you check that off your list of things to do you’ll feel better. Don’t be like 12 year old me. Knock on those doors, every week, no matter what they say.

If you do, look me up at the next conference or Zoom meeting. I will gladly share some Almond Roca with those of you that Just Get Out There. ■



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# WALKING THE WALK



BY LOREN COLBURN

**W**hy does it often seem to be easier to believe in noble ideals and practices than it is to actual behave within those parameters? Some things are easier than others. Holding the door for someone else is the right thing to do, and we conduct ourselves accordingly. Well, at least when we are not in a hurry! How about letting a car into your lane of traffic when the opportunity presents? We would admit that most of the time we would do that, unless they are acting like they are going to force their way in, then it sets up a whole new competitive element.

Let's take something a bit more complicated. The continual struggle to "do business with people who do business with you" and have our employees do the same thing. Sounds good in a discussion and is something we all aspire to practice all the time. But the reality is...it is constantly being challenged with convenience, cost

savings, availability and an endless stream of other obstacles. We make decisions often for what we convince ourselves are the right reasons under the circumstances. The reality is, more often than not, the reasons are really excuses we tell ourselves to allow us to deviate from doing what we know is the right thing to do in order to justify some other less noble reason.

It's easy to justify having access to more selections available from an online source. It's even easier to justify the cost savings that often comes from online merchants avoiding the expense of costly store fronts. The list of other "reasons" like free shipping, convenient "at home" availability and I just don't have time all allow us to avoid having to follow our own rule of buying from people who do business with us.

Then we open this up to the general public and see what happens. In a one-on-one conversation, they will all say that local merchants are an important part of their community. Residents readily admit local businesses are the ones who support the local property

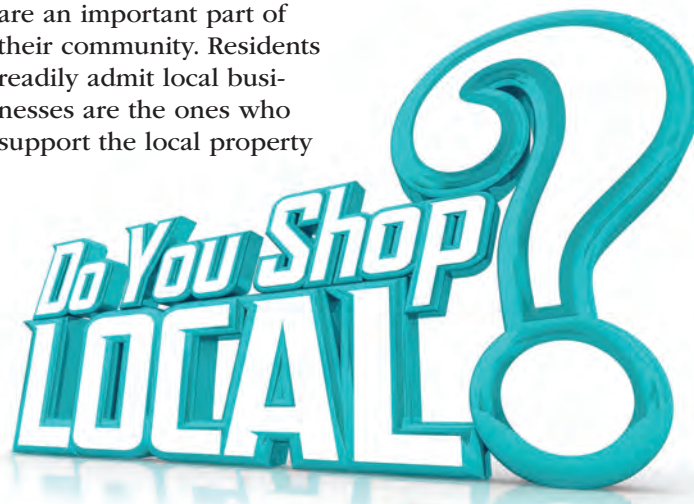
and school tax base, provide jobs for our families and neighbors, donate to local charitable organizations, sponsor youth sports and social programs and so much more. Without all that our local independent businesses provide, our cities and towns would lose so much of what they are able to provide to make our lives better.

Yet when the time comes to purchasing goods or services, way too often the decision is driven by the price, convenience, selection reasoning that allows us to purchase from some distant online supplier rather than the brick and mortar business down the street. This trend is growing and if left uninterrupted, will eventually lead to the downfall of many of our local businesses. The core businesses that support our publications.

We need to become the champions of educating our communities on the benefits of buying locally

and the strength it provides for the community. We need to educate local businesses on how they can incorporate purchasing convenience, competitive pricing and local service to be able to push back against the Amazons of the online competition. That is going to take some outside the box thinking to do and do right. Space in your publications should be committed to educating community members and informational materials developed and kept current. Educational programs and materials will be needed for small businesses to help educate them and their staff to promoting "buy local" based on sound information and merits.

You will need to step up your game to face these challenges from outside your market. It won't necessarily be easy, but it will solidify your leadership role in your community and your commitment to local. You also need to "walk the walk" at every opportunity to do so! Start right now and look for 3 things you currently buy from people who are not doing business from you that you can purchase at least locally and at best, form one of your customers. When you finish with those 3, look for 3 more. To lead your community, you must be prepared to do as you say. Once you establish that reputation, remind all media buyers that "If it's FREE (and local), buy it!"





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# UNIVERSITY OF IOWA PATIENT OPENS BLIND BUTCHER BREWING TO SUPPORT SIGHT RESTORATION

AN INWOOD, IOWA, BREWERY IS RAISING FUNDS FOR THE UI INSTITUTE FOR VISION RESEARCH

*Reprinted with permissions from the University of Iowa's Iowa Magazine.  
Written by Tyler Strand, University of Iowa Center for Advancement.*

BY TYLER STRAND / PHOTOS BY LAURA BAHNSON-KRAMER.



This past September, Rob Hage's passion project became a vehicle for supporting vision research.

**R**ob Hage noticed his vision drastically waning while driving. He could no longer see the cyclist riding on the shoulder of the road or the deer ready to dart across. He'd triple-check an intersection, yet pull out in front of an oncoming car.

Hage stopped driving long before he was legally restricted from it. In August 2017, he and his wife made the five-and-a-half-hour trek across the state to the University of Iowa Department of Ophthalmology and Visual Sciences for a checkup where

Institute for Vision Research director and ophthalmologist Ed Stone (89R, 90F, 92F) confirmed Hage's fear: he was legally blind and barred from driving. "That probably had the most profound effect on our lives," says Hage. "Just losing that capability of going wherever I needed to go."

In December 2020, Hage received new hope for regaining his vision during a UI Chat From the Old Cap webinar featuring Stone, who discussed the IVR's mission and encouraging advances in vision research. The webinar inspired Hage to raise

## RESEARCH BY THE NUMBERS

Since 1987, the UI Institute for Vision Research has studied genetic eye diseases to find treatments to cure and prevent blindness. Founded by ophthalmologist Ed Stone (89R, 90F, 92F) and his colleagues, the IVR has become an internationally renowned institute that is developing gene- and stem-cell based therapies to help preserve and restore vision for people around the world. Here is its impact by the numbers.

**106**

THE NUMBER OF GENETIC EYE DISEASES FOR WHICH THE IVR IS COMMITTED TO DEVELOPING THERAPIES.

**\$19,600**

THE INSTITUTE'S FIRST-YEAR OPERATING BUDGET IN 1987. THE IVR'S CURRENT OPERATING BUDGET IS MORE THAN \$10 MILLION.

**30,000**

THE APPROXIMATE SQUARE FOOTAGE AT THE IVR FACILITY, 100 TIMES LARGER THAN ITS INITIAL SPACE.

**\$1 million**

THE ESTIMATED COMMERCIAL COST OF A GENE THERAPY TREATMENT FOR AN INHERITED RETINAL DISEASE. THE IVR AIMS TO LOWER THIS COST TO APPROXIMATELY \$20,000 PER PATIENT.



# INDUSTRY FEATURE

money and awareness to support the IVR through a hobby he started early in the pandemic: brewing beer. With the help of many family members and friends, Hage opened Blind Butcher Brewing this past September on his farm north of Inwood, Iowa, where a portion of the proceeds will go to support the IVR.

## NEW GROWTH

In front of the brewery stands an oak tree that serves as a daily reminder of the journey Hage started 12 years ago. Hage planted the tree after he was diagnosed by Stone with retinitis pigmentosa, a rare genetic disorder that involves a breakdown and loss of cells in the retina. Hage likens the condition to a form of tunnel vision that's slowly diminishing his sight. "That vision loss is narrowing in on my central vision," says Hage. "The tunnel is closing."



Blind Butcher Brewing is housed inside a remodeled machine shed on the Hages' farm north of Inwood, Iowa. The brewery has a self-serve tap system, offering a variety of beers from across the state.

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Stone's webinar gave Hage hope that UI research could help widen his vision again one day. A promising vision-restoring treatment that uses patient-derived stem cell therapy is well positioned to undergo clinical trials at the IVR in the coming years. The therapy uses the patient's DNA to grow new healthy retina cells, which are inserted into the back of the patient's eye to replace the damaged cells. Stone believes the treatment will be readily available in less than a decade, though the additional challenge is making it widely affordable. He says the IVR is poised to improve accessibility to the treatment as a nonprofit that can manufacture it in-house. As a world-renowned institute that focuses on finding treatments for all forms of genetic eye diseases, the IVR operates with a "leave no one behind" mentality—and meets a societal need that wouldn't otherwise be met by commercial, for-profit organizations.

## FORWARD VISION

Hage's brewery and other giving can also support bringing the treatment to market and assist those who need help paying for it. "Rob's efforts to raise support for, and awareness of, the IVR is truly inspiring," says Stone. "To see a patient do so much to help others with inherited retinal

diseases further energizes me and my colleagues to continue working to make these treatments available for all who need them."

Through collaborations with other breweries, Blind Butcher Brewing plans to can and label four of its own flagship beers by 2022. Profits from outside sales will go to the IVR and each can will include a QR code linking to a giving site where additional IVR donations can be made.

Reflecting on the brewery's early success, Hage remains optimistic that within 5 to 10 years he'll once again see many of the things he's been missing. "There's always hope but realistic hope is when you come to understand how this is going to happen," says Hage. "I heard enough from that seminar to walk away saying, 'They've got this. It's now just a matter of time and funding.'" ■

*To watch the Chat From the Old Cap webinar featuring Ed Stone, go to: <https://www.youtube.com/watch?v=F6RIMepi5WI>*

*To support the Blind Butcher Brewing Vision Research Fund, go to: [https://uif-my.sharepoint.com/personal/thomass\\_uifoundation\\_org/Documents/IM-Dec21/foriowa.info/blindbutcherbrewery](https://uif-my.sharepoint.com/personal/thomass_uifoundation_org/Documents/IM-Dec21/foriowa.info/blindbutcherbrewery)*



Family, friends, and contractors celebrated Blind Butcher Brewing's soft opening with a ribbon-cutting event this past August.

## ROB HAGE – THE PUBLISHER!

Rob Hage may be a familiar face to many of you through his industry participation as both a publisher as well as a supplier for over 30 years. Hage started his publishing career in 1989 with the creation of a niche publication called Farm Country TRADER. From there, he expanded into the automotive area with the addition of Car & Truck Trader magazine in 1993.

By 1995, Hage saw the need to begin a transition from being a print publisher with a web component, to a web publishing company - with a print component. That transition was accomplished through the development of a web based back-end administrative tool for both FarnCountryTrader.com and CarTruckTrader.com. With the establishment of AutoConX, Hage began to offer a vertical solution for community publications that covered the broad spectrum of agriculture, automotive, real estate, recreational equipment and heavy-duty equipment.

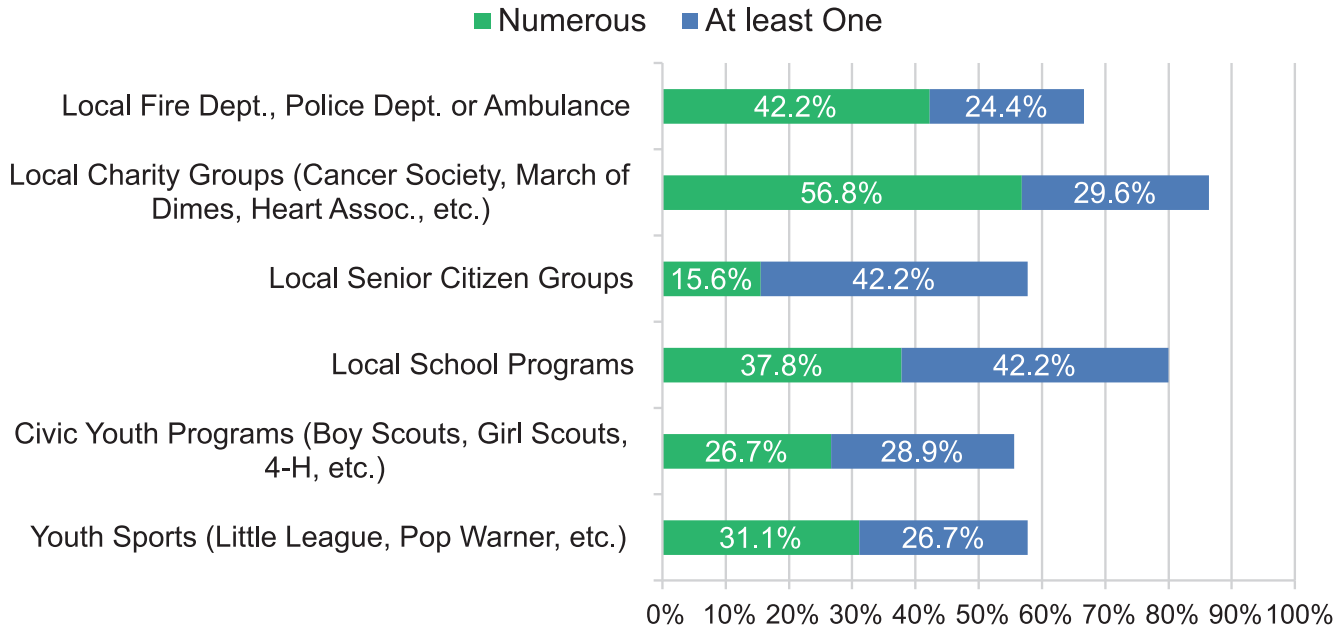
By filtering the innovation and power available with digital through their real life extensive publishing experience, AutoConX was able to provide media companies with turn-key, white-label platforms that has attracted over 300 media companies and thousands of dealers across North America.

Hage served on the Board of Directors for the International Classified Media Association (ICMA) for 6 years and was instrumental in negotiating a joint annual conference combining ICMA and the Association of Free Community Papers in Atlanta in 2012. As a regular supporter of trade shows and the state, regional and national level over the years, Hage has been a strong advocate for the community publishing industry and that passion is now focused on providing new vision for others.

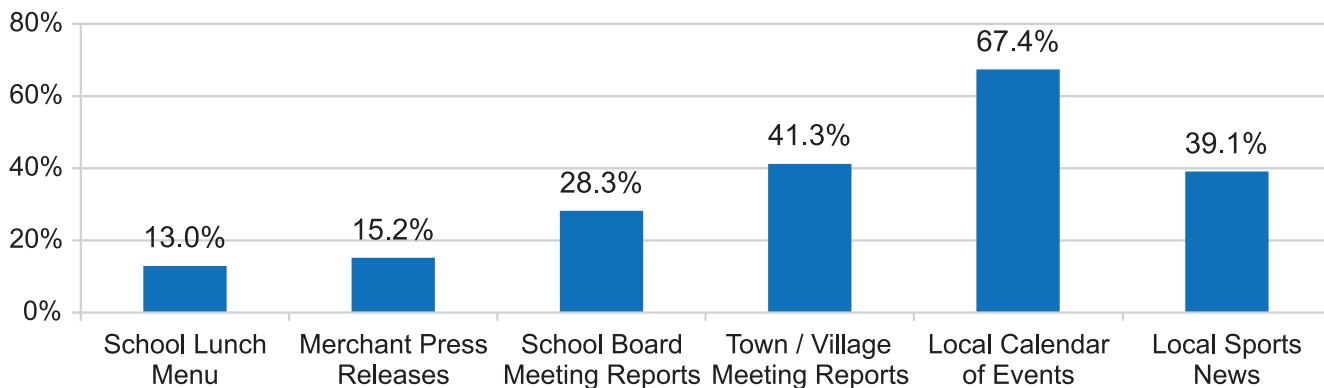
# THE SURVEY SAYS...



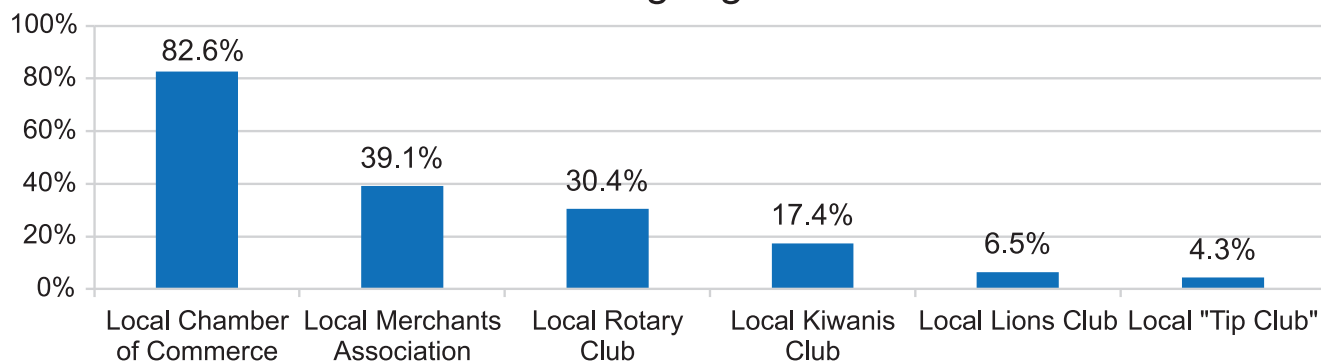
Does your publication directly support any of the following?



Do you regularly include any of the following editorial information in your publications?

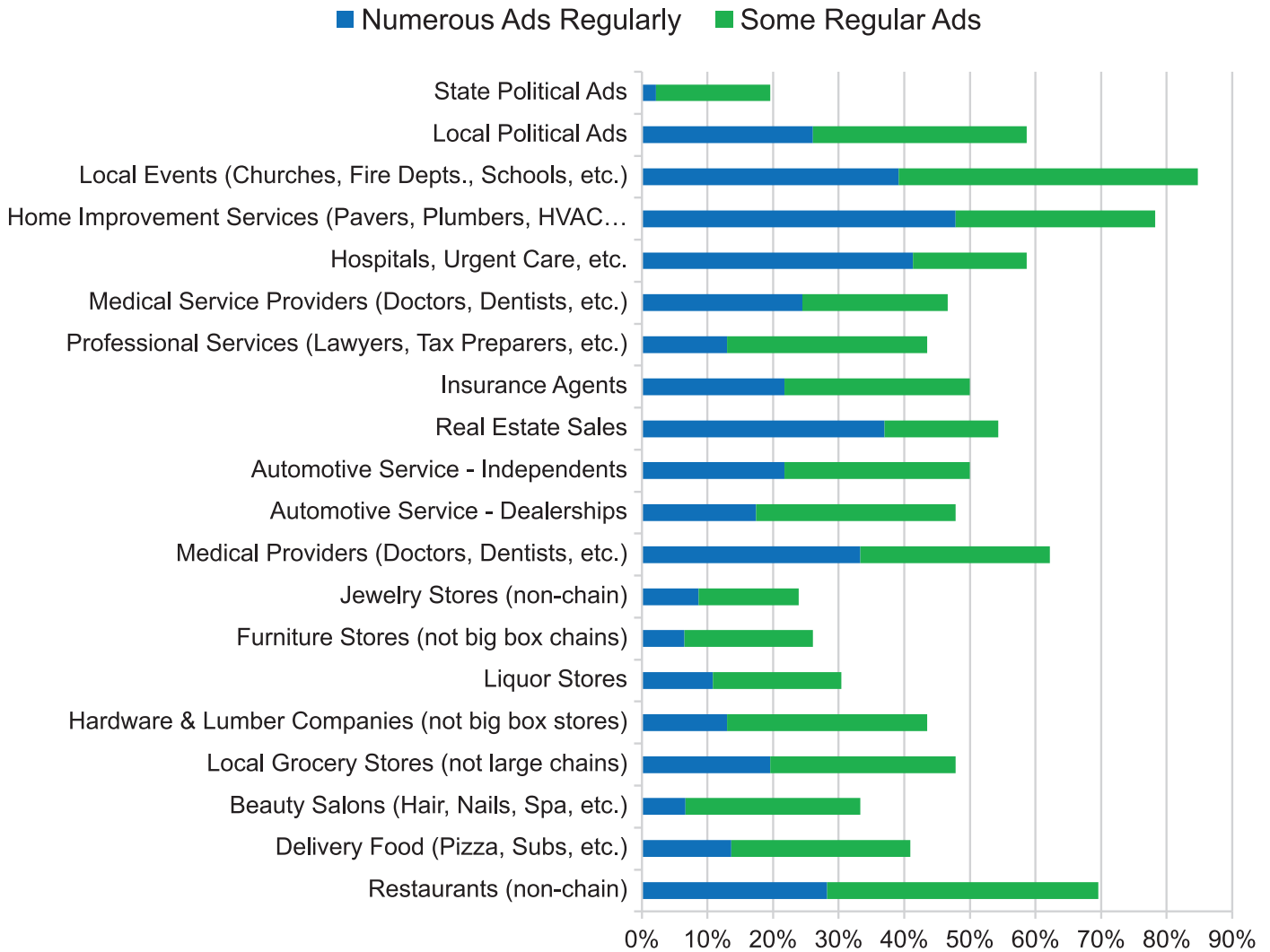


Does your company belong to any of the following organizations?

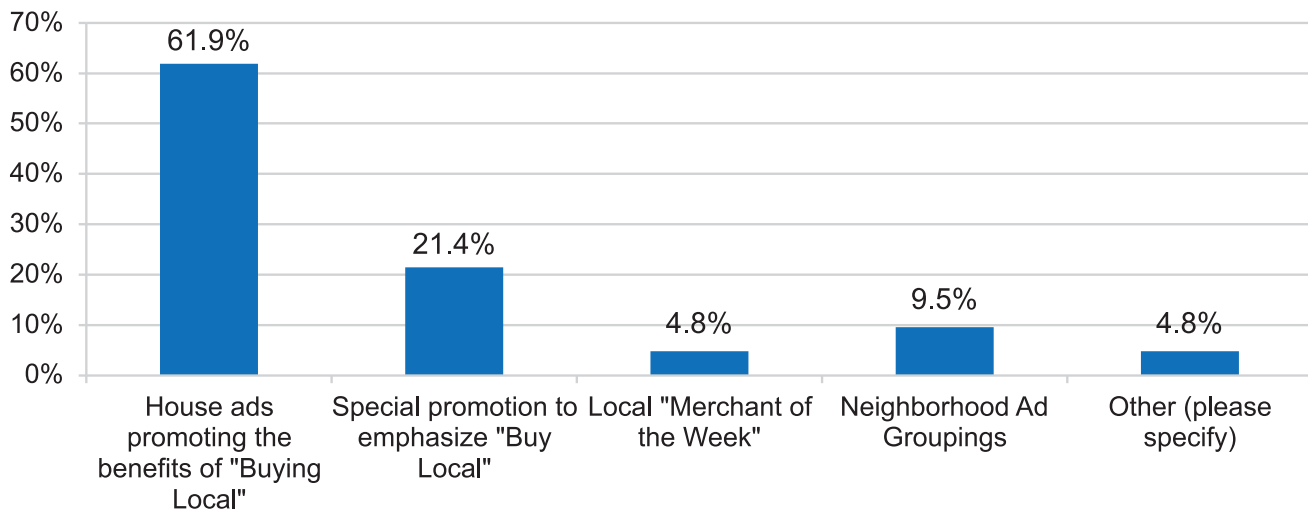




## What local retail and service categories utilize your publications?



## Do you do anything in your publications to promote "Buy Local" in your market?





# Catalyzing Local Business

## Understanding Monopolies

Understanding monopolies is important because they affect your business. This doesn't mean studying anti-trust laws or pouring through the history of monopolies. This simply means understand how they affect your business and learning to recognize the impacts from monopolies. When we understand this, we can catalyze for change.

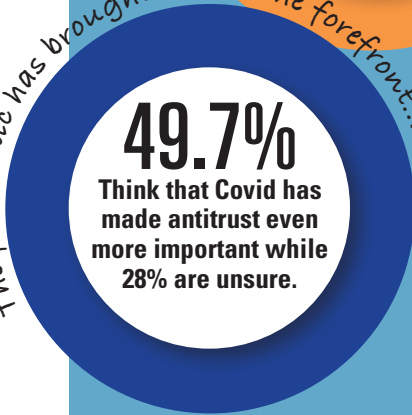
More than 400 businesses from across the country participated in the AMIBA survey to gauge current awareness. Many organizations are working to level the playing field for local business along with AMIBA. As the national voice of local business, AMIBA brings genuine insight and your views to the policy table.

This survey is just the beginning of our work. The results are important because they show a serious concern about monopoly power but also a lack of awareness at the same time. That's where AMIBA comes in. Follow us in this journey as we shed light on the power and market control of monopolies, and catalyze local business to respond.

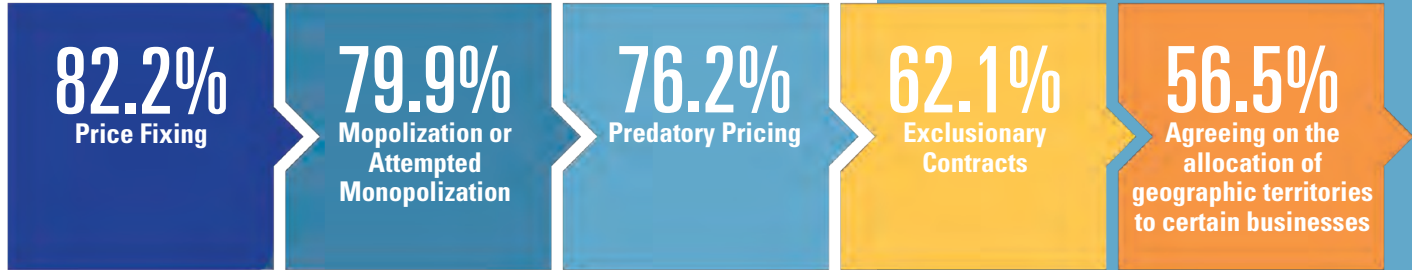
*Antitrust laws are important to us...*



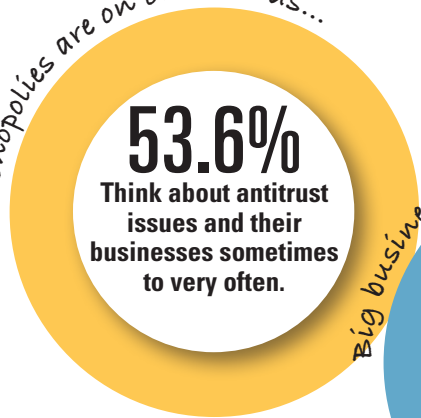
*The pandemic has brought this to the forefront...*



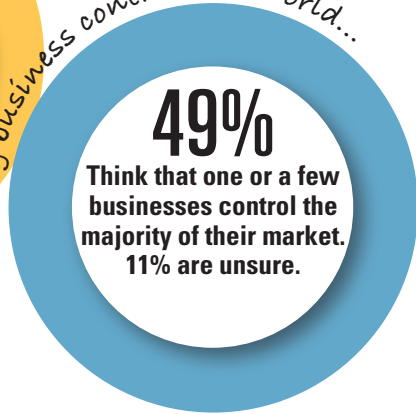
### Antitrust violations respondents know about currently:



*Monopolies are on our minds...*



*Big business controls our world...*



## Catalyzing to take action



Now that you know, what do you do? Join us in this work by subscribing to our Catalyzing Local Business Updates and let us know if you'd like to help. We're thrilled that 37% of respondents said a resounding YES to helping. We hope you will too.



This study was conducted in May 2021 by the American Independent Business Alliance (AMIBA) as part of the Catalyzing Local Business Initiative. For more information, see [www.amiba.net](http://www.amiba.net).

# EMPLOYEE DEVELOPMENT COURTESY OF ACP RISING STARS

BY JOHN DRAPER, ACP RISING STAR COMMITTEE CHAIR

**A**CP's commitment to our membership is to provide resources, benefits, and information to help make your operation more profitable. There is a rather lengthy list of items and programs that ACP has put in place to make this happen.



The Rising Stars program has been on this list for 12 years now and is certainly a member benefit that can reap big rewards for any community publication. The rewards come in the way of key employee development. The program offers outstanding young professionals an opportunity to garner training at our National Conference & Trade Show, then builds on this throughout the year. Ongoing participation will allow for not only attendance at one of our annual events, but involvement in ongoing training and initiatives for the industry.

In short fashion, here is how it works. We collect nominations of talented young professionals from member publications. If selected, these individuals are provided a 'scholarship' to the next national conference. The Bill Welsh Foundation in conjunction with ACP, provides up to \$500 for travel and covers the lodging and meal program expenses for conference attendance. At the event, Rising Stars will be provided industry-leading training, attend sessions specific to the Rising Stars Program, and create relationships with other young professionals.

Both before and after the conference, growth and skill development



Keynote speaker Holly Hoffman presents private workshop to the 2021 Rising Stars group.

opportunities take place on an ongoing basis. Each month the Rising Stars develop their peer connections through participation in a focused conference call. This affords them the opportunity to deepen their engagement as we digest industry topics and assigned training/discussion lessons.

With ongoing participation, a Rising Star can be invited to attend an additional national conference, depending on conference frequency and timing. One highlight of conference attendance is the opportunity for a Rising Star to accumulate significant credits toward TLI certification as an Associate Advertising Executive.

As a member benefit, it is hard to find one that offers as much to an

individual and the publication alike. Whether pounding the streets in sales, developing graphic arts campaigns, instituting digital initiatives, or covering local news, the Rising Stars program offers leadership training to all segments of the industry.

We encourage you to take advantage of this great membership benefit by nominating your young professional for selection into the program. It provides young professionals a look at the best this industry has to offer, encouraging a vision of growth and optimism to build a solid future in community publishing.

These individuals should show the promise of, and a commitment to, impacting their publication and

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## RISING STARS



Kelsey Gingrich receives her Rising Star Award from John Draper at 2021 Des Moines conference.

the industry in a positive manner through professional achievement. Nominees must actively work in the community publication industry for a member of ACP and are required to have been employed for more than one year. Nominees must not be older than 35 as of December, 31, 2021.

The nomination deadline is December 31, 2021. Recipients will be notified of their selection and the details of how their training opportunities will begin by January 31, 2022. Nomination forms are available from the ACP office or online at [www.communitypublishers.com](http://www.communitypublishers.com).

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

Somebody once said...

“Sunsets are proof,  
that endings can often  
be beautiful too.”

Beau Taplin

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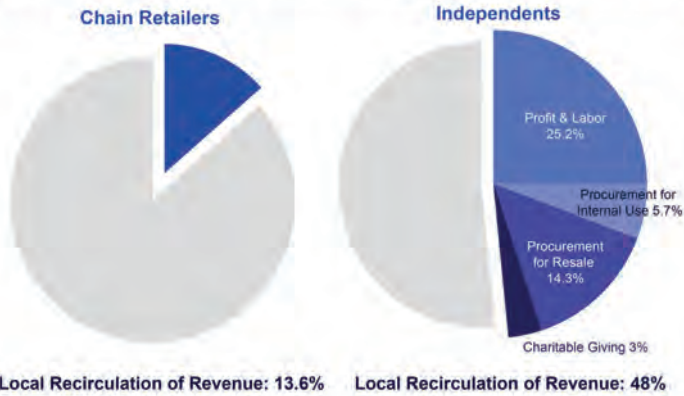
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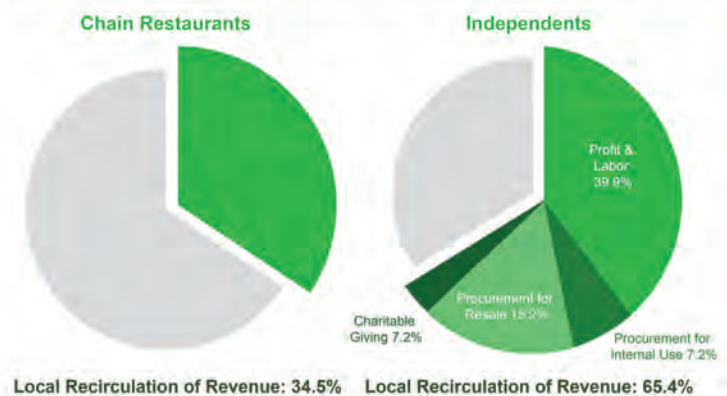
# THE MULTIPLIER EFFECT EXPLAINED

## Local Economic Return of Indies v. Chains



\*Compiled results from nine studies by Civic Economics, 2012. [www.civiceconomics.com](http://www.civiceconomics.com)  
Graph by American Independent Business Alliance: AMIBA.net

## Local Benefit of Indie v. Chain Restaurants



\*Compiled results from nine studies by Civic Economics, 2012. [www.civiceconomics.com](http://www.civiceconomics.com)  
Graph by American Independent Business Alliance: AMIBA.net

Clearly communicating the importance of the local economic multiplier effect or “local premium” is a key part of effective “buy local” and public education campaigns.

The Multiplier Effect results from the fact that independent locally-owned businesses recirculate a far greater percentage of revenue locally compared to absentee-owned businesses (or locally-owned franchises\*).

In other words, spending locally creates more local wealth and jobs.

As typically used by economic impact studies, a multiplier is comprised of three elements—the direct, indirect, and induced impacts.

- A Direct impact is spending done by a business in the local economy to operate the business, including inventory, utilities, equipment and pay to employees.
- Indirect impact happens as dollars the local business spent at other area businesses re circulate. In other words, indirect impact happens when the recipients of the first businesses’ spending take the money they received and spend it on something else.
- Induced impact refers to the additional consumer spending that happens as employees, business owners and others spend their income in

the local economy. Employees and others purchase goods and services for themselves and their families—purchases that they would not be able to make without their income from the first business.

### THE RESEARCH BEHIND THE MULTIPLIER EFFECT

The Research behind The Multiplier Effect The private research firm Civic Economics has executed the bulk of studies attempting to quantify the difference in local economic return between local independents and chain businesses. Their first such study, for the city of Austin, Texas, showed that an independent bookseller and an independent music seller returned more than three times as much money to the local economy as a proposed Borders Books and Music outlet would.

Those results since have been mirrored by subsequent studies, each showing a much greater local multiplier for spending at independent businesses than chains. These studies measured the direct and indirect impacts to determine the base level local economic activity of a purchase made at a chain and a local independent business.

On average, 48 percent of each purchase at local independent

businesses was recirculated locally, compared to less than 14 percent of purchases at chain stores.

The Institute for Local Self-Reliance conducted perhaps the simplest study of the local multiplier effect in several small Maine communities. The study examined how much of a dollar spent at a local independent store is re-spent in the local area as payroll, goods/services purchased from area businesses, profits spent locally by owners, and as donations to area charities.

ISLR’s study found that \$100 spent at local independents generated \$45 of local spending, compared to \$14 for a big-box chain—nearly identical to later results across the Civic Economics studies.

### VARIATIONS ON THE THEME

The size of the Local Multiplier Effect varies depending on the type of business.

Restaurants and service providers generate a large multiplier because they are labor-intensive and, therefore, more of each dollar of revenue goes to local payroll.

Most retailers, unless they source an exceptionally high percentage of their goods locally, create a more modest multiplier than restaurants.

But this is not to say restaurants are better for economic development than retail. Many retailers have sizable revenue and professional job opportunities, which are important to any local economy.

It's helpful to be aware of these differences because the mix of businesses involved in a particular study will influence the results if a Local Multiplier Effect Study is done for your community.

### **FINDING YOUR OWN LOCAL MULTIPLIER EFFECT AND SHARING THE RESULTS**

You may not need to do your own Local Multiplier study, since several have been conducted and the results are pretty consistent. And in the years since the studies cited in this paper were published, awareness of the Local Multiplier Effect has become more mainstream, so your community may already accept these arguments. But if you are having trouble making headway locally, a Local Multiplier Effect Study might be helpful. AMIBA or a university economics program may be able to help.

With any study conducted for your community, make sure the methodology (the explanation of how the authors figured out the results) is very clear and could be repeated by people with reasonable math skills. Studies using models that cannot be explained clearly to the general public have often lead to distrust of the results, and should be avoided.

### **MAKING THE CASE FOR THE LOCAL ECONOMY MULTIPLIER**

In addition to being accurate, make sure your message is easy to remember. Saying, "independent retailers return more than three times as much money per dollar of sales than chain competitors," is a far more memorable phrase than talking in terms of percentages, or comparing \$0.48 to \$0.15.

For restaurants, consider framing similar to: "locally owned independent restaurants return twice as much to our local economy than chain restaurants per dollar of revenue."

Of course, you can also add, "and buying remotely on the web creates

almost no local benefit—just a few minutes' work for a delivery person."

You might also add something like "That adds up to a huge difference in creating local jobs and local wealth." Calculating the added local wealth that would be generated by a 10% shift to local independents is one tactic successfully employed by several communities.

### **LEARN MORE**

For more information on the studies completed by Civic Economics, see their work at <http://www.civiceconomics.com/projects.html>.

For more information on the Institute for Local Self Reliance and their studies, go to <https://ilsr.org>.

For additional resources, training, and connection to a nationwide network of people and organizations who are building the Local Economy Movement, visit [AMIBA.net](http://AMIBA.net).

For a Spanish language version of this content, please email [info@amiba.net](mailto:info@amiba.net)

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# BILL WELSH FOUNDATION UPDATE...

The Bill Welsh Foundation was formally established in 2015 to recognize the enormous impact Bill Welsh had on the people and initiatives within the community publication industry. The foundation was initially established through the generosity of Kacie Conner and Gary Gerlach with their initial contribution of \$10,000 to the foundation and a commitment to cover all legal and filing fees to set up the non-profit foundation.

That initial contribution came with a challenge to the industry that if through contributions to the foundation to match the original \$10,000 and raise another \$10,000 over that amount – they would contribute an additional \$10,000 to match. In the coming two years, the contributions of our members in cash donations, contributed rebates and the Silent Auctions held each year at the ACP national conference, the industry was able to surpass that \$20,000 goal to qualify for the matching contribution.

The mission of the foundation was built on Kacie and Gary’s belief that supporting stipends in the name of



Bill Welsh for young professionals to attend conference whose character displays the same natural enthusiasm for the industry, courageous problem solving, willingness to lead and love of people that was so much a part of Bill. Bill’s special love of the association and the industry makes this a most appropriate place to honor his name for many years to come.

The Bill Welsh Foundation will continue to provide educational opportunities to young professionals in the community publication industry through supporting participation in the experiences provided at the annual conference. These stipends are provided in the form of travel reimbursements for Rising Stars who attend the annual conference and participate in the specialized training and programs available to the Rising Stars participants. The Midwest Free Community Papers (MFCP) just launched a their Most Valuable Professionals (MVP) program in Des Moines thanks to funding from the Bill Welsh Foundation. ACP is proud to continue to support the foundation’s efforts by conducting the Silent Auction at conference as well as other fundraising activities that encourage continued contributions by industry individuals.

Since this November marks seven years since the passing of Bill Welsh, it seemed appropriate to reprint the following article from December 2014 to keep Bill’s memory fresh in our minds.

## LESSONS FROM A LEGEND

By Loren Colburn

*(reprinted from December 2014 INK Magazine)*

It’s Hard to imagine a free community paper industry without the presence of Bill Welsh! It was Bill who always made newcomers feel welcome, included and important. It was Bill who made friends with everyone he met and made those friends always feel they were the most special people he knew. It was Bill who kept an entire industry always laughing and

entertained with a smile and a wink or occasionally one of his favorite jokes. It was Bill who could light up a room any time he was in it.

Yes, it’s hard to imagine this world without Bill Welsh. But as I sit here and think, it’s even harder to imagine what things would be like if we had never had the opportunity to have our lives and industry influenced by such an amazing individual. His impact and influence has guided us through so much over the years, and his involvement in ACP and MFCP helped shape those organizations and provided the foundation for many of their accomplishments and much of their growth.

As I reflect on Bill’s impact on me personally over the last 20 years, I am overwhelmed by the number of life lessons he provided to me and the impact they have had on my life. these lessons were available to all of us simply by being around him...

- There is no greater gift this life has to offer and no higher testimonial to a person’s presence on this earth than that of family. Give it the highest priority available.
- Place an extremely high importance on the value of friendship. It can be the provider of many of the treasures that life has to offer.

## INDUSTRY UPDATES



It is a source of great strength and support when the going gets tough and a great way to make the good times even better.

- Use your sense of humor and sincere smile as a bridge to connect with people of all kinds. A keen sense

“ It’s hard to imagine this world without Bill Welsh. But as I sit here and think, it’s even harder to imagine what things would be like if we had never had the opportunity to have our lives and industry influenced by such an amazing individual.

of humor helps make the bonding process immediate and universal.

- Trust in the people around you – people will perform extraordinary things to support that trust you place in them.
- Don’t be afraid to show emotion! That vulnerability we show by displaying all of our emotions draws family and friends even closer together and strengthens the bonds that keep us close.
- LOVE...love your family, love your friends, love what you do...

and love life! Every minute of every day.

We will all miss Bill Welsh and watching the trail of smiles he would leave in his wake as he worked his way around any gathering of people. We will also all benefit from his involvement in our industry for many years to come, as his influence was dramatic and long lasting. I personally will miss him tremendously but will always remember him with a smile, a laugh and a tear – just like Bill taught me! ■

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## MEDIA APPRAISER KEVIN KAMEN ADVISES FORBES ON 400 RICHEST AMERICANS LIST

Uniondale, NY - On October 5, 2021, FORBES released its 40th annual ranking of the 400 Richest Americans. This study is one of the most anticipated and widely read FORBES articles of the year. The List's wealth estimates are a snapshot of each member's worth as of September 3, 2021, according to the article. One of the experts selected to assist in financially valuing media moguls is a friend of the newspaper industry: New York-based multi-media appraiser and broker Kevin Kamen, President/CEO of Kamen & Co Group Services, LLC, a Uniondale, Long Island, NY media valuation, accounting, and brokerage firm in business 42 years. This is the eighth straight year that the wealth and media team at FORBES has called upon Mr. Kamen to assist them with calculating and determining the financial value of specific publishing and multi-media tycoons.

In speaking of his involvement, Kamen stated, "The FORBES team has reached out to me requesting guidance for nearly a decade, and although always busy, I'm happy to find the time to assist them. The FORBES team works diligently and invests time in research and attaining supporting evidence. Many of the reporters know of my track record for determining the correct valuation of numerous large newspaper deals in the past and have confidence in my work. Evaluating data and calculating figures takes much time and effort and I am happy to assist the reporters with my objective analysis, advice, and expertise based upon decades of working in the trade. We examine a wide spectrum of data, including Securities and Exchange Commission documents, court and published records, probate records, news articles, and interviews, while also taking into consideration cur-

rent economic conditions each year. We consider present trends within the media sphere, as well, and I for one focus on private versus public earnings and patterns. We all work together effectively and strive to produce accurate projections in a fair and honest manner. The process of checking, interpreting, and challenging each calculation can become quite time-consuming but, in the end, we get it right." Kamen continued, "When valuing private businesses, we carefully examine gross revenue along with profit margins and scrutinize any articles or feature stories revolving around a particular sale or negotiation. We zone in on competitive alignments, market shares, unique demographics, historical patterns, Buyer and Seller portfolios, global events, apply discounts when required, and finally, reach out to anyone in the industry with value-relevant knowledge." ■



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## THE LEADERSHIP INSTITUTE

# INVEST IN YOUR COMMUNITY

BY JIM BUSCH

“Every time you spend money,  
you’re casting a vote for the kind  
of world you want.

—Anna Lappe

Recently the sports section of my local paper featured the following headline, “Tomlinson Insurance shuts out Wyatt Tire 4-0.” The story gave a dramatic inning by inning account of the regional girls’ softball finals. If someone asked me why it is important to support local businesses and local papers, I would show them this article. It is a perfect illustration of the partnership between community papers and local merchants. Together, we make our neighborhoods a better place to live. The businesses sponsoring the teams didn’t do it so they could see their names on a few softball jerseys. They didn’t see spending this money as an investment in their business but, rather as an investment in their communities. It is entirely possible that their daughters were out there on the field. Local business people have a vested interest in improving the quality of life in their communities that goes far beyond their bottom line. The area surrounding their locations are not just “markets” to be exploited for profit, it’s where they live, it is their home. Most of them feel an obligation to support the people who support their business. Unfortunately, too often this is a one way street. I wouldn’t be surprised if some of the parents in the stands were on their phones shopping online for insurance or tires, products they could have purchased from the team sponsors. They’re totally focused on price. You can’t blame them, everyone likes to save money but, these “savings” may cost them more than they realize. Every dollar spent online is one less dollar that goes into the pockets of local businesses. This means that they may no longer be able to support local charities, to sponsor local youth activities, or to create local jobs. As Anna Lappe said, these people are “voting” to enrich online retailers while cutting the heart out of their own communities.

This is where we come in; we’re also a part of our communities. You won’t find that story about the girls’ softball game anywhere else. Even more important, it’s our job to remind consumers why they should choose to deal with local merchants. Our papers, creativity and marketing expertise are vital if our local businesses are to survive. Our job is to remind consumers why “voting” local is so important to all of us. ■

# SIX CLUES A PUBLICATION IS IN TROUBLE



BY BOB BERTING,  
BERTING  
COMMUNICATIONS

**I**t's rare for a newspaper to head off a marketing strategy problem before a crisis is upon them. More often, at times, it takes the sudden entry of a new competitor in the market, a serious plunge in sales, or a similar emergency to get a strategy change. The answer is to evaluate the publication's marketing program on an objective on-going weekly basis.

Here are 6 clues that the publication is heading for trouble:

## **1. CUTTING RATES BECOME THE DRIVING FORCE TO GET SALES**

Deep discounting, constantly offering "special deals" is an indicator that the publication is using lower prices to beat competition. Customers see the publication as just a low cost medium, and don't see any other value in doing business.

## **2. THE PUBLICATION CAN'T BE DIFFERENTIATED FROM COMPETITION**

It is vital that the publication maintain a unique identity that distinguishes it from the competition. This branding process is on-going and under constant review. The question is—how often is it reviewed?

## **3. STEADY STREAM OF SALES GIMMICKS**

When one special promotion runs into the next, customers soon think that nothing is really special. Instead of getting customers on an ongoing campaign, the publication floods the market with signature pages, national widget month, and other one-time fluff promotions that threaten the budgets of advertisers who want to put their money in campaigns that get response.

## **4. SALES MANAGEMENT TACTICS CHANGE ARBITRARILY**

Instead of a roller coaster of contests, trips, and bonus programs, the publication needs a unified plan of rewards that will motivate the salespeople on an on-going basis. This can be an incentive plan based on increasing sales, any activity that helps dramatically the image of the publication in the marketplace, etc.

## **5. MORE AND MORE LEADS COME FROM THE SALES FORCE**

Of course salespeople should develop leads, but if salespeople are the primary source of new business, the publication has a marketing problem. Even the best salespeople can't be at the right place, at the right time, all the time. The publication needs a well developed marketing program to keep their name in front of prospects, so when they're ready to buy, the sales staff can enter the picture from a position of strength.

## **6. CUSTOMERS START SAYING "I DIDN'T KNOW YOU DID THAT"**

Even when long-time customers don't have a clear picture of the publication's overall capabilities, it's a sign that marketing is failing. So many times, a booklet or brochure showing ALL the publication's services can be very effective because it clarifies and reinforces what the publication offers. Of course, an effective website is another powerful tool. But that's another story. ■

*Bob is the author of 4 e-books for the newspaper industry, available on [www.bobberting.com](http://www.bobberting.com). Bob is a professional speaker, advertising sales trainer, publisher marketing consultant and columnist in many national and regional newspaper trade association publications. He can be reached at [bob@bobberting.com](mailto:bob@bobberting.com) or 317-849-5408.*

# IF YOUR MARKETING WERE A CAR, WHAT WOULD IT BE?



BY JOHN FOUST  
RALEIGH, NC

Lawrence told me about a technique for gathering information from prospective advertisers. “I’ve been selling for a long time, so I realize the importance of information. But I like to go beyond the standard questions about their history, products, customers and goals.”

He said that sometimes it helps to switch gears. “A lot of people ask prospects to rate their current marketing on a scale of one to ten, with ten being the highest. Whatever number they choose, you simply ask why they made that choice. For example, if they say ‘seven,’ ask what would make it a ten. The answer tells you what they would like to change, so you respond by focusing your presentation on your paper’s strengths in those areas. If they say ‘ten’ – which you’ll rarely hear – ask them why they feel that way. Sometimes their answer will reveal that it’s really not a ten. If they truly believe it should rate that highly, ask how they can maintain that number – then look for a role your paper can play.

“I like the car comparison that Paul Smith uses for computer systems in his book ‘Lead with a Story.’ It’s probably related to questions that kids ask, like ‘What kind of animal would you like to be?’ or ‘If you were a tree, what kind would you be?’ In this case, ask, ‘If your current marketing were a car, what make and year would it be?’ Then ask what kind of car they would like it to be in the future.”

Lawrence was pleasantly surprised first time he tried the idea. “I figured it wouldn’t work with everybody. So I

used it with a prospect who had shown some creativity in our conversations. She said her current marketing was like a 20-year-old Toyota – reliable and comfortable, but not running as efficiently as before. Then she said she would like her marketing to run like a Porsche – stylish and built to react quickly to market changes. Now that’s what I call good information. Those two simple questions gave me a clearer picture of what she thought of her company’s marketing. I was able to show her how to Porsche-ize her advertising and keep some of the best qualities the Toyota had when it was new.”

Lawrence explained that you don’t have to have spec-list knowledge of every car, but it helps to have a general understanding of product categories. For example, economy cars are affordable and fuel efficient. Luxury cars are heavy on high-end features and turn heads on the highway. SUVs are spacious, minivans are practical, pickup trucks are strong and serious. Of course, age and mechanical condition are factors. And some models are higher maintenance than others.

“And just like people,” he said, “some advertisers start with an entry-level model and progressively move up. That creates plenty of in-between advertising options.”

Lawrence’s approach confirms that the right kind of information can give your presentation more power. Horsepower, that is. ■

“And just like people, some advertisers start with an entry-level model and progressively move up. That creates plenty of in-between advertising options.”

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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](mailto:john@johnfoust.com)*

# Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net ©2021

**Last month I wrote...** "I am aiming to start the New Year with a new perspective and perhaps a new approach to help add to our skill set..."

Well, that may just happen sooner than later. I have received *InDesign Magazine* since the July/August 2004 issue. It helped me understand more details of the program with solid, easy to understand articles, especially when program changes occurred... which at times seemed pretty often...but October (issue #150) was my last issue.

November 1st, *InDesign Magazine* will evolve into *CreativePro Magazine*. It will still publish Adobe InDesign articles, but the topics will now include Photoshop, Illustrator, Acrobat, Affinity software, fonts, design, Power Point, automation, PDF, print, digital publishing, and more.

This is good news to me because I had a bit of an issue with Adobe Illustrator and had to muddle my way through. The real-world experts offer practical and valuable insight into their areas of expertise.

I still have to explore Affinity programs and it would certainly be nice to finally have a reference to help me through that as well. I am including the link so you can get more information. There is a starter pack, but the Professional Membership is just \$59/year, and if you use coupon code FRIEND, you can get \$10.00 off: <https://creativepro.com>

## InDesign All-Star Tips

One clear piece of advice that I took away from reading through this issue was to take some time to try one new function. Fifteen to twenty minutes can get you to see some of the other features that you "never" use.

There was a tip on placing a photo in four boxes which reminded me of using headline type for a different look... and you can see that example below...

If you choose to use a simple word to contain your artwork, use a very heavy or solid typeface, preferably sans serif.

I also added an outline and gave it a drop shadow. This would not only be my headline in an ad, but also my graphic.

## Blend Modes

Since I have my leaves, let's see what Blend Modes can do. Same leaves, although I now cropped and made the file smaller.

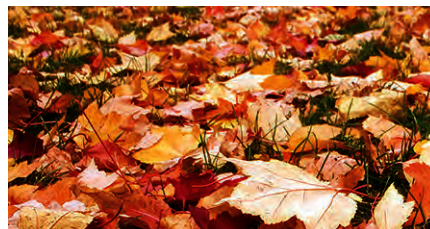
This technique can let you change a visual style without going into Photoshop.

I placed my image, selected it, went to **Image>Copy**, then **Image>Paste in Place**.

From there it was a matter of going to **Object>Effects>Transparency** and choosing one of the Blend Modes. It defaults to "Normal," but not exactly sure what that is.

My samples below are similar, but positioned just a bit differently. The top photo Blend Mode is Screen 100%, the bottom photo Blend Mode is Multiply 100%.

There are a variety of other **Blend Modes**: Soft Light, Hard Light, Color Dodge, Color Burn, Saturation, Hue and more.



This would probably be an opportunity to spend fifteen or twenty minutes to see what these various blend modes offer.

Anytime I don't have to leave my page layout program, the easier and faster it is for me. Trust me, we've come a long way since the early days of "desktop design."

## Type to Vector... or Not

Back in the day, it wasn't always easy to find art that would work in the small ads that made up a great portion of our papers.

That's when I discovered vectors... and dingbats!

Bursts were a big thing and I was always looking for ways to change them up ... *LTR Salmiak Catchwords!*

I have shown the original glyph, then layered, turned and modified below.

Other fonts can be a source for bursts... explore...

then add any final versions to a library for future uses!



I turned this dingbat flower into a vector. Enlarge (172 points), create outlines and color in the shapes for instant graphics!

In this case the outlines were not connected, so I created one shape with the pen tool, colored it, rotated it and added a basic feather effect (see color "swatch" next to flower). I then placed all the shapes behind the petals for a "watercolor" effect...and save to a library for future use.

The flower itself was just an outline, but impact was added with various gradient color swatches. The vector aspect allows me to scale the art without degrading.

## Final thoughts...

Hopefully some of you were able to virtually attend *Adobe MAX-The Creativity Conference*. I signed up and I will let you know next month how it went.

Unfortunately (fortunately?) I will be on vacation with sun, sand, and little umbrella drinks... and perhaps spotty WIFI, but I would like to catch a couple of the sessions. It's always something! Take care...

*A Blessed Thanksgiving to everyone!*



## Custom Image Frames

If you have a lot of room in the ad, you can try creating custom frames. You will remember my Type 1 font, *Matinee*, (that will be useless in a year). Anyway, I took that font, selected it, then under **Type**, I chose **Create Outlines**. Selected those outlines (no longer a font but shapes) went to **Object > Pathfinder > Add** (which combines the objects into one shape) and now I was ready to open "Fall Leaves." I am able to move the artwork with the **Direct Selection Tool** to get the best position (there are larger leaves in the foreground and I didn't want to show them because I thought they might be harder to recognize).

For those of you wondering, Yes, I could have cropped the photo, but sometimes I work later at night and I am not always thinking straight.

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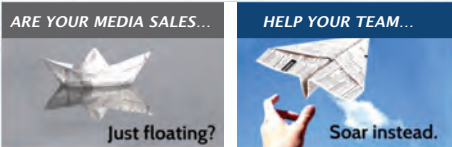


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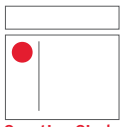
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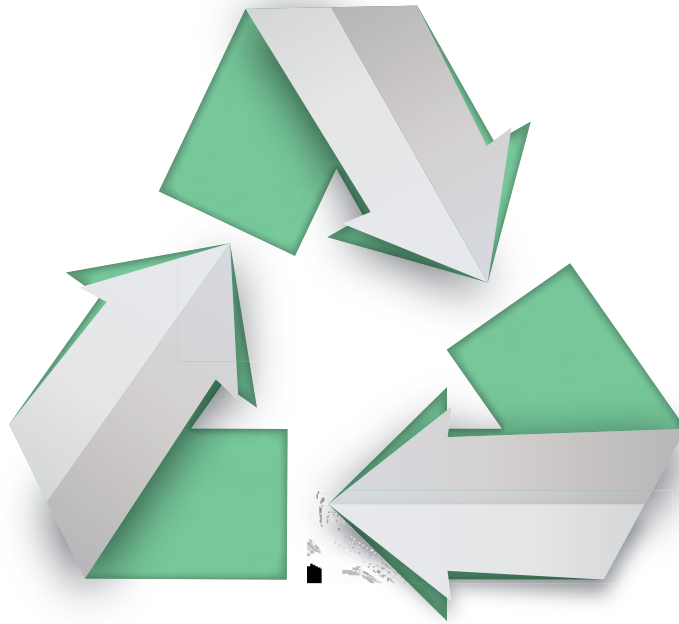


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