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COMING next month

The May issue of INK will focus on the conference and trade show taking place in San Diego as the issue breaks. Highlights will include a look at people who are active in some of the programs involved with AFCP initiatives, including TLI Graduates and Rising Stars!

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— Ted Nessi, WPRI 12, Providence, Rhode Island

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"The mission of AFCP is to help its members enhance their profitability and lead in strengthening the free publication industry."



A handwritten signature in black ink that reads "Dave Neuharth".

DAVE NEUHARTH
EDITOR

The Focus is on our Vendors

IN THIS ISSUE OF INK WE ZEROED in on the vendors who take part in the annual conference scheduled April 28-30 in San Diego, Calif.

Whether you want to be updated on the digital aspects of the free paper print industry, the circulation numbers, software solutions, advertising promotions or new revenue solutions, or want to learn how to build client relationships or websites, this conference will have it all. A wealth of information is just a few steps away.

The vendors who sell their products have knowledge on many aspects of the printing business to share with you. Not everyone is going to purchase a product, but the information they share is still free. And then when you are in the market for a service, you will already have the information as well as the name and phone number of the vendor who will take care of your needs. However, if you are in the market for a service at the conference, they are there to accommodate.

The vendors pay for their space to set up at the conferences, which helps pay some of the conference expenses. We appreciate their help and their investment to attend.

In this issue there are several features of vendors. Steve Harrison, a successful New York publisher in the free paper industry, wears two hats. Besides publishing, he is also in the vendor business as the founder of Penny Lane Promotional Products.

The man behind the numbers, Tim Bingaman, is also in the limelight in this issue of INK. Tim is a long-time vendor and sponsor at the AFCP conferences. How did the CEO and owner of Circulation Verification Council (CVC) get into this business? Nothing to it – just sit

back and collect the money. Well, maybe there were a few bumps in the road. See the article in this issue of INK.

There was a time in the history of AFCP that vendors were non-existent. For those of us who were around in the early 2000's, we remember the times when attendance at the AFCP conferences had declined and vendors were not part of the proceedings.

It was 2001 and the 50th anniversary of AFCP. The association had a new Executive Director, Craig McMullin. On his recommendation the board decided to have the conference in Phoenix in June.

Many felt that the hot weather in Phoenix in June would not be a good drawing card for the annual conference. On the other side of the coin, Craig contracted with an outstanding hotel with great rates for the conference – the Ritz Carlton. The brochure advertised a trade show.

As the time for the conference deadline approached, the sign up was not good. Craig enlisted the help of Carlos Guzman and Orestes Baez to serve as conference chairs and they put together an email and phone campaign to urge members and vendors to attend.

With their efforts and an excellent agenda, the conference became one of the best in the history of the association. The last minute registrations did cause some problems though – too many people and not enough rooms. Many had to find rooms at nearby hotels.

The conference in Phoenix was a complete reversal of past trends. With its great turnout and trade show, AFCP gained confidence in setting its sights on some of the best conferences in the industry. And that trend has continued until today.

Join us in San Diego. INK

In Memoriam: Henry Clifton Mundy



A LONGTIME PAST MEMBER OF THE SOUTHEASTERN ADVERTISING Publishers Association (SAPA), Henry Clifton Mundy, died on February 14, 2016.

Mundy, 79, was the founder of the Southside Shopper in Garner, N.C.

He served as president of SAPA in the 1980s and was on the board of directors until the mid 1990s.

During the last part of the 1990s he opted to retire, and turned the operation of the Southside Shopper over to his son and daughter.

He started his publishing career with the News and Observer before starting The Southside Shopper. He was able to build his garage startup business into a successful legacy for his family.

Mundy was a member of the Garner Lions Club and Hayes Chapel Christian Church. **INK**



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“From the Basics to the Innovative”
Continued on page



Rates to Rollback on April 10, 2016

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

THE USPS HAS FILED THE NOTICE IT IS required to file by the Postal Regulatory Commission (PRC) decision in the exigency case to announce that postal rates will “rollback” on April 10, 2016.

Previous to this official filing, the USPS had released detailed rate information to all mailers about the “rollback rates” that will go into effect when the USPS has recovered all of the revenue the PRC found it was entitled to recoup “due to” the Great Recession and to collect with the 4.3% exigency increase that has been added to all Market Dominant postal rates.

The Postal Service announced, absent Congressional or Court Action to make the existing exigent surcharge for Market Dominant Products and Services part of the rate base or to otherwise extend it, that the Postal Service would provide notice of the rollback date to the PRC at least 45 days before the exigent surcharge revenue target is reached. The USPS posted on its RIBBS website charts that show all of the rollback rates.

The Postal Service PRC filing, announcement, and posting of the rollback rates, is all required by existing order of the PRC. The Postal Service would still like to see some legislation passed before the “rollback” date to permit it to keep the exigency surcharge in place. In a USPS Release accompanying the announcement, Postmaster General Megan Brennan said, “Removing the surcharge and reducing our prices is an irrational outcome considering the Postal Service’s precarious financial condition.”

The USPS, the President’s budget, and some mailers and associations have supported a continuation of the exigent surcharge as part of a potential postal reform package that would help stabilize Postal Service finances. Such a proposal was in the President’s budget and is in the Ipost bill introduced by Senator Carper. The USPS has also continued its exigency appeal challenging the last round of proceedings before the PRC. But in this contentious Congressional environment and election year, and in light of the extensive court proceedings and rulings that have already taken place, the likelihood of Congressional or court action to continue the exigent surcharge seems remote.

A chart of the rates for Enhanced Carrier Route Flats sent as High Density (TMC) Mail or Saturation Mail Flats, reprinted with permission of PostCom, the Association of Postal Commerce, accompanies

this article. These are the rate categories used most frequently by free paper publishers that use the mail for all or part of their circulation.

The rate category referred to as EDDM ECR Flats - Saturation refers to Saturation Mail pieces sent with the simplified address format, and as commercial mail where the mailer has a mailing permit. (These are not the rates for EDDM Retail where a business owner can enter smaller quantities of unaddressed saturation mail at a local postal office without a permit). SMC is a member of PostCom and thanks that organization for the permission to share this information and this helpful chart with our members.

So what is ahead for postal rates? With CPI continuing to be exceptionally low, it is not anticipated that there will be a rate change until January 2017. Under the current law governing the USPS, the Postal Accountability and Enhancement Act, postal rate increases have been limited to adjustments within the CPI rate cap, except for extraordinary or exigent circumstances. In 2017, after the exigent 10 year anniversary of the law, the PRC is charged with conducting a “Rate Review” to determine how the rate setting process has worked.

Although most mailers applaud the Rate Cap as a PAEA protection that has stabilized postal prices for monopoly products and encouraged the USPS to cut costs and right size its network, the USPS and postal labor have made it clear that they want to bust the cap. Brennan said, “Our current pricing regime is unworkable and should be replaced with a system that provides greater pricing flexibility and better reflects the economic challenges facing the Postal Service.”

Mailers and other USPS stakeholders believe the problems the USPS faces are not due to the rate cap but unworkable and unfair government imposed mandates relating to health care costs and prefunding, overpayment of retirement costs, and other burdens that could be fixed with postal reforms that do not unfairly and unreasonably burden mailers, and put the USPS and the federal government at risk of losing more of the postal rate paying customers that fund the USPS.

Some mailers and associations, including SMC, have advanced an idea to be included as part of an overall postal reform package of a rate proposal that would give the Postal Service some additional



revenue (beyond what is permitted by CPI) to help the USPS with its financial challenges. The willingness of mailers and industry to accept a higher than CPI rate is conditioned, however, on other Congressional action that would postpone the 10 year rate review one year to 2018, and would give mailers the certainty of two years of rate stability.

This rate proposal would be part of a comprehensive postal reform package that would give the USPS the restructuring changes it needs to amortize health care obligations over a longer period of time, would allow the USPS and its employees to take advantage of Medicare participation (currently USPS employees pay for Medicare but do not participate in the plan), would give the Postal Service a right to

refunds for overpayments to its retirement plans, and would make other changes that would improve the long-term health and stability of the USPS.

As of the writing of this column, this proposal is still in the discussion stage. But it is an effort by mailers that opposed exigency, to try and meet the Postal Service part way on its financial challenges, but to also give the industry and the Postal Service some breathing room to adjust to changes that might be in an overall reform law, and to complete studies that would be required by the law, before the PRC begins its rate review process. But as of this writing, the prospects of comprehensive postal reform in the short-term, or long-term, during an election year remain uncertain. **INK**

Regular Standard Mail Flats Postage Rates-Enhanced Carrier Route Exigency Surcharge Rollback (Potential Implementation April 2016)

(All Rates Shown In Cents)

SUBCLASS/ Rate Category	For Pieces Weighing 3.3 Ounces or Less				Current Rates		New Rates	
	Current Rate	New Rate	% Difference	Amount Difference	Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound
ECR FLATS High Density/1	24.5	23.5	(4.1)%	(1.0)	11.3	64.1	10.8	61.5
NDC Entry	21.1	20.2	(4.3)%	(0.9)	11.3	47.3	10.8	45.4
SCF Entry	20.1	19.2	(4.5)%	(0.9)	11.3	42.3	10.8	40.6
Delivery Unit Entry	19.1	18.3	(4.2)%	(0.8)	11.3	37.8	10.8	36.3
ECR FLATS-High Density Plus	24.0	23.0	(4.2)%	(1.0)	8.8	64.1	8.4	61.5
NDC Entry	20.6	19.7	(4.4)%	(0.9)	8.8	47.3	8.4	45.4
SCF Entry	19.6	18.7	(4.6)%	(0.9)	8.8	42.3	8.4	40.6
Delivery Unit Entry	18.6	17.8	(4.3)%	(0.8)	8.8	37.8	8.4	36.3
ECR FLATS-Saturation	21.4	20.5	(4.2)%	(0.9)	8.1	64.1	7.8	61.5
NDC Entry	17.9	17.2	(3.9)%	(0.7)	8.1	47.3	7.8	45.4
SCF Entry	16.9	16.2	(4.1)%	(0.7)	8.1	42.3	7.8	40.6
Delivery Unit Entry	15.9	15.3	(3.8)%	(0.6)	8.1	37.8	7.8	36.3
EDDM ECR FLATS-Saturation	21.5	20.6	(4.2)%	(0.9)	8.2	64.1	7.9	61.5
NDC Entry	18.0	17.3	(3.9)%	(0.7)	8.2	47.3	7.9	45.4
SCF Entry	17.0	16.3	(4.1)%	(0.7)	8.2	42.3	7.9	40.6
Delivery Unit Entry	16.0	15.4	(3.8)%	(0.6)	8.2	37.8	7.9	36.3

* Add \$0.035 (currently \$0.036) for each piece addressed using a Detached Address Label with no advertising or a Detached Address Label containing advertising (Detached Marketing Label).

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Meet Steve Harrison:

Both an AFCP Publisher & Vendor



Steve Harrison

A LONG-TIME FREE PAPER

industry publisher has some good advice. No matter what the business, "Customer service is the core of everything we do."

Steve Harrison has served the industry for a number of years as the publisher and co-owner of the Genesee Valley Penny Saver headquartered in Avon, N.Y.

At the industry conferences you attend, you might run into Harrison as either a publisher or as a vendor. He founded Penny Lane Promotional Products (PLPP) and wears two hats: one as an owner and one as publisher.

On the publishing side, Harrison has been a long-time supporter of the Association of Free Community Papers (AFCP) and has served on its board of directors. He also has been an active member of the Free Community Papers of New York (FCPNY) and served on that association's board of directors and as its president.

As a publisher, Harrison is considered a natural leader because he was literally born into it. "I grew up with Penny Saver 101," he said.

In 1948 his parents started the Genesee Valley Penny Saver in Avon, N.Y. The paper had a circulation of 3,000 and was printed on a mimeograph machine, collated by hand, stapled in a corner and sent to the post office.

A native of Rochester, N.Y., he graduated from St. Bonaventure University in Olean, N.Y., and went back to helping his mother run the family business.

Harrison and his sister, Kim Dougherty, still own and publish the paper started by their parents. Its initial circulation of 3,000 has grown to over 130,000 serving the area south of Rochester between Canandaigua and Batavia. "I guess I've always had ink under my fingernails," he said.

Penny Lane Promotional Products was a start-up business. Thanks to convincing an "Ad Specialities" person to come aboard, he launched the company.

Harrison said, "He brought with him a pretty good client list and his expertise. We now have grown the business for 18 years and have two full-time representatives," he said.

When the decision was made to proceed, "We felt the company would be complementary to our print adver-

tising business. We could easily offer an assortment of promotional products to our print advertising customers, design the artwork (we already had virtually all their logos in our system) and have their choice of products by a certified vendor through the Advertising Specialities Institute (ASI) of which we are a member.

"A nice surprise has been the customer base has grown outside our print advertiser world. Word of mouth advertising seems pretty effective when it comes to promo products, and potential customers may ask our customers, 'Where did you get that?'" he said.

In 2015 Penny Lane hired a rep that was particularly adept at selling wearables and she has increased the company's top line.


Harrison said, "Embroidery seems to be the preferred method of production, but screen printing is an effective and cheaper alternative. The breadth of products we offer has increased to over one million, up from the 300,000 when we first entered the market.

"Cooling towels are a new product that you can have your logo imprinted on, and they do what they say: cool you off. Sports teams are a good target for these. Another item aimed at the sport enthusiast is a hoodie sweatshirt that comes with an insulated pouch for that all important beverage to stay cold or warm. And of course we can fulfill all the pens, mugs, hats and plaques that are associated with this industry. It's all here at penylanepromo.com."

Harrison considers customer service as the core of managing both the Penny Saver and Penny Lane Promotional Products. The two (PLPP) representatives have deadlines to adhere to and work with a two-week turn-out. Like in the print business, there are occasional rush orders. The artwork for an item is like ad copy with fewer words and a lot of logos.

Away from work Harrison has also been active in community service, serving on community chambers of commerce. He is credited with helping the Avon chamber, when serving as president, grow from 20 to over 100 members. He also teaches community advertising seminars.

In his spare time, he plays tennis and is an avid golfer. He and his wife Kathy have three children.

In addition, he also has a couple of other companies to take up his time: Penny Lane Printing and The Penny Express, a direct mailing company. 

The Rising Stars to host both Silent Auction & Editorial Session

by Amy Hanson, 2014 Rising Star

AS I SIT IN HERE IN MY OFFICE IN OSCEOLA, I am reminded that winters in Iowa are oftentimes not fun. The snow can wreak havoc everywhere. The cold wind swirls around you and feels sharp against your face.

Sometimes you are getting out of your car at your house and slip on a patch of ice. In mid-fall you try to catch yourself, but only succeed in banging your nose against the car door.

I'll have to plead the fifth on that last example.

I recently heard the well-known Mamas and Papas' song, "California Dreamin'" on the radio. If you're a northern Yankee like me, you can probably relate to these lyrics:

*"All the leaves are brown and the sky is gray.
I've been for a walk on a winter's day.
I'd be safe and warm if I was in L.A.;
"California dreamin' on such a winter's day."*

Change those words from L.A. to San Diego and we're good to go.

The Rising Stars have been diligent in their progress of planning things for this year's annual AFCP Conference, which is April 28-30, in sunny San Diego. By the time this article goes to print, the conference will be right around the corner.

The Rising Stars are bringing back the Silent Auction, which debuted to a lot of success last year in Savannah, Ga.

We helped raise more than \$5,000, and all proceeds go to the Bill Welsh Memorial Foundation to provide scholarships for Rising Stars to attend the

AFCP annual conference.

I highly recommend donating an item for the auction, and then having fun bidding on the actual items during the conference. We work with paper every day, so we should have no problem shilling it out, right?

If you have questions, contact Alix at the AFCP office at alix@afcp.org or call 1-877-203-2327.

I can personally attest to the fact that the Rising Stars have greatly aided me in my journalism career. It has been a delight being able to write articles for different issues of INK Magazine and create relationships with other people in this industry from all over the country.

There's also something new coming down the pipeline.

This year, three other Rising Stars and I will help host an editorial session during conference called, "Today's Newsroom." We're each going to share our experiences of what it's like as young professionals in our offices, and what has worked best for us in our areas of the industry.

I'm currently in the process of gathering ideas and stories to share with all of you.

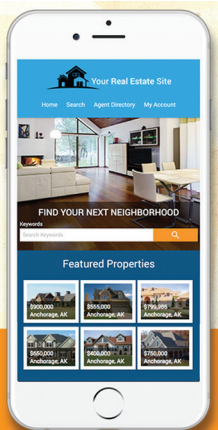
Once we all have shared our pieces, there will also be time for audience members to ask questions. We encourage an open dialogue to enhance the learning process.

That session is currently planned from 1:00 to 2:15 p.m. on Friday, April 29.

I'm going to be there. So, you should, too! **INK**

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The MAN Behind the NUMBERS: CVC's Tim Bingaman



Tim Bingaman

IN THE FREE PAPER INDUSTRY, many people refer to Tim Bingaman, the president and CEO of Circulation Verification Council (CVC), as "The Man Behind the Numbers."

It has been a 24-year journey but the numbers now exceed 50 million.

In 1992, Bingaman founded CVC. The company provides circulation audits for numerous free paper associations.

Bingaman's career started when he received a football scholarship to attend Missouri State University. For extra cash, he worked as a telemarketer for the Springfield News-Leader. He also worked as the telemarketing manager and district sales manager. When he graduated, the newspaper offered him the position of Circulation Sales Manager and he ended up staying in the industry.

In the late 1980's and early 1990's Bingaman worked for Gannett, Ingersoll Publications, JRC, Thompson and independently-owned newspapers in Massachusetts, Pennsylvania, California and Missouri analyzing struggling community newspapers.

In 1989 with the Ingersoll team he was involved in the startup of a daily newspaper, the St. Louis Sun. "Building a daily from scratch gave me 10 years of experience in one year. We literally worked around the clock, sleeping at the office and going home for showers," Bingaman said.

The St. Louis Sun had a short history. It lasted for six months. When it closed, it was a shock to Bingaman. "It gives you an appreciation of what happens when something you love and worked so hard for doesn't work out," he said.

Bingaman continued in the business analyzing struggling community newspapers across the country. While studying the feasibility of a publication in California, he realized that he did not have the kind of data he needed to make important decisions. The idea for CVC was born.

CVC was created in 1992 with 13 publications audited to meet the data needs of advertisers and publishers. Community newspapers, shoppers, niche publications and magazines were in the mix. The auditing process was designed to provide an accurate picture of the publication's circulation and readership to allow advertisers to make informed decisions.

The road to success was not easy. For six years CVC showed some success; but in order to pay the bills necessary to raise a family, he was throwing a newspaper route in the morning, running CVC during the day, and rehabbing houses at night. His wife was working two jobs.

"Burning the candle at both ends and in the middle was not working and I was considering going back into working in the publishing field full time," Bingaman said.

In 1998 Bingaman was attending the spring conference of the Midwest Free Community Papers (MFCP). He was approached by MFCP Executive Director Brian Gay and asked to provide audits for its members. The association would pay for the audits. The idea was to assist members in their efforts to get national advertisers and to give them more recognition.

Bingaman said, "CVC's business doubled that day and it gave us the capital to acquire a competitor and to really grow at a rapid pace. I am not sure what would have happened without Brian's vision, but I was relieved to give up my morning paper route and get some sleep."

Other free paper associations joined the trend to pay for their members' audits. The 13 annual audits in 1992 have now grown to over 3,500 editions with a combined circulation of over 50 million.

Bingaman continues to travel the country, 26 weeks a year, to talk to publishers and advertising professionals about the benefits of working with audited publications. He attends most free paper conferences.

An admitted publishing junkie, he has always collected antiques related to the business.

One day he received a call from a CVC auditor who was onsite at the Monticello Express News in Monticello, Iowa. He was told an incredible story about one of their subsidiaries called Publisher's Idea Exchange (PIE) and the library of ideas they had collected since 1934. The company was for sale so he jumped in his car and drove to Iowa to take a look.

Continued on page 14



With a helping hand from his wife, Sue, Tim Bingaman accepts IFPA's Ben Hammack Award (above). Sue Bingaman enjoys a laugh with Gary Rudy at a conference reception.



The Man Behind the Numbers: CVC's Tim Bingaman

Continued from page 13

"Imagine walking into a vault full of books published monthly for over 70 years with the best ideas in the business. I purchased the company that day, rented a U-Haul and relocated it to St. Louis. We ran the company for five years and loved it, but it was just not a great fit with our core business.

"Imagine the dust in an office that received over 400 newspapers a day to review for good ideas. I sold PIE to a company from Oklahoma and it closed five years later when the corporation filed for bankruptcy. It's a shame because I still think the idea sharing concept could help publications today." Bingaman said.

Over the years, his involvement with free paper associations and his work with PaperChain to get the circulation numbers of free

papers on the Standard Rate & Data Service (SRDS) website has earned him the appreciation of publishers throughout the industry.

In 2002 he received the Free Community Papers of New York (FCPNY) Excellence Award; in 2003 he received the Southeastern Advertising Publishers Association (SAPA) Herb Campbell Award; in 2008 the Independent Free Papers of America (IFPA) honored him with the Ben Hammack Award; in 2011 he was the recipient of the Association of Free Community Papers (AFCP) Distinguished Service Award; and in 2013 he received the IFPA Distinguished Service Award.

Bingaman was born and bred in St. Louis. His father was an executive with Southwestern Bell, and "My mom was as close to June Cleaver as any person you've ever met," he said.

He received a Bachelor of Science degree in Communications at Missouri State University. He and Sue have three children: Joe, Claire and Liz. **INK**



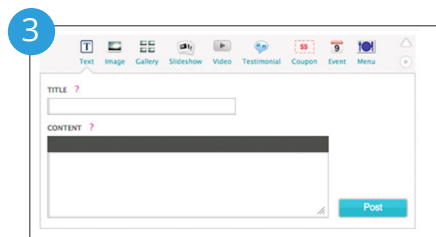
Bingaman has been honored many times for his efforts on behalf of the free paper industry. Here he accepts Distinguished Service Awards from both IFPA (above) and AFCP (at right).



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A Simple TRADE SHOW ATTENDEE Formula for Success

TRADE SHOWS CAN BE A HUGE OPPORTUNITY IF WE are willing to invest a little time and thought into how to maximize their potential rewards.

AFCP's San Diego Trade Show is filled with a strong compliment of sponsors prepared to offer solutions to problems, opportunities to grow your business in new directions and efficiencies for the things your business continues to do the way they've always been done. The key to success lies in establishing even the simplest of strategies on what you need to accomplish with your trade show attendance.

Like good preparation for a sporting event, it is important to focus your plan in three specific segments – the pregame warm up, the in-game execution and the post-game analysis. Even the simplest game plan can make your trade show participation a winning experience for yourself, your team and your business.

PREGAME WARM UP!

Spend a few minutes before you ever leave your office thinking about which businesses will be at the trade show and if there is anything in your company that they might be able to help you update, improve or streamline. Meet with your staff to get their input on products or services they might be interested in researching or find out their impression of vendors related to their specific area of expertise.

Once you have identified some of the areas that could be considered opportunities for your company, familiarize yourself with the current products, services and costs your company is experiencing related to that product or service. Some simple notes and preparation here will help determine what size opportunity you are looking at when you see potential products or services at the trade show. Not knowing correct details about your existing situation can have a negative impact on being able to identify true solutions when they are presented at the trade show.

Prioritize your needs list and make sure you select three or four targets to start your information search with. Conference activities can overwhelm schedules during the time you are attending and knowing where to concentrate your time first can optimize your benefits during your trade show visits. It is easy to get off track, but the impact can be detrimental to your ultimate success.



AFCP's vendors are ready to answer your questions about their products. Plan now to spend time with those vendors whose products interest you most.



GAME ON!

Once you are in the trade show area, try not to get sidetracked so much that you lose sight of your game plan. Seek out the companies that were at the top of your priority list and set up a time to visit their booth when you can have their undivided attention to discuss their latest products or services. Trying to compete for their attention during confusing or busy periods can leave you with incomplete information or a bad impression.

If you identify a product or service that you are interested in, ask the vendor for references who are also in attendance so you can track them down. Many times you can get a much better read on the person's true impression of a given product or service in a face-to-face conversation than you can from an impersonal email or phone conversation down the road.

Once you complete your target contacts, focusing some trade show time on looking for what new products or services are available should be your next priority. According to the Trade Show News Network, 92% of trade show attendees are there to look for new products. Trade shows provide a focused setting to examine what's new in the industry and many vendors will be featuring their new products and services for attendees. The potential to find something you did not know was available within the industry often offers the opportunity to be a true game changer for many companies.

Last but not least, take the time to gather information on products or services your competitors might be using.

Continued on page 16

A Simple Trade Show Attendee Formula for Success

Continued from page 15

The more you understand about what they are doing and how they are doing it, the more prepared you will be to compete against them down the road.

THE POST GAME ANALYSIS!

Here is where all your efforts can be utilized or lost; and to be perfectly honest, most often are lost. When you get back home, invest the time to review the information you gathered at the trade show and prioritize your approach for each item you have obtained information on. A critical review should provide one of the following outcomes:

- Act on this right away. It's a "no brainer" and I'm not sure why we aren't doing this already!
- This possibly has potential but requires further analysis. The key component here is to assign responsibility.



Chris Sedlak of Little Fish Big Ocean chats with conference attendees.

Follow it up yourself by XX/XX/XX, delegate it to a person with responsibility to report back by XX/XX/XX, or request additional information from the vendor to determine how to proceed.

- May have value down the road but not right now. Circulate it to the appropriate people for review and filing for reevaluation as things change. This helps keep staff up to date on the industry and prepare for future developments.

• Circular file. Not sure why I took this other than to get the vendor to back off, but it really does not apply to what we are doing.

I'm sure this all seems like common sense, but be honest. How often have you truly prepared for your trade show experience? By investing the time to step through this simple process, your trade show experience will add significant value to your industry knowledge, business performance, staff development and ultimately, your bottom line. **INK**



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All proceeds from the silent auction go to the Bill Welsh Memorial Foundation to provide scholarships for Rising Stars to attend the AFCP Annual Conference. Our first auction in 2015 was a success and we need your help to keep that success going in 2016!

Contact Alix at the AFCP office at: alix@afcp.org or call 1-877-203-2327.



AFCP's Memories of Conferences Past

1. Will Thomas presenting "Apps for the Workplace." (Savannah 2015)



2. Attendees listen attentively to one of the lunch presentations. (Savannah 2015)



3. Dan Alexander from Elizabethtown, N.Y., comments during a session. (Savannah 2015)



4. Rob Zarrilli presents one of the many TLI classes. (Savannah 2015)



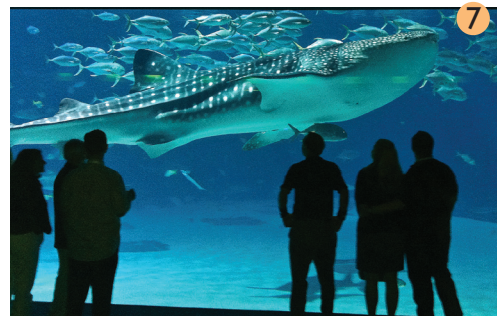
5. Rob Zarrilli at the conference closing. (Savannah 2015)



6. David Marquet presenting "Turn The Ship Around" closing keynote. (Savannah 2015)



7. Atlanta Aquarium dinner event. (Atlanta 2012)



8. Rex Pemberton presenting "It's Time to Climb." (Denver 2013)



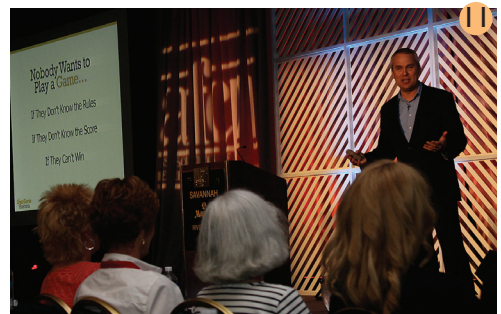
9. Charlie Delatorre presenting the opening address. (Orlando 2014)



10. Dinner in Savannah 2015 (Pre Pub Crawl!)



11. Steve Baker presenting "The Great Game of Business." (Savannah 2015)



Set Sail for Success!

by John Draper, Conference Committee Chair

IT'S APRIL AND THAT MEANS OUR VESSEL IS about to set sail.

In just a few short weeks the industry's best will gather in San Diego for the Annual AFCP Conference & Trade Show. It's never too late to take on good initiatives; but with just a few weeks remaining, if you haven't made up your mind to join us you had better get moving.

This month our INK Magazine focuses on the trade show partners we will have with us in San Diego. These partners are truly available to help you Set Sail for Success. Over the years I have spent many hours talking with our trade show vendors. Some have become great business partners and even great friends. Simply stated, you're rather foolish if you don't endeavor to spend some time on the trade show floor learning from these wonderful resources

and asking them how they can help your business.

Each of these vendors are featured in the pages of this edition. Do some homework between now and April 28, then come prepared to ask questions. If for some crazy reason you won't be with us in San Diego, these vendors are still here to help and would love to hear from you.

In addition to putting together the trade show, our conference planning committee continues to hammer out our itinerary. Whether via speakers, vendors, or networking time, it remains our objective to provide our membership with the resources needed to help their businesses. We are confident we have put together a program stocked full of helpful tools.

We will see you in San Diego as we Set Sail for Success! **INK**

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Greetings, AFCP members!

by Greg Birkett

AS WE PREPARE TO visit San Diego for AFCP's Annual Trade Show and Conference, I'd like to welcome you to the trade show issue of INK magazine.

Elsewhere in this issue is a great article about making the most of any trade show. I know our trade show partners in San Diego are excited to meet with you and let you know how they can help your business. Over the years I know we all have picked up some great ideas at conferences, including from our vendors. Last year, by taking advantage of a trade show special offered by one of our partners, I saved an amount equal to my airfare!

This issue also is for those of you who can't make it to the conference. Please keep our associate members in mind when you are in the market for goods and services.

The INK committee has been busy planning this and future issues of INK magazine. It has been impressive to watch the thought process of what to bring you each month in each issue of INK. Thanks to this committee for all of their hard work. If you have a story idea for them, please make sure you let them know by sending an email.


Perhaps you are a good writer and would like to help write articles for the magazine. Please let us know. It is great to see INK magazine continue to be the voice of the free paper industry as it is sent to members and non-members.

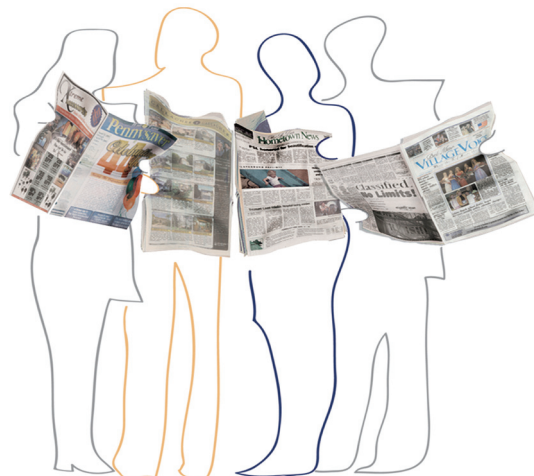
Another group of people I would like to thank are the judges in the "Best of the Best" advertising and editorial contest. Each year a group of people gives up their time willingly to gather to judge the thousands of entries received. As you can probably guess, it is sometimes a very tough job as our publications from across the country send in their best work to be

measured against other great work. The winners will be announced at the San Diego conference and the awards will be sent out thereafter.

The membership committee has acquired the services of former MFCP Executive Director Dick Colvin to help find new members for AFCP. Dick would like to get some leads from current members; so if you know of a publication or publisher who would make a good AFCP member, please send us the lead. Also, if you are a non-member reading INK (as I mentioned earlier, we send INK to non-members too), I would ask that you consider membership in the association. We have a great list of member benefits and in these challenging publishing conditions, it is great to be able to network with other publications on a national level. If you are not currently a member and would like to talk to Dick about membership, just go to afcp.org and click on the contact link. Better yet, download the membership application and send it in.

The conference team has been meeting on weekly conference calls (sometimes more than one call per week) to finalize all the small details of the conference, from what food will be served to planning each and every topic and session. So many small details have to be thought of. It kind of makes me over-think things sometimes. Like last week when I visited the drive-up ATM and punched my PIN number in, I realized that the keys were not only marked clearly, but they also have braille on the keys...hmmm.

On behalf of our members, I want to thank the AFCP board and AFCP staff for all of their hard work and dedication. I hope to see you at the conference in San Diego. 



GREG BIRKETT
AFCP PRESIDENT
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Circulation Verification Council

Circulation Verification Council (CVC) is an independent, third-party reporting audit company specializing in community newspapers, shoppers, niche publications and electronic editions. A CVC audit covers printing, distribution, circulation and readership studies, using the industry's most thorough and accurate methodology.



As a reporting audit company, CVC doesn't make the rules. We simply report the facts. Our stringent methodology and experienced staff ensure that the numbers we report offer a true picture of a publication, its readers and its market. These high standards benefit publishers and advertising decision makers alike.

Publishers find CVC to be a strategic business partner who provides valuable, objective information on their publications. Advertising decision makers know CVC is an impartial and trusted source for information on an ever-changing industry.

Without accurate information, a publication audit isn't worth the paper it's printed on. That's why CVC audits ensure that the most relevant, up-to-date data is always reflected in our reports. Since 1992, we've been applying the most thoroughly progressive standards to audit processes of a wide range of print publications. Everything we do is designed to ensure that our database is the most current and accurate in the industry.

With a CVC audit you will gain the knowledge needed to better position yourself against competitors for advertising revenue, and you will be able to arm media buyers and advertisers with the numbers they need to buy with confidence. We will also teach you how to promote your audit so that you can achieve the biggest return on your investment. Our free webinar training session and Audit Handbook will show you how to best promote your CVC audit. Call or visit our website today for more information!

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Continued on page 22

Continued from page 21

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service publication printer doing business in a new 100,000 square foot facility. 49% of our employees have been with Cummings for over 15 years and jobs are often passed from one generation to the next. This combination of dedicated employees and technology has allowed Cummings to become a leading niche market printer for regional, national and specialty publications with press runs in the range of 1,000 to 100,000.

Cummings recently purchased America's first Komori 38D Web Press capable of producing 32-page standard size forms, 64-page digest size forms and 16-page tabloid size forms. In addition, Cummings reinforces its commitment to quality, backed up by compliance as an ISO 9000 printer.

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HubCiti® is a software and services company that provides newspapers with uniquely branded news only and community applications. We have created a unique approach to mobile app delivery that minimally impacts your team, increases your readership and followers, while complimenting your current print and online strategies. You can think of our platform as an uber app or portal that brings together in one place all locally-relevant information.

HubCiti began as an app-based consumer shopping platform meant to connect consumers easily with the products and services they wanted and needed lo-



cally, without all the hassle of juggling multiple search engines and websites. Since then, HubCiti has transformed into a highly customizable, flexible mobile environment to serve up your news and local content in a convenient, multi-functional mobile application.

HubCiti was built with revenue generation in mind. From banner ads to enhanced listings to sponsorships to deals to inline ads, HubCiti provides over 20 types of ad units not to mention non-traditional or less obvious methods such as partnerships, interactive activities, video and bundles. Because the platform is so versatile, each app is highly individual and personalized for your branding, your followers, and your local area. Your app becomes the one-stop shop for mobile, social, and online promotional advertising.

We know that each paper is unique and has varying staffing levels. HubCiti can fill the gaps by providing flexible data, content, sales, marketing and support services to meet most every situation. We will work with you to ensure you achieve your mobile goals.

Mobile apps drive up to four times longer engagement than mobile sites, not to mention that people use mobile apps six times more than websites. With HubCiti you finally have a mobile app platform that delivers all the features and flexibility needed to compete in today's digital landscape.

To learn more, please visit our website at www.HubCitiApp.com or contact us at 844-254-9663.

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Little Fish Big Ocean, Inc.

Spreadsheets work, but there is a better way!

MaxPro, developed by Little Fish Big Ocean Inc., was created to bring your entire staff together and allow them to communicate quickly and effortlessly.

By doing so you are also streamlining your operation, reducing redundancy and errors. Combining a CRM with a full suite of office software, you get the benefits of all your information in one spot, served to wherever you work.

A great deal of time has been invested in MaxPro's design and usability. It's because of this extra effort that learning is simple and integration can be done at your own pace. You have access to everything, but you can go as slow as you need until you feel comfortable enough to learn more.

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It's not just MaxPro's usability that makes it great; it's also priced to be affordable. Pricing is based on the concurrent user, so you only pay for what you need. All of this and it still costs less than a single employee, yet helps everyone.

From daily email reminders to streamlined communication between departments, MaxPro is designed for the small- to medium-sized publisher. With this much data organized and at your employee's fingertips, providing better customer service is easy. A single employee can answer nearly every need ... and customer service is key these days.

Since 2008, Little Fish Big Ocean Inc. has focused on helping small businesses. Having worked for a community publisher for nearly 10 years, owner Chris Sedlak brings fresh new ideas along with a clear understanding of what publishers need.

Committed to providing top-notch customer service, Little Fish Big Ocean Inc. stands behind its software by responding quickly to support calls or emails.

Chris Sedlak
407.656.2777
chris@maxpropublishing.com
www.maxpropublishing.com

Merrimac Software Associates

The Merrimac Publishing Manager (MPM) is an integrated management system designed for small- to medium-sized newspapers and magazines.



MPM was designed by publishers for publishers. Merrimac Publishing Manager

Save money by increasing productivity, cutting production time, trimming overhead, increasing ad sales, improving collections, optimizing circulation and more!

As the world has headed more toward an Internet digital presence, Merrimac has kept pace. We offer eStores powered by Miva Merchant v. 5 for selling classified advertising, subscriptions, and whatever other items your company may have that's saleable.

Do you have a paid online edition? If you do and you don't have a Merrimac eStore, how do you check for valid subscribers? If you do have a Merrimac eStore, you can engage our Gatekeeper. Gatekeeper confirms the subscription status of an eSubscriber as he enters log-in information for your electronic edition.

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Metro Creative Graphics, Inc., is the leading provider of advertising, creative and editorial resources designed to help media companies boost revenue with their print, online, social and mobile products.



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broadsheets, magazines, catalogs and inserts and offers binding, inserting, mail management and delivery, all with the finest in small-town customer service. Our help-our-customers-succeed approach makes us the printing partner businesses across the country count on, and our cutting-edge, environmentally responsible technology ensures our customers get exactly what they need.

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Preferred Marketing Solutions

Preferred Marketing Solutions began twenty years ago as a supplier of premium print and promotional materials to Papa John's International, Inc. As we grew and ex-



panded we began offering these same services to a wide range of organizations, and we have continued to stay on top of the latest technology and equipment and to enlarge our client base and product offerings.

Today our products include printing (web and sheet-fed), direct mail, variable digital printing, print-on-demand programs, FSI printing programs, as well as uniforms, uniform fulfillment, custom embroidery and promotional products. In addition, we provide embossing, engraving, graphic design, fulfillment and shipping.

Our focus has continued to be on offering the highest-quality products and services, while taking advantage of economies of scale to keep our pricing competitive in the marketplace.

Our facilities are conveniently located in Louisville, Kentucky, within 700 miles of 70% of the U.S. population. They consist of a 40,900-square-foot office, warehouse and production space, plus a 28,000-square-foot promotional facility.

Chad Swannie, National Sales Representative
Jack Klausung, National Sales Representative
2001 Papa John's Boulevard
Louisville, KY 40299

713-320-3021 or chad_swannie@preferredms.com
502-261-2662 or jack_klausung@preferredms.com
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Signature Offset

We provide full service solutions for today's publisher. We publish nothing, thus we are not a publishing competitor. Our job is to make the already difficult task of publishing as convenient as possible for publishers.



**DEFINING
SUSTAINABLE
PRINTING**

Signature Offset was founded in 1970 as Intermountain Color with only one purpose: to serve the needs of the publishing community with top-notch service and superior product quality. That philosophy has taken us from a single small web press in Boulder, Colorado to several state-of-the-art printing facilities nationwide. To underscore our commitment to quality, service and innovation, in the summer of 2005 we changed the face and name of our company to Signature Offset.

Printing on newsprint or uncoated paper costs less than printing on coated paper stocks — a great deal less. Signature Offset inventories numerous grades

of web paper in a wide range of sizes to provide a variety of options for the customer. Our pressmen are experts at consistently printing the very best image on newsweb. We suggest that you look through samples of our work — displayed in each plant — or ask your sales representative to get a first-hand idea of our capabilities. More than anything, we want you to be satisfied.

Signature Offset has the expertise and the equipment to produce the best possible product on newsprint, groundwood, or book stock. The fact that we specialize in making color look its very best on these stocks means you can sell and use color in your publication with confidence.

The number of pages, frequency of publication, job quantity, amount of color, and size of stock can all affect pricing of open web publications. You can email Erik for a price estimate for your publication or a copy of our Publisher's Guide.

Eric Hall

720-562-0511

erikh@signatureoffset.com

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Spark Digital Sales Group, LLC

Spark digital sales group is a premiere sales training organization for media companies and their sales staffs. Our team helps the company package, price, present and sell advertising products in their market area. By using a combination of classroom training, seminars and actual four-legged calls in the field with their account executives, Spark creates a 12-month residual income stream for the media company.



With over 14 years of experience as a team, Spark is the choice for any media company. Whether training new staff or for refresher courses on tenured execs, we provide the tools and knowledge to properly choose and price products as deliverable packages or bundles to customers in the field. These advertising packages offer such compelling Return On Investment for the business owner, retention and continued profits for the media company are assured.

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and abroad, publishers can be sure that we will not have price points so high as to lower effective closing rates, nor so low as to leave money on the table.

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JUSTIN R. LESSMAN – Publisher/General Manager — Livewire Printing Company, Jackson, MN
Publisher of the Jackson County Pilot, named Minnesota's most outstanding weekly newspaper at the 148th annual MNA Convention, and recipient of the Mills Trophy.

"We've been doing a premium visitor's guide magazine since 2007. A couple of years ago, we got some quotes and work samples from Page 1 that convinced us to switch from the big printer down in Georgia that we had been using. We not only saved money, we've actually had people go out of their way to compliment us on the quality of the guide! That is something that just doesn't normally happen. But the thing that really made a believer out of me was when we sent Page 1 our first print-ready PDF. Most printers just take what you give them and print it. But these folks proofread every word of the document and sent us a list of the typos they'd caught—and at no extra charge. They just wanted to make sure our printed product looked as good as it possibly could. I really can't say enough about their customer service."

TIM DOUGLASS – Publisher
Pope County Tribune and Starbuck Times, Glenwood, MN

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Continued from page 27

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- TownNews.com’s Content Exchange helps news and media organizations like yours build revenue and audience from the content you’re already creating. Share articles, images, videos and collections with our vast network of media sites to earn new ad income via our lucrative revenue sharing plan, and attract new users by augmenting your site with professional content you pull from the exchange.

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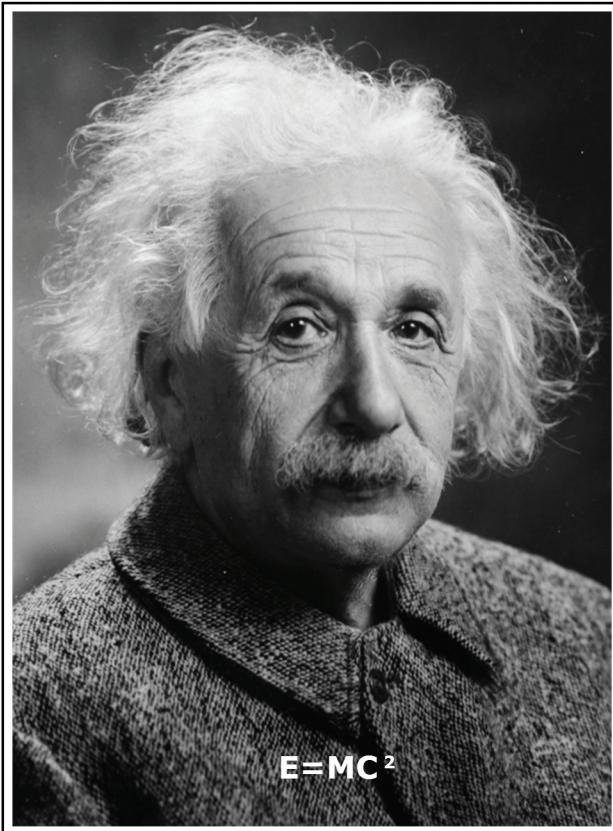
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Continued from page 29

Bar-Z

Broaden your audience and revenue potential with a custom-branded mobile solution from Bar-Z.

Founded in 2005, Bar-Z is a mobile software development company offering over a decade of experience creating unique digital solutions. The company has worked with hundreds of publishers across the country developing customized revenue-generating strategies that capitalize on the growing mobile trends.



The Bar-Z Full Digital Platform™ supports responsive design websites and native apps for iPhones, iPads and Android devices. This comprehensive system

delivers editorial, advertising and location-based content to audiences on any type of device. Products include visitor guides, digital marketplaces, coupon and deal apps, high school sports apps, readers' choice competitions, loyalty programs, and more. Each solution is tailor-made to reach your audience with custom graphics, multimedia content and a rich feature set.

Bar-Z handles all of the technological aspects, allowing publishers to concentrate on producing content and selling new digital advertising. The Bar-Z full-service approach includes dedicated project management, hands-on customer service, as well as monetization and marketing consultations.

It's time to reach your digital revenue goals with a new mobile strategy and Bar-Z is your partner for success. Stop by the Bar-Z booth at the AFCP Conference to learn more about new digital solutions that help publishers increase revenue and ask how you can get your free responsive website.

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*Source: Reynolds Journalism Institute "Tools We Use" report.





Bluefin Technology Partners

Our platform offers publishers of all sizes a hosted solution to help grow their online, print, and mobile classified business. The **Bluefin Technology Partners** Advertising Solutions for Publishers designed to generate maximum revenue for publishers by offering advertisers the best tools available to place, review, and publish their media buys – and by giving their readers a great online user experience. The four critical components we provide publishers are:

Bluefin Place Ad – Monetize your classified listings for self-service ad creation with the ultimate in upsell opportunities to generate maximum revenue.

Bluefin Marketplace – Create a successful, local digital marketplace for your online, social media and mobile readers. Enhance your site content with powerful Print-to-Web features.

Bluefin Mobile – Now publishers can offer advertisers and readers Bluefin Marketplace on smartphones and tablets, including native apps for iPhone, iPad, and iPad mini. The powerful user interface takes advantage of Bluefin “on the go,” with advanced search and display features.

Bluefin Command Center – Easily manage your Bluefin environment with management reporting, site administration and datafeed processing.

To find out more about how we can help your business, contact us at:

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CTGenius, Inc.

CTGenius, Inc. provides innovative advertising sales solutions for the publishing industry. If you are ready to take your advertising sales to the next level, CTGenius has the tools and services to help you get there. As a provider of software and services, we can help you get the most out of your investment through technology without the burden of having to maintain the technology.



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MSG Payment Systems

Since 2000, MSG Payment Systems has been providing retail, PC and web-based payment solutions for the newspaper industry. We provide publishers resources that rapidly process payments in a variety of methods simultaneously. Payments made on your website, over the phone, through the mail, or face-to-face can be managed with optimal efficiency by utilizing our comprehensive online transaction center. It boasts optional features including ACH/e-check processing, automated recurring payments, and a vault for secure storage of sensitive card and bank account data. Plus, utilize the fraud protection suite to minimize your exposure to fraudulent transactions.



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PAGE Cooperative

PAGE is a not-for-profit, member-owned, purchasing cooperative that exists to help its members reduce costs and improve competitiveness.



In operation since 1984, PAGE Cooperative has grown from 10 family-owned newspaper companies into the largest purchasing entity in the newspaper industry. PAGE currently has an extensive nationwide membership covering all 50 states and including more than 1,600 publishing locations, of which more than 600 are daily newspapers.

From commonly used items like newsprint, ink and plates to software and digital agencies, virtually all newspaper supplies and services can be purchased through PAGE with significant discounts. PAGE even offers discounted programs for FedEx and credit card processing.

As the publishing industry changes, PAGE evolves

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with its members, expanding its services to include revenue-producing suppliers that will further benefit the financial health of its membership.

You can also visit PAGE's award-winning website at www.pagecooperative.com to view a full list of suppliers and much more.

For more information, contact:

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Software Consulting Services, LLC

Founded in 1975, SCS's business is providing software to the newspaper industry. Family-owned and employing a staff of U.S.-based developers, sales and support staff, SCS has long been a trusted vendor for publishers of all shapes and sizes.

SCS's Community Advertising System (CAS) pack-

ages the core systems a publishing company needs to put out a paper. As we like to say, it "Fits your business ... Fits your budget ... and Fits your culture." Sold in a budget-friendly SaaS package, CAS has no capital expenditures to help minimize up-front costs.

CAS includes retail and classified order entry, accounts receivable, display ad dummying, classified pagination, ad production management and news pagination management. In addition, the Community Advertising System offers web-based self-service modules for customers to place classified ads, proof display ads and view electronic tearsheets.

In addition to these systems, SCS provides on-premise equipment to run the system in the form of next generation hardware from Intel. And of course, SCS offers 24/7/365 support that is highlighted by our "We have your back" server.

AFCP member The Genesee Valley Penny Saver has been an SCS client since 2009. And in 2016, SCS



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Twyzle

Twyzle is a new tech startup offering a one-stop solution for agencies and publishers to provide web services to their clients.

On the front end, Twyzle is built using a block system that breaks a traditional web page into rows. Each of those rows comprises a multitude of design options so that a unique site can be spun together in minutes. In-line editing then enables the finishing touches to be applied.

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On the back end, Twyzle includes a state-of-the-art dashboard with a series of upsells to drive traffic. These upsells include the ability to add call tracking at the click of a button, run a Facebook or Instagram ad campaign, book appointments, send an SMS or email campaign, all without ever leaving the platform.

Twyzle is available as a white label technology platform with plenty of built-in monetization options for agencies.

For more information, contact:

*Pete Roberts, Marketing Director
11205 Imperial Highway
Norwalk, CA 90650
949-386-4017
pete.roberts@panteradigital.com
www.twyzle.com*

Ultimate Print Source

The Ultimate PrintSource, Inc., is a leader in printing programs for advertising, marketing and circulation departments. Even when we close our doors and go home at night, we're still just a point and click

away. Our Customer Service Center provides clients with 24-hour access to our services. From here you can re-request an estimate, place an order, transfer a file, or review a proof, all from the convenience of your office or home.

When it comes to business communications services, we've got it covered. We can provide virtually any product or service imaginable to communicate with your clients, employees, stockholders, or vendors.

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Proverbs 3:5

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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 Papers.



To date, 1,814 free paper professionals have attended classes at the AFCP, state and regional conferences, earning over 10,935 class credits in 66 different course curriculums. A total of 81 people have completed all the requirements and been certified as Associate Advertising Executives (AAE) by the AFCP Board!

"Aim for success, not perfection. Never give up your right to be wrong, because then you will lose the ability to learn new things and move forward with your life."

– Dr. David M. Burns

RECENTLY, THE NOTED PHYSICIST NEIL DEGRASSE TYSON was a guest on the NPR game show Wait, Wait, Don't Tell Me. In a segment where participants are asked questions from outside their field of expertise, Dr. Tyson got several questions wrong. Rather than being upset with himself, Dr. Tyson was elated. He explained to the show's host that he has always welcomed his mistakes because they present an opportunity to expand his knowledge of the world.

We can all learn a lot from Dr. Burns and from Dr. Tyson. Most people react badly when they make an error. They either deny that they made a misstep, try to blame their failings on someone else (spouses are often a convenient target for this approach) or they beat themselves up for making a mistake. None of these approaches are very effective.

Denial makes you look both stupid and stubborn. Blaming others isolates you (and can lead to long periods of sleeping alone on the couch). Beating yourself up over making a mistake does you even more harm.

First, negative self-talk such as, "I am such an idiot. I can't believe I did that!" does irreparable damage to our self-esteem and self-confidence. Even worse, focusing on blaming ourselves blocks the pathway to personal growth that can be found in every mistake we make. If we attribute our error to our "stupidity," we leave no room for improvement. "I screwed up because I am stupid. I will always be stupid, ergo I will always screw up in the future."

As humans, we are bound to make mistakes. The best way to deal with these inevitable errors is to admit our misstep, apologize to anyone who was hurt by our actions and then get to work on making sure we don't repeat the same mistake in the future. This requires a dispassionate, logical analysis of your improper behavior.

You must ask yourself, "Why did I do what I did?", "What will I do differently in a similar situation?" and most importantly, "What do I need to learn to prevent this from happening again?" Perhaps you need to improve your presentation skills or to take some "EQ" training.

By embracing our mistakes as learning opportunities, we will earn the respect of our peers and continue to grow intellectually and emotionally throughout our lives. **INK**



From Blue-Faced Men to Rainbow-Colored Carousels

ENTERTAINMENT & ENRICHMENT AT SEA

Remember when shipboard entertainment was simply a poolside game led by the cruise director and perhaps the occasional ice carving contest? These days it's more like surfing on Royal Caribbean's FlowRider and splashing in Disney Dream's AquaDuck, the first water coaster at sea. When cruise lines proclaim that a vessel has more activities onboard than most resorts, they're not kidding. Here's a sampling of what modern ships have to offer in the arena of entertainment and enrichment.



ICE BAR ABOARD NORWEGIAN EPIC

Not just the vodka is chilled. The bar, tables, stools, and even the walls are made of ice and kept at an arctic 17 degrees.

CUNARD INSIGHTS ABOARD QUEEN MARY 2

Imagine attending a lecture series headlined by such well-known personalities as John Cleese, star of the Monty Python films, or Dr. Ruth Westheimer, television's famous therapist.

BLUE MAN GROUP ABOARD NORWEGIAN EPIC

This award-winning show and concert, once found only in Vegas, will combine music, comedy and multimedia theatrics.

BON APPÉTIT CULINARY CENTER ABOARD MARINA

If you are not satisfied with just feasting on edible indulgences but want to learn to craft culinary excellence as well, try the hands-on instruction provided by Oceania Cruises' master chefs.

CAROUSEL ABOARD OASIS OF THE SEAS

Hand-crafted and one-of-a-kind, Oasis' Carousel is the whimsical centerpiece of the Boardwalk, inspired by Coney Island for the young and young at heart.



WATERWORKS ABOARD CARNIVAL DREAM

With 19,000 square feet catering to kids and families, this ship features an aqua park with the longest water slide at sea. Don't miss the comedy club and outdoor laser shows.



DIGITAL WORKSHOP ABOARD NIEUW AMSTERDAM

Powered by Windows, this interactive design studio offers free classes on images, blogs, movies, scrapbooks, and more.

For more information and to reserve your next holiday, contact Cassey Recore, your Cruise Planners/American Express Specialist, at NCP Travel – a subsidiary of the Association of Free Community Papers. Yes – that means your next vacation can support your mental health AND the free publication industry! **INK**





Hunters and FARMERS

by John Foust

I WAS TALKING TO KIRBY ABOUT THE makeup of the ad team he manages. “A big key is to match personalities with job tasks,” he said. “For years, I’ve heard that salespeople can be categorized as either hunters or farmers.”

These terms are self-explanatory. Hunters live for the thrill of the chase. Ask them to find new prospects, and they’ll be out the door in an instant. They love to attend networking events, find people who have just opened businesses in town, and make presentations to new prospects. On the other hand, farmers are at their best when they are providing customer service and working with clients to move them to the next marketing level.

“It’s important to have both types,” Kirby said. “In industries like real estate and automotive, it’s fine to have a lot more hunters than farmers because they’re always dealing with new prospects. But in the media business, where you build long-term marketing partnerships, you need more balance. Hunters keep the sales pipeline filled and get new advertisers started in the right direction. And farmers strengthen existing relationships.”

In other words, hunters provide width and farmers provide depth. Hunters specialize in bringing in new advertisers. And farmers specialize in helping those advertisers develop, analyze and tweak their marketing campaigns.

One is not better than the other. They’re simply different.

By nature, hunters need the stimulation of newness. New prospects. New contacts. Instant results. Get a contract today and start looking for the next one tomorrow.

Farmers take a longer view. They plant seeds and help them grow. What did they learn from the last marketing campaign?

How can they build on that?

“Obviously, it’s not always practical to have one group for new business and one group for existing accounts,” Kirby explained. “That’s why the best managers become matchmakers with account assignments. In addition to making the right hires, they have to figure out how to make the best use of the talent on their staffs. Along the way, it’s part of their job to help hunters become better farmers and farmers become better hunters.”

Kirby’s comments are right on target. In general terms, many hunters need to work on providing better customer service – an area which does not produce the instant gratification of a new contract. And many farmers need to cultivate prospecting skills which require a higher level of assertiveness.

Kirby also had some observations about sales managers. “A lot of managers have risen through the ranks,” he said. “They became sales managers because they did a good job as sales people. It’s human nature for managers to want to surround themselves with people like them, but that can be a mistake. They have to be flexible enough to cultivate personalities that may be the opposite of theirs. They shouldn’t approach management like they approached selling. Now their success depends on helping others perform at their best.”

Hunters and farmers. Effective ad departments have both. And effective managers know how to develop both. **INK**

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Associations IN the NEWS

ASSOCIATION UPDATES

IN A COST-CUTTING MEASURE, the Community Papers of Florida (CPF) opted to provide Circulation Verification Council (CVC) audits for its members every two years.

The association has provided full audits annually for its members since 2002. The change will take place effective in 2016.

THREE VISITING PROFESSORS will join The Leadership Institute (TLI) training session at the annual Association of Free Community Papers (AFCP) conference April 28-30 in San Diego, Calif.

Joe Mathes, a Wisconsin pub-

lisher who founded Delta Online – Internet Profit Consultants for Publishers, will teach a course titled “Why Print Still Matters.”

Patricia Betts, the general manager of Iwanna Inc. and Sophie Magazine in N.C., will teach a class on “Increasing Sales

Through Co-op Advertising.”

Hank McAfee, a graphic designer, creative director and associate publisher for Tower Publications in Gainesville, Fla., will teach a class on “Better Understanding Ad Design and Designers.”

DARE TO LEAD WILL TAKE over the keynote sessions at the joint conference of the Independent Free Papers of America (IFPA), the Southeastern Advertising Publishers Association (SAPA) and the Community Papers of Florida (CPF) scheduled for September 29 through October 1 at the Caribe Royale Resort in Orlando, Fla.

The sessions will cover topics

on effective leadership, creating and communicating your leadership vision, how leaders create and empower their teams, and proven strategies to motivate and inspire your team.

The Citadel in Charleston, S.C., launched the “Dare to Lead” campaign to highlight the college’s mission to educate and develop principled leaders in all walks of life.

To submit your “Associations in the News” story, contact Dave Neuharth at DJNeuharth@aol.com.

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North American Mature Publishers Association (NAMPA). Niche Media Conference in Austin, Texas. For information contact Gary Calligas at gary@maturepublishers.com.

GREEN BAY, WI : APRIL 15-16, 2016

Wisconsin Community Papers (WCP). Annual Conference at the Tundra Lodge, Resort and Waterpark, Green Bay, Wis. For information contact Janelle Anderson at janderson@wisad.com.

SEVEN SPRINGS, PA : APRIL 22-23, 2016

Mid-Atlantic Community Papers Association (MACPA). Annual Conference, the Seven Springs Mountain Resort, Seven Springs, Pa. For information contact Alyse Mitten, info@macpa.net.

SAN DIEGO, CA : APRIL 28-30, 2016

Association of Free Community Papers (AFCP). Annual Conference & Trade Show, Sheraton San Diego Hotel and Marina on the shoreline of San Diego Bay, San Diego, Calif. For information contact Loren Colburn, loren@afcp.org.

| may

AMSTERDAM, NETHERLANDS : MAY 4-6, 2016

International Classified Media Association (ICMA). Annual Conference ICMA's head office in Amsterdam, Netherlands. The site of the conference will soon be announced. For information visit www.icmaonline.org.

| july

MANKATO, MN : JULY 13-14

Midwest Free Community Papers (MFCP). Publisher's Summit, Mankato, MN. For information contact Kevin Haezebroeck at Kevin@mfcp.org.

| sept.

DENVER, CO : SEPTEMBER 25-28, 2016

North American Mature Publishers Association (NAMPA). National Convention, the Magnolia Hotel, Denver, Colo. For information contact Gary Calligas at gary@maturepublishers.com.

ORLANDO, FL : SEPTEMBER 29 - OCTOBER 1, 2016

Independent Free Papers of America (IFPA), Southeastern Advertising Publishers Association (SAPA) and Community Papers of Florida (CPF). Joint Conference, the Caribe Royale All-Suite Resort, Orlando, Fla. For information contact Douglas Fry, info@sapatoday.com, or Dave Neuharth, djneuharth@aol.com.

| 2017

LOUISVILLE, KY : APRIL 20-22, 2017

Association of Free Community Papers (AFCP). Annual Conference & Trade Show, Gait House, downtown Louisville, Ky. For information contact Loren Colburn, loren@afcp.org.

To list your conference information in Free Paper INK, send it to:

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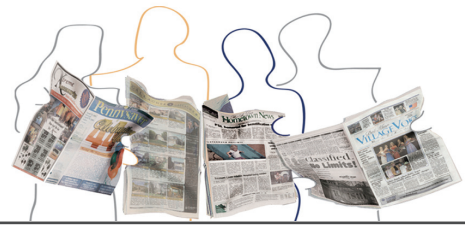
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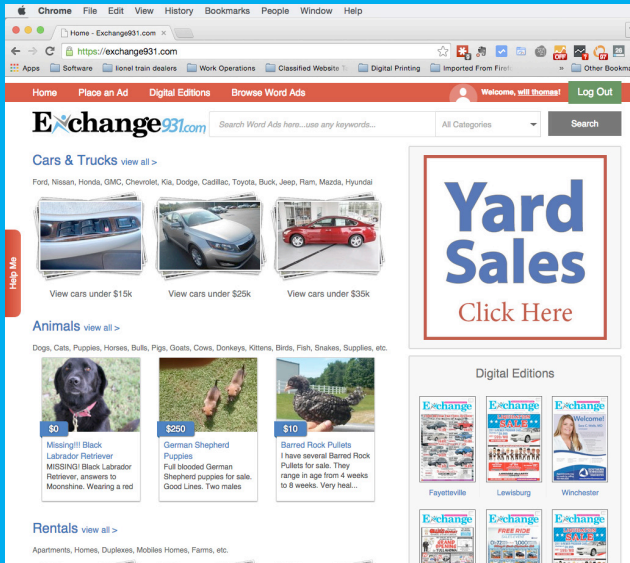
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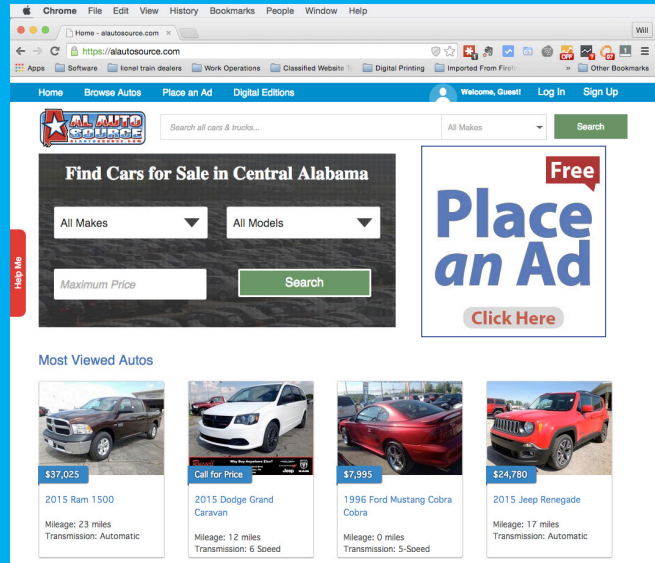
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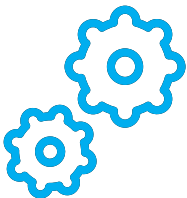
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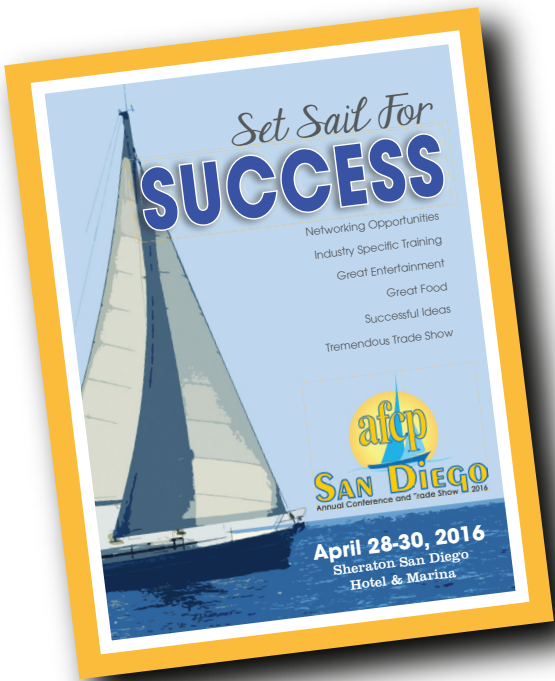
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