

JANUARY/FEBRUARY MESSENGER VOLUME 14 - ISSUE 1



FREE ROOM! FREE REGISTRATION! IT'S YOUR LUCKY DAY!

The 2022 Annual MACPA Conference is coming up quickly on March 18 and 19, 2022.

Our speakers and trainers, as always will provide you with a wealth of information and techniques to hone your skills and your business for the 21st century buyer.

**AND ALL YOU NEED TO DO IS MAKE SURE TO HAVE PAID YOUR DUES FOR 2022
AND DRIVE OR FLY TO THE CONFERENCE.**

Yes, members in good standing will receive a free room and 1 free registration.

Deadline for Registration - February 18, 2022



Stephan Schiffman

Best-Selling Author & Motivational Speaker

Having been a leader and motivational speaker in sales training since 1979, Steve is a Certified Management Consultant, and has trained and consulted to a wide range of corporations including IBM, AT&T, Motorola, Sprint, CIGNA, and a host of

other organizations throughout the world. He has also trained over 500,000 professionals in over 9,000 companies.

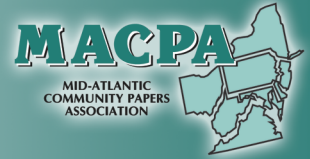


Rob Zarrilli

Zarrilli Training and Consulting Experts

Rob is an award winning, and nationally recognized trainer, consultant, author and speaker whose passion and thought provoking message has inspired companies and audiences all over the country. Through his vision and direction, The Leadership Institute was born, a university style training program used by organizations all over the country.

PRESIDENT MESSAGE



MACPA Messenger



Happy New Year Everyone!

Hopefully this edition of the Messenger finds you rejoicing that 2021 is now in the rear-view mirror.

Your MACPA board had a productive face to face board meeting in November. We discussed allowing digital only “publications” to become MACPA members. We’d love to hear your comments on this topic. Reach out to myself or any board member with your comments or questions.

The registration for our 2022 Conference is now open. See the details and the link to register yourself and your team in this edition. New for this year: ONE FREE HOTEL NIGHT PER MEMBER PUBLICATION. I hope you will take advantage of this awesome offer. The conference takes place in historical/ quaint/ easy to get to downtown Carlisle, PA. Thanks to the members of the conference committee for the hard work they’ve done planning this event. Members include Kerri Mussleman, Ruth Isenberg, and the staff of MACPA.

The office mailed membership renewals in December. Please be sure to update your contact information and return promptly.

Following a successful experiment, we are asking that the MACnet network ads be classified versus being boxed or positioned under one category. Most of your board members did just that last fall in their own publications and our pay per call results went off the charts. This increased activity helps fund the CVC Audit, Conferences, and continued training for your staff.

In closing I’ll share one of my 2022 mantras: “The main thing, is to keep the main thing the main thing”. I can’t stop COVID, alter the stock market, or change the price of newsprint and health insurance. But I can keep telling people the exciting benefits of doing business with a free paper. One that supports the local community, employs local people and has proven over and over to be a great ROI for advertising budgets. Will you join me?

May all your pages be full,
John Hemperly
Engle Publishing
MACPA President

2021-2023 MACPA BOARD OF DIRECTORS

John Hemperly, President/Treasurer
(jhemperly@engleonline.com)
(term expires 04/23)

Joe Nicastro, Vice President
(joe.nicastro@gmail.com)
(term expires 04/23)

Margaret Ehle, Secretary
(mbehle@pa.net)
(term expires 04/23)

Collette Jacobs, Director
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(term expires 04/23)

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Ron Burke, Director
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Ruth Isenberg, Director
(journalruth@gmail.com)
(term expires 04/23)

Claudia Christian, Past President
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(term expires 04/23)

MACPA OFFICE

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2022 ANNUAL CONFERENCE: SCHEDULE



MACPA Messenger

Thursday, March 17th

1:00 p.m. Board Meeting

Friday, March 18th

9:00 a.m. What does a Digital Publisher Look Like
and Revenue opportunities with MACnet

10:00 a.m. Break

10:15 a.m. The Power of Your Readership and Receivership - Tim Bingaman

11:15 a.m. Let's Meet Our Associate Members

12:00 p.m. Lunch & General Membership Meeting

1:15 p.m. Manage and Teach Cold Calling to your Staff -
Part 1 with Steve Schiffman

2:15 p.m. Visit Our Associate Members

3:00 p.m. Manage and Teach Cold Calling to your Staff -
Part 2 with Steve Schiffman

5:00 p.m. Happy Hour

6:00 p.m. Station Dinner with Ice Breaker

Saturday, March 19th

8:00 a.m. Register & Breakfast

9:00 a.m. Opening Remarks

9:30 a.m. 7 Habits of Highly Effective People - Rob Zarrilli

10:30 a.m. Break - Visit our Associate Members

10:45 a.m. Sales Track: Life Lessons – Personal and Professional - Rob Zarrilli
Publisher Track: TBD

11:45 a.m. Lunch

Ad Awards

1:00 p.m. Workshop with Steve Schiffman -
Win 85% to 95% of Sales With A Pipeline That Works!

2:00 p.m. Revenue opportunities with MACnet

Following 3-Minutes Idea
Closing

Register today and join us for a informational filled conference!
<https://conta.cc/3pDzEHg>

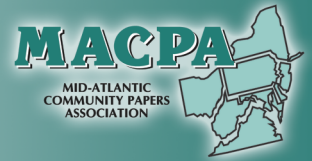
Can't attend in person? Register to receive recordings of some of the sessions!

Note: TLI Training Sessions will not be recorded.

To view those, it is required that you attend in person.

Note: There will be a fee of \$100 for the recordings.

ANNOUNCEMENT: A LETTER FROM THE EXECUTIVE DIRECTOR



MACPA Messenger

By Alyse Mitten

I remember so clearly. It was two weeks before our 2020 Conference and the Governor of Pennsylvania announced that everything was to shut down. I, frankly, was in denial. It can't be. We're going to have our Conference. What I thought and what happened were two different things. Most of our member's publications went into the lean mode with working from home, reducing their circulation, and in most cases not even printing for a time. Their small business owners did the same by leaning up against their businesses and their budgets, we saw a year unlike any we have ever seen.

Now, if anyone knows me, I come from a hardworking, get down in the trenches upbringing and nothing, no nothing will stop my creative brain from coming up with ideas. I began to implement digital collaboration tools, which the Association is beginning to experience with our most recent Remnant Space Ads Beta Test. I attended online event management conferences with Sage Event Management (*poweredbysage.com*) and attended numerous events to learn more about where we are going with this 10 Year Leap we just experienced and are living in yet.

We shifted to running quality Pay Per Call ads in the network. We also made a shift with the ad placement of these ads by taking them out of the National/Regional Sections of our board member's publications and running them along with their local advertisers. One small change made a huge difference, just with our Board Member's publications. Imagine if ALL of you make this small significant shift. PLEASE DO!

2021 saw us running an online auction to support our Education Fund and thank you to those who participated both by providing items and those who bid on the items. Our online Conference provided us with the opportunity to get together, and for me, to try out some of those tools and skills learned from Sage Event Planners on how to run virtual conference. It was not only educational but a lot of fun, too. \$\$\$MONEY TIME FOR MANY\$\$\$

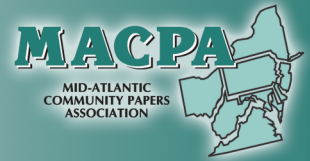
As we begin 2022, we see a much brighter future for MACPA!

Why do you ask? Your Board has been working on significant shifts to open new channels of revenue for you.

- We have finishing our Beta Test of a Display Remnant Space Project where our Board Members have been testing the system. With this small core of circulation, we generated over \$18,000 of funds of which 90% is going back to go to our Board Member publications. I feel very confident and comfortable including all of you in the Display Remnant Space Project and will be contacting each of you individually, once your dues are paid for 2022.
- We are asking all our members to move the classifieds into the local classified categories, instead of placement in the National/Regional Section.
- To open up a new core of members, the Board of Directors is strongly considering Digital Publishers to be part of the Association. We will be reaching out to you to share with us the pros and cons of opening our membership to Digital Publishers.
- Training remains a strong value for the Association with our monthly and bi-monthly training along with our TLI training at the Conference. (SEE THE DETAILS ON OUR CURRENT TRAINING.)
- Members who can't attend the conference will have the opportunity to purchase the sessions we can tape from the Conference. (*Sorry, we can't tape the TLI training due to the copyright of the content.*)
- What remains a tremendous value is our CVC Readership and Receivership Studies along with the audits.
- And, for those in Pennsylvania, we are going to actively engage in changing the laws pertaining to legal notices. More and more states are allowing free community papers to run legal notices and, with everyone's support with letter writing and attending the hearings, we will do our best to achieve a long-standing project of the Association.

We are charged and ready for a great 2022 and encourage you to take advantage of everything we have to offer.!

ANNOUNCEMENTS: MORE TRAINING & CONGRATS



MACPA Messenger

Live Webinar: Kevin Slimp – From Zero to Hero! The Ultimate Photoshop Class! Become a Photoshop Guru

Editors & Designers Feb 4

February 4 @ 11:00 am - 12:30 pm EST

\$69



MACPA has arranged for our members to attend Kevin Slimp's upcoming webinars at no cost to our members!

Save the \$89 registration fee for a nice dinner and a movie

Friday, Feb 4 • 11am-12:30

Get 90 minutes of Photoshop training from the guru himself!

This is more than just a simple class of tips in Photoshop. You'll learn how to make sure your reds are red and your blues are blue. You'll learn to use tools you've always wondered about.

Kevin will teach you to make those pics pop right off the page! You'll learn to use those layers. You'll learn how to include information in photos that appear on the page in InDesign.

You'll learn the best way to save photos in CMYK, RGB, Grayscale and for the web with the click of one button. You'll learn how to make transparent backgrounds that work. You'll learn how to get the BEST reproduction in print from your photos. You'll learn how to set up your default color settings. You'll learn how to create, and use, patterns.

AND YOU WILL LEARN A LOT MORE THAN THAT!

Hold on to your seats! This is going to be one incredible class, filled with information that will take you from wherever you are to "Photo Editing Guru" status in 90 minutes!

Nobody is more respected in the publishing world as a Photoshop and photo editing guru for design professionals than Kevin Slimp. He's been training classes and auditoriums filled with newspaper designers and photographers for 25 years.

Don't miss this opportunity to learn from the best. 90 minutes. Bring two pens. You'll be glad you did.

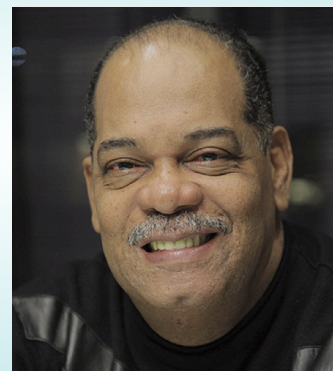
Use this Special MACPA Link to Register for the Webinar

<https://msb.press/macpa-photo>

Limited to one registrant at each location

CONGRATULATIONS

**RON BURKE WAS
RECENTLY NAMED AN
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OUR ASSOCIATE MEMBERS



MACPA Messenger

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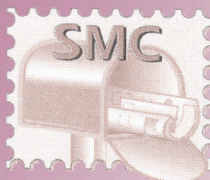


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Saturation Mailers Coalition

SMC is a coalition of saturation program mailers, including free paper publishers, shared mailers and coupon envelope mailers, who share a common interest in maintaining fair and reasonable postal rates and regulations; law and postal policies that promote a viable, competitive and customer focused Postal Service; and a positive public image and response to mailed print advertising.



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