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JANUARY 2023

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COMING NEXT MONTH

The February *Publish* plan is to take a look into what is the current trends, options and pricing related to paper. As always, we will also cover the people, information and issues that are influencing the community publishing industry.

THE RIGHT MAN!

BY LOREN COLBURN



John Draper

There was a book published back in 1973 entitled “The right man for the right job at the right time.” That book actually may have been somewhat prophetic for our industry. Around the same time there was a young man born into a publishing family in western Minnesota that would eventually take over the lead role at the Association of Free Community Papers (AFCP) in July of 2020. That person would take the reins at a time when AFCP was exploring the option of merging with Independent Free Papers of America (IFPA) to unify the community publishing industry’s national efforts into a single representation.

The two groups had come from a common beginning in one association that had divided over a difference of beliefs on who should be represented by the associations. Fast forward 40 years and although changes in the industry had minimized or eliminat-

ed many of the issues that originally separated the two groups, the scars of many years of competing for the same industry participants were still an ever-present factor.

With John Draper’s leadership, the two groups entered the difficult task of exploring whether there was a realistic possibility of agreeing on a set of common goals and structure that would allow a merger to be acceptable to both sets of members. The industry needed a single voice to represent it and to let go of its focus on history in favor of a unified focus on the future. This is where the book title comes back into play. John Draper was the right man for the right job at the right time.

Thanks to John’s relentless pursuit of common ground and unending commitment of time and energy, John walked the two groups through the ups and downs, gives and takes of designing a new organization with a

single vision and a unified purpose. His honesty, integrity and people skills were the bonding agent that kept the process moving in the right direction from start to finish.

As John Draper concludes his two years as the first President of the Association of Community Publishers, we take this opportunity to say thank you for your leadership and your investment in the future of our industry. Your efforts over the last three years are greatly appreciated and will leave a lasting and positive impact on an entire industry. John Draper, you were truly the right man for the right job at the right time! ■

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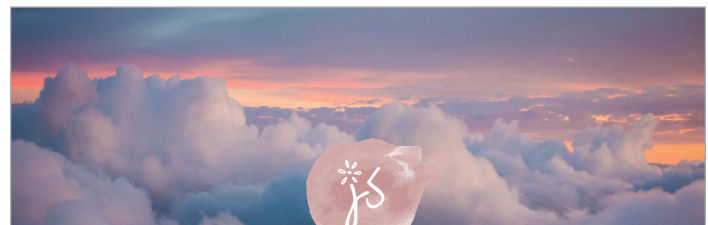
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A LITTLE HELP FROM OUR FRIENDS



BY MANUEL KARAM

Let's start this column with a trip back in time. It was a winter like any other in 2020—the slow season for our publication and a chance to tool up for the spring. IFPA held its publisher's conference on the Florida Gulf Coast and we had a good lineup of speakers. One of the topics was how to lower costs in a big way by taking a paper with Total Market distribution and converting it to Requester or a Periodical. Pre-pandemic it felt like an interesting idea but nothing more for the immediate future. Our publication was always “every home—every week” and doing OK. Why rock the boat?

When advertising disappeared the next month in March we knew we had to act fast. We had ten zones across four counties and some were holding their own, but a few were deep in the red. What to do? With the Requester presentation fresh in our minds we took what was three TMC zones and almost 50,000 circulation and made it into one with a hyper-targeted audience of under 10,000 (homes that “requested” our paper). We lost almost no advertising and went from weekly losses to a profitable and sustainable edition that just officially became a recognized Periodical by the USPS.

“The reality is that the media industry has been changing fast and it feels like that will continue for the foreseeable future. If that makes you uneasy that's OK. ACP is committed to bringing you all of the information you need at conference and beyond to evolve and thrive in the current environment.

Not only did we save big money on printing starting in 2020, but we're also now set to save meaningfully on postage every week starting in 2023. Total price tag on the conference was a little more than a grand. Total value gained was priceless.

Our 2023 conference is on the horizon and the board and staff would love to see you there. I'm sure many of you could share similar success stories from attending prior events and believe me I've got more: that one conversation in the hall in Chicago that launched our Home Magazine, that session in New York that inspired us to sell our front covers with professional photography for a big markup, or that new vendor that took our digital sales to new heights. If your publication is doing well, that's terrific, the industry needs your input. If your publication could use a boost, now's the time to come and get new ideas.

The reality is that the media industry has been changing fast and it feels like that will continue for the foreseeable future. If that makes you uneasy that's OK. ACP is committed to bringing you all of the information you need at conference and beyond to evolve and thrive in the current environment. Whether that's learning how to diversify revenue without sacrificing your core product, how to recruit and retain the next generation of talent, or how to do more with less, you won't want to miss out. And, perhaps even more valuable is the networking. We're all in this together and the stories and advice we can share with one another are more than worth the price of admission. What casual conversation will be the next big idea for your company?

Hope to see you all in Charlotte this year. ■

THE ONE THING



BY DOUGLAS FRY



NEWSPAPER CLIPPINGS

On May 26, 1977 George Willig climbed outside of the South Tower of the World Trade Center in New York City. George was known as “The Human Fly” or “The Spiderman.” He developed climbing aids that slotted into the window washing track that started at street level and continued to the top of the building. It was a pretty amazing feat. Take a look at the photo from the time that ran in newspapers all over the world.

He was supposed to be fined \$250,000 for his stunt but ended up only having to pay \$1.10, one cent for each floor he climbed. We can relive achievements like this because someone took the time and effort to record the event in a newspaper. Sure there was news coverage on radio and TV at the time but none have the staying power of the printed page.

The reason I bring this up is because 10 months before George Willig completed his climb of the World Trade Center, a

different intrepid explorer demonstrated the proof of concept of such a daring undertaking.

A couple of weeks ago I was rummaging through old photos and clippings and found a familiar looking newspaper clipping from July 1976. That old newspaper clipping reminded me why our industry is so important.

In my younger days I enjoyed mountain climb-

ing. I took every opportunity to challenge myself and practice different techniques used to get a climber from the bottom to the top. When I noticed that a nearby bank building had two parallel rock walls extending from the street level all the way to the top of the building I knew I had to try a technique called “chimneying.” This method requires the climber to place both feet

against one side of the chimney and their back against the other side. You simply scoot up alternating back and feet movements to reach the top.

I talked my good friend Donald “Joel” Mapes into going to the bank building late one night to practice that technique. We chose late at night because we didn’t want to cause a major traffic jam as motorists gazed in awe at our athletic prowess and amazing thighs.

We geared up, clipped on our climbing harnesses, roped together and I climbed the first pitch to the balcony of the second floor where I helped Joel up to my level. He climbed the next pitch to the third floor. Rinse, repeat. As we rose up the building we noticed that people coming out of the Admiral Theater across the street were gawking. I just figured it was that aforementioned athletic prowess, high thing again. I mean come on, who wouldn’t want to watch two fit specimens climb up a rock wall?

Downtown Building Scalers Have No Plan For Further Attempts

By Paul Clegg
Sun Staff Writer

Mountain climbers are very different from you and me. They go where no sane man goes, dangling on ropes from sheer cliffs and balancing on quarter-inch ledges a thousand feet over the abyss. They see the world through different eyes and if you can take climbers out of the mountains, you can't take mountains out of the climbers.

So it should come as no great surprise that these hardy fellows do not see the Great Northwest Savings and Loan building on Pacific as merely the biggest building in downtown Bremerton. Oh no! It is a sheer rock face with as much challenge as Rainier or El Capitan in Yosemite Park. Where commoners might see a narrow space between buildings, the climber sees a “chimney” and a battleground of force and counterforce.

And so it comes to pass last night that climbers Douglas Fry 20, and Donald Mapes, 22, both of Bremerton, decided to challenge the Great Northwest Building. They came

with muscles strong from years of climbing and plenty of rope for rappelling. They went up the west face “chimney,” that narrow crevice opposite the Admiral Theater, inch by agonizing inch to a first-floor patio. They looped a rope around a railing and prepared to practice rappelling or climbing down by rope.

Meanwhile, some suspicious eyes had focused on them, from movie-goers, and from Bremerton police officer Dean Denis. Denis did not immediately see the beauty and technical challenge of the Great Northwest “chimney.” He saw a possible burglary, or at least something that had to be investigated. He ordered the two men down, listened to their story and warned them about the danger of being mistaken for burglars.

Fry said this morning he had no further plans for scaling buildings in downtown Bremerton. As for the Great Northwest building itself, he said: “It has a really nice chimney but technically, there wasn't much to it.”

THE ONE THING

What I hadn't planned on was the movie goes thinking a bank heist was underway.

Soon enough an officer from the Bremerton Police force arrived at the bottom of the "chimney" with his pistol drawn ordering us to come down. I asked if we couldn't climb the rest of the way up. He didn't find any humor in anything we were doing.

I secured the rope to the balcony we were on and rappelled down to the bottom. Joel quickly followed. It's amazing how fast you can get down a rope when a gun is pointed at you.

We tried to explain to the officer what we were doing and why it was so important for us to keep



climbing. He wasn't hearing any of it and had us in handcuffs in a matter of moments. Fortunately for both of us his desk

sergeant heard the call over the radio and came to see for himself what was going on. His calm approach was to simply

tell us not to try a stunt like that again. He actually called it "stupid" but what did he understand about mountain climbing?

That brings me back to the newspaper clippings. Without our community publications what are we going to "clip?" Will future generations have anything to remember from their ill-spent youth? That simple Bremerton Sun clipping from over 45 years ago brought back some great memories.

Keep publishing your paper so your readers favorite memories will remain fresh and vibrant 50 years from now. Without your paper, future generations might not have memories at all. Climb On! ■

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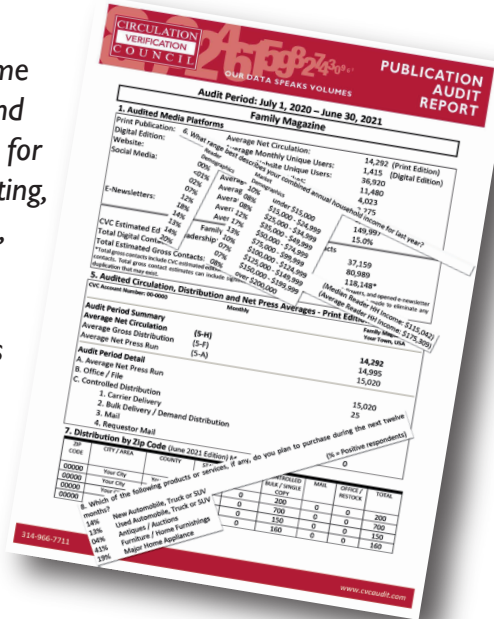
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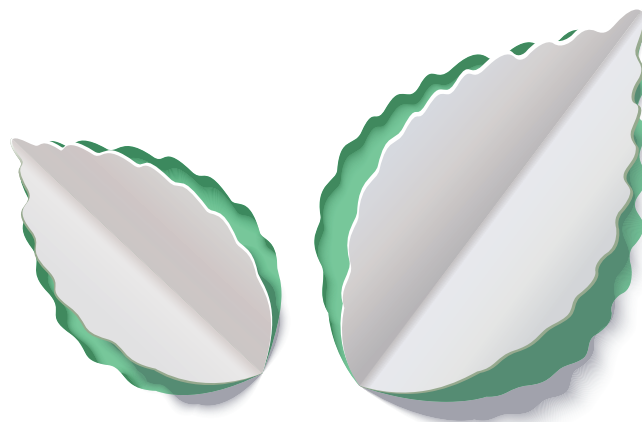


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BY LOREN COLBURN

This issue of Publish is focused on the upcoming ACP Conference & Trade Show in Charlotte this May. It will provide you with a great deal of information about what to expect in Charlotte as well as plenty of reasons to attend. It's all about building your business and identifying new ideas and ways of doing things that will improve your bottom line. Regular ACP conference attendees are well aware that every year, attendees have the opportunity to find business improvements worth far more than the cost to attend conference. But what about the rest of you?

I know the reasons you give for not attending. "Times are tough and we just can't afford it right now. There is no way we are able to be away from our publication for two or three days. I'm short staffed and I just can't break away. I went to a conference a number of years ago and it's just not for me. We just don't have the budget to attend a conference this year."

STOP! These reasons all sound way too much like the dreaded, "Business is too tough right now to continue my advertising program. I need to cut it back until sales improve." You all think that perspective is

totally self-defeating, right? You coach your clients that if you want more business, you have to do more to earn it – including more good advertising, not less.

Well, conference is the same thing. If you want your business to improve, you have to step up your game to get it there. One of the most efficient and effective ways to do that is to network with other people doing the same things you are and find out what's working for them, what's not working for them and what they are doing differently than you are. The time, effort, and cost savings from avoiding the "trial and error" phase of new ideas can be the thing that provides the all the resources necessary to head to conference. Not to mention the hit-the-ground-running success available from pretested ideas that you take back home.

Sam Richter is prepared to take you all to a whole new level of knowledge gathering in advance of a call or meeting. Dan Buendo will get you up to speed on what is available in digital opportunities. The Leadership Institute will prepare you to successfully sell more than you have in the past. Last but not least, Tom Silvestri will convince you it's time to get excited about LOCAL with information from the Relevance Project. Mix in a couple of full days for both network-

NOT PLANNING ON ATTENDING CONFERENCE?

LIFE IN THE FAST LANE **20^{acp}23** **CHARLOTTE** **CONFERENCE & TRADE SHOW**

ing with some of the most successful publications from around North America and participating in a variety of topical discussions, you can't help but come home with revenue ideas, peer contacts and an education.

Here are several actual quotes from ACP conference attendees...

"Great experienced group of people who callaberate with you and share ideas and concepts. You will never invest less to receive more information guidance and direction from successful professionals."

"Two days of interacting with fellow publishers and business owners is educational, interesting and entertaining. The contacts and relationships gleaned from conferences is priceless and something I wish I had done my first year in the publishing business."

"We all work in silo's and this is conference is very invigorating to see what other successful publishers are doing, how they are

innovating, responding to current market conditions, meeting and overcoming competition, etc."

If you are still not thinking about attending conference, you seriously need to rethink your approach to your 2023 business improvements. This conference is in an economical destination to travel to, with an extremely affordable hotel rate. It will be filled with people from publications who are working just like you to build successful businesses while dealing with the challenges presented by "life in the fast lane". And who knows, if you come in with a purpose, you should be able to go home with an action plan to make 2023 a year of realized potential. As our Dean of the Leadership Institute – Rob Zarrilli would say, "What happens next is up to you!"

And for those that attend conference, you will be armed with a number of new ways to convince media buyers, "If it's FREE, buy it!" ■

CONFERENCE INVITATION

LIFE IN THE FAST LANE

20^{acp}23 CHARLOTTE

CONFERENCE AND TRADE SHOW

NEED TO KEEP PACE WITH THE COMPETITION?

JOIN US IN CHARLOTTE TO EXPLORE “LIFE IN THE FAST LANE”

BARB PERRY, 2023 CONFERENCE CHAIR

On behalf of the ACP Board of Directors and the ACP Staff it will be my privilege to say, “START YOUR ENGINES” and prepare to meet us in Charlotte, North Carolina!!!

The 2023 ACP Conference and Trade Show will be the industry’s premier networking event of the year. We are excited to bring everyone together for this ACP Superspeedway gathering.

This year’s conference will be fast paced and full of information that you can use to fill your tank. Expect some new ideas, to see some old friends, meet the Rising Stars, and to spend time with the best Pit Crew in the industry, our Trade Show Partners.

The Hilton Charlotte University Place is an outstanding location for the 2023 conference. Plan on a short 20-minute drive from the airport. It

runs along a picturesque lake and offers the perfect environment for both business and pleasure. All for only \$149 per night plus tax.

The Conference Team has put together a full track. There are educational and networking road courses for everyone. You will find your favorites, TLI classes and Leadership Roundtables. If you are looking for ways to slingshot through the digital media world or how to take the pole position from your competition this conference has it all. Here are a few highlights you can expect.

- Sam Richter’s Every Sales YES Begins with a KNOW
- The Demystifying of Digital with Dan Buendo
- Idea Exchange “NASCAR Style”
- Pit Row with our Trade Show Partners

- Tom Silvestri of The Relevance Project with Tools to Help Community Newspapers Grow

We won’t slow down for our afternoon and evening events. The Club ACP gathering is set up to be a real winner. It will be located on a beautiful, covered patio, with a fire pit, corn hole (bags) pit and of course a pit stop for a cold beverage. If speed is what you seek visit our Trade Show Partners on Friday afternoon to experience the first ever ACP Remote Control Car Series Race.

The Conference Committee has worked hard to develop a conference valuable to you, our members. We do not take for granted your investment of time and money to attend. Our hope is that you will drive away feeling rejuvenated and ready to do a Victory Spinout. ■

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In today's world, it's no longer enough to be interesting. To succeed in sales, you must be interested. What's important to the other person? How can you hyper-personalize your message so it gets noticed? When you know more, you'll find the right opportunities, at the right time, with the right message to get meetings with decision makers that others only dream about. In this dynamic program, you will discover...

- A mathematically proven formula for revenue growth that reveals your best prospect companies, decision makers, contact information, and ways to connect that generates positive responses.



- Jaw-dropping tactics for finding online information in ways that 99% never thought possible, using the tools you already use every day (and some new ones you never knew existed – all free!).

- Techniques to identify opportunities using sales trigger events and powerful introductions, so you're calling on prospects who most likely need your product or solution, right now.
- How to leverage information and put the "R" back into CRM to get past gatekeepers, make a great impression, and gain permission to ask challenging questions.

Attendees will receive custom Intel Resources making it easy to implement what was learned when you get back home. You will be shocked at what you don't know (but soon will) that you will immediately use to dramatically improve sales performance.



In the keynote, you learned sales intelligence strategies and tactics to find more opportunities and get meetings with decision makers most never dreamed possible. In this perfect workshop complement, you'll discover best practices for advanced intel gathering and communication including...

CONFERENCE WORKSHOP SESSION GET THE MEETING WORKSHOP

WITH SAM RICHTER

EVEN MORE WEB SEARCH SECRETS FOR FINDING SALES OPPORTUNITIES AND GETTING MEETINGS WITH DECISION MAKERS

- Advanced web search secrets (that most pros don't even know) for finding existing lead lists, membership directories, competitor proposals, price lists, past and current RFPs, and more.
- Best practice techniques for leveraging information and effective prospecting via email, social media / LinkedIn, and live sales calls (includes the best-practice script library).
- Intel tactics and resources that reveal hidden information – in legal and ethical ways – that help you discov-

- er more opportunities and ways to increase your credibility and value.
- Ways to use the custom Intel Resources that all attendees receive to find the right prospects, at the right time, and ensure relevancy in every sales call (taught through a live, interactive demo).

When you know more about your prospects and clients, their issues, their goals, their industries, and their (and your) competitors, you gain the edge in every sales call, every meeting, every proposal, and every negotiation – every time. ■

CONFERENCE FEATURES



The Leadership Institute

PROFESSIONAL DEVELOPMENT PROGRAMS

A Member Benefit of the Association of Community Publishers (ACP)

TLI111 – SELLING AGAINST THE COMPETITION

This session covers positioning your publication relative to your competition in your prospect's mind. Using your strengths and exploiting your competitor's vulnerabilities to win and keep business.

TLI 125 – HOW TO SUCCEED IN A TIGHT ECONOMY

When the going gets tough... do you or your sales team run and hide or adapt and persevere? Learn sales strategies and techniques that will build confidence and get sales results in a tight challenging economy.

TLI 128 – ONCE IS NOT ENOUGH – SELLING CUSTOMERS ON THE VALUE OF FREQUENCY

Experts agree that frequency is the key to any successful advertising program. This course will examine how to overcome customer reluctance to making long term commitments and convince them to run regularly using current research into effective advertising. This class will show you how to make both you and your advertisers successful with consistent advertising.

TLI 230 – ONLINE AND IN THE PAPER – SELLING BLENDED DIGITAL AND PRINT ADVERTISING PROGRAMS

This class will show salespeople how to plan, position and sell blended digital/print programs which will get results for advertisers and generate revenue for publishers. Sell digital advertising and protect your print product by driving readers to your paper.

TLI 152 – SELLING BEST PRACTICES

From prospecting all the way to asking for the order, this course will review a variety of things salespeople can do to increase their effectiveness (and income). The impact of having an open mind, solid enthusiasm and belief in your product will become evident as you step through the sales process from beginning to end.



TLI 211 – SELLING AGAINST THE COMPETITION: PART 2

In today's marketplace, competition is everywhere! This course will offer salespeople keys to being prepared to position their products in a more favorable position than their competitors. It will cover a variety of competitor types and offer a variety of approaches for focusing on features and benefits in dealing with discussions related to competition.

TLI 250 – 5 LEVELS OF LEADERSHIP

What makes a good Leader? Some say you'll know one when you see one; others confuse being a Leader with simply having a title. In the 5 Levels of Leadership we will provide a roadmap to help you reach your full leadership potential. Learn how to go from being a Boss to being a Leader people are excited to follow.

TLI 320 – DIGITAL SALES BASICS

There is no need to be intimidated by the terminology and technology of the digital advertising world. This class will provide an understanding of the basics from a print world's perspective so that you can intelligently include digital in your marketing conversations with clients. ■

MANAGEMENT SESSION

10 STEPS TO DIGITAL SUCCESS

WITH DAN BUENDO

REAL WORLD EXPERIENCE IN BUILDING A DIGITAL MARKETING BUSINESS FROM AN EXISTING PRINT BUSINESS

Way back in 2003 Dan Buendo started offering web design services to local newspaper advertisers under the Reminder Web Design name, an extension of their newspaper company, Reminder Publications. Eventually, this digital division of the newspaper grew to become its own separate company, Envision Marketing Group (EMG), a full service marketing and

advertising agency, launched in 2010, specializing in branding, web design, SEO, social media, video production, email marketing, media placement and a whole lot more. Today, EMG continues to grow its client base, working with hundreds of small, medium & large business throughout New England and across the country.

Dan's session will cover ten of the most important steps publications can

take to build their digital business. He will address your questions, fears and concerns having walked the same path you are faced with in your markets. Hearing about digital from an experienced print professional should deliver a perspective and experience level that will give sound, relevant and insightful information to assure participants they get the guidance and information they need to build their digital business.

MANAGEMENT SESSION

BE THE COMMUNITY FORUM

WITH TOM SILVESTRI

Learn about a transformative strategy to redefine your future as THE Community Forum, becoming super-relevant to a growing audience while meeting crucial demand for civil discourse. In its simplest form, the initiative uses the Forum or town hall formats to better advocate the mission of your organization, deepen the news literacy of your community, and organize civil conversations about community issues of importance while identifying game-changing solutions that improves the quality of life and the success of your operation. Above all, the ultimate goal is to be the catalyst for an enlighten democracy, thanks to your organization's intense connections to the community it serves and your inspiring leadership. Learn from the organizer of the Public Square that blazed a new course for civil discourse in Richmond, VA, over a 15-year period that delivered nearly 80 programs. The Community Forum



has been an initiative of The Relevance Project, an initiative of press associations in the U.S. and Canada.

Tom Silvestri has spent nearly 45 years in the newspaper industry including roles as a frontline news manager and editor, jobs with dailies and weeklies while launching monthlies, unprecedented corporate roles such as the director of news synergy and community newspapers president, several community and industry leadership positions, and the establishment of a civil, civic dialogue initiative called the Public Square that earned The Times-Dispatch national acclaim. Tom's industry experience has also included being chairman of the American Press Institute and president of the Southern Newspaper Publishers Association, where he received the Frank W. Mayborn Leadership Award in 2018. He also is a member of the Virginia Communications Hall of Fame.

CLOSING KEYNOTE

ALL ABOUT RELEVANCE

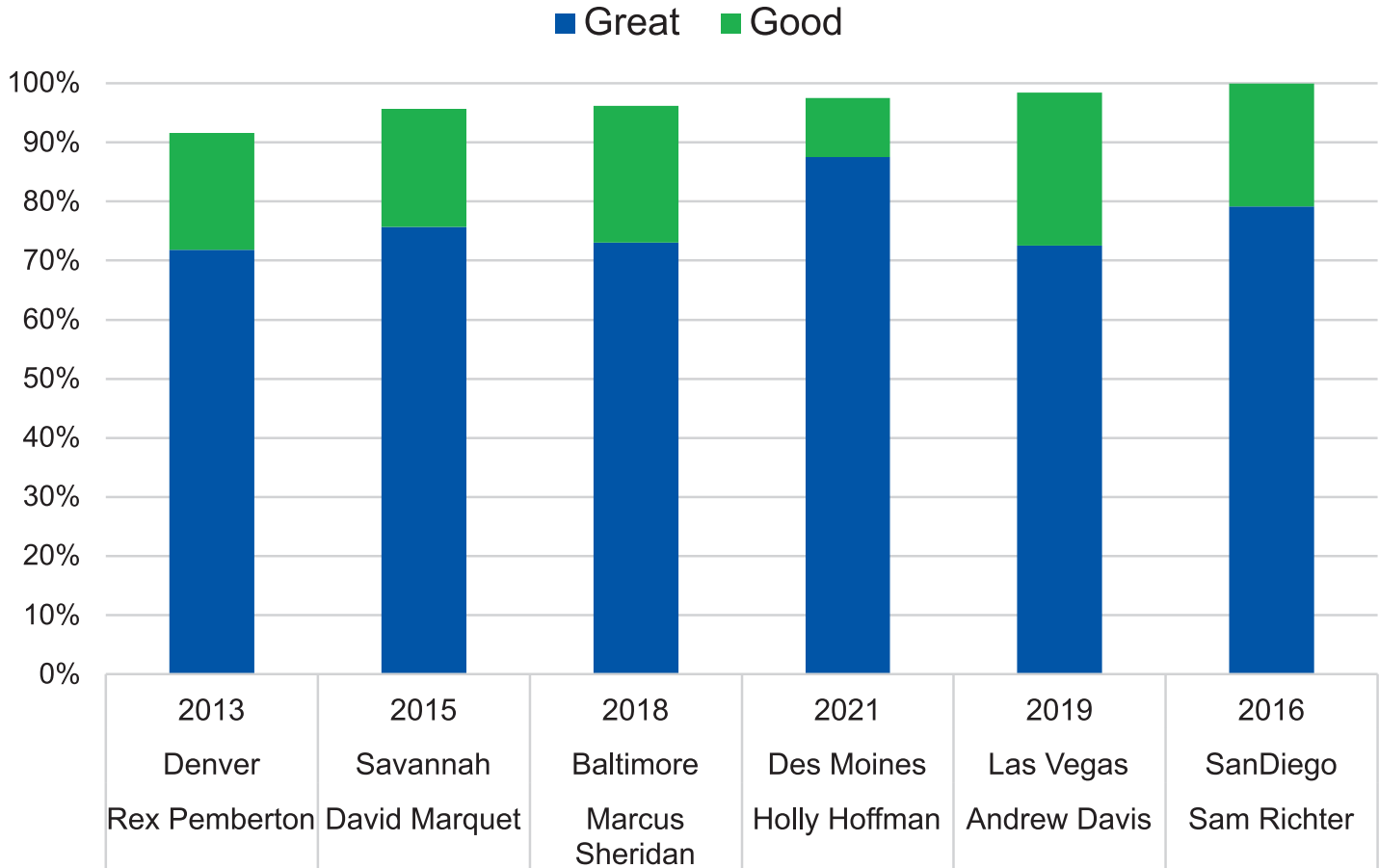
WITH TOM SILVESTRI

Don't dare bring doom and gloom to this program. We're going to win with Relevance. Shake off the negative and adopt The Relevance Project as your own initiative. Take the lessons learned in this North American project and leave with a new framework that will uplift your organization. We will examine better storytelling about our important missions, promotions that show we get desired results, communications that amplify key objectives and values, best practices to boost individual and team improvement, and embracing The Community Forum strategy to sharpen organizational effectiveness. Think a dynamic bundle of coordinated positive actions. Your guide will be the executive director who spent nearly three years creating an identify for The Relevance Project, an initiative of the Newspaper Association Managers (NAM). ■

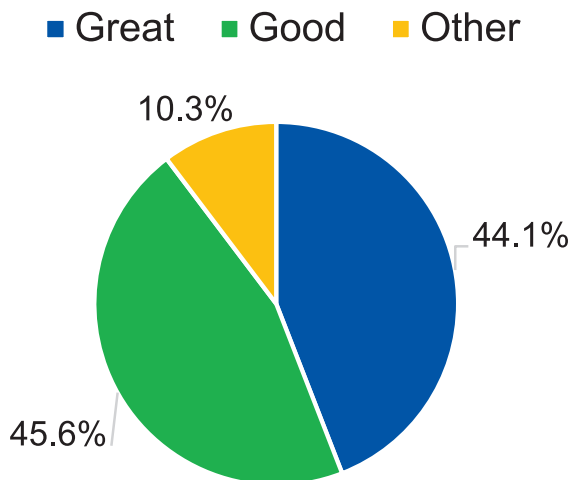
THE SURVEY SAYS...



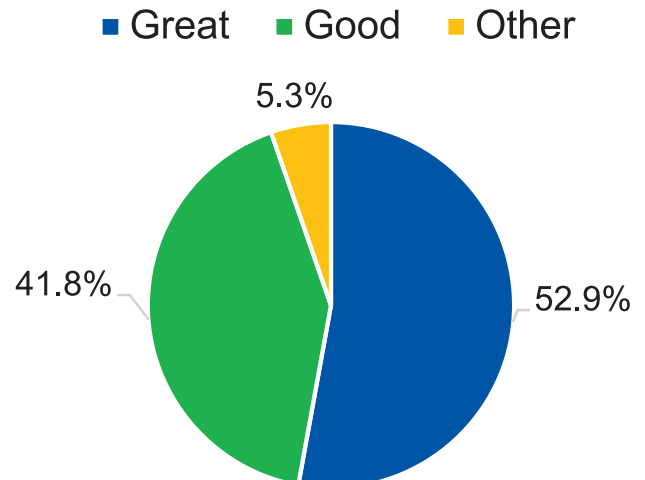
Best All Time Conference Keynotes – Rated By Attendees GOOD to GREAT



TLI Class Ratings by Attendees 5 year average



General Session Ratings By Attendees 5 year average



When Des Moines attendees were surveyed on the question:

IF A PUBLISHER WHO HAS NEVER ATTENDED AN ACP CONFERENCE ASKED YOU WHY THEY SHOULD ATTEND, WHAT WOULD YOUR RESPONSE BE? “YOU SHOULD ATTEND AN ACP CONFERENCE BECAUSE...”

Here are some of the responses we received:

There is no better way to gather with fellow industry professionals who are going through – or have gone through – the same issues you are. Find supportive folks, enjoy fellowship and fun and learn more ways to make or save money. You can make connections that will last a lifetime.

*You will come away with more ideas than you can implement.
But if you do one it will turn your 9/30/2021 9:32 AM company around.*

The networking is immeasurable. The conference makes you appreciate what you have and gives you countless ideas to improve.

It's not just training. Talking with others in our industry opens your mind and thought process. We need this collective strategy to improve all our operations.

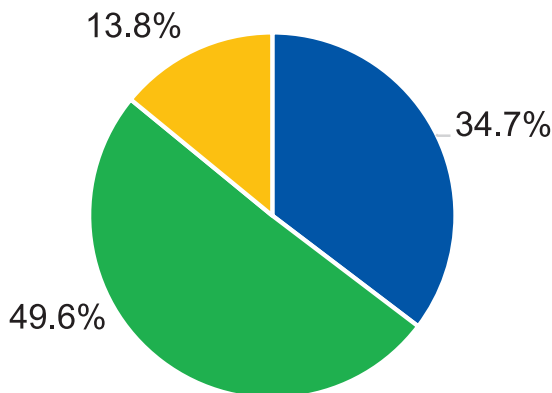
The takeaways and networking you get from these conferences are invaluable. You always learn something new from the classes. Employees always come back with a fire in their souls and creates great morale. I can't say enough good things about going to in person events.

You can't afford to miss out on the networking, camaraderie in these challenging times, education, motivation, great ideas, encouragement, new friends, keeping up with the latest products and digital services.

You will meet many who've been in your shoes and can offer suggestions / brainstorming, guidance to help you avoid the same pitfalls as well as the opportunity to meet with vendors face to face. That aspect alone is priceless vs. zoom sessions or phone calls.

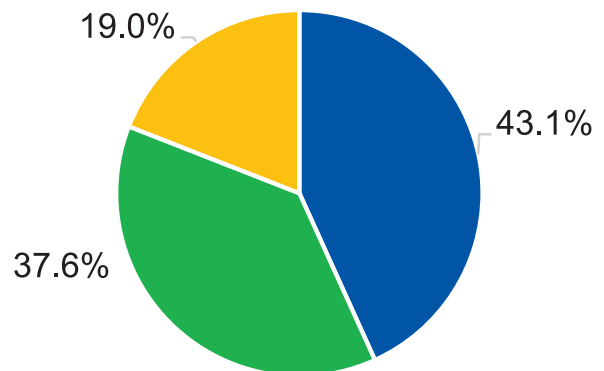
**Trade Show Ratings by Attendees
5 year average**

■ Great ■ Good ■ Other



Number of Trade Show Partner Meaningful Interactions per 5 year average

■ 8 or more ■ 4 to 7 ■ 1 to 3



12 REASONS YOU SHOULD ATTEND CONFERENCES

BY RICH BROOKS, PRESIDENT OF FLYTE NEW MEDIA ([HTTPS://WWW.TAKEFLYTE.COM](https://www.takeflyte.com))

There are so many great ways to learn and sharpen your skills these days: you can read blogs, listen to podcasts, watch how-to videos on YouTube, and attend webinars, just to name a few. Why bother with the time and expense of an in-person conference or workshop?

If that's your attitude, then you may be missing out on one of the best opportunities to take your game to the next level. Live events—conferences, workshops, lunch & learns—provide unique learning and career building opportunities that you just can't find anywhere else.

Below you'll find 12 reasons why you should attend live events and consider sending your employees to conferences as well.

SHARPEN THE SAW

While the “sharpen the saw” idea certainly pre-dates Stephen Covey, he lists it as his seventh habit of highly effective people¹.

The idea is that sometimes you have to take a break from the “work” of your work to sharpen your skills. A dull axe won't cut a tree nearly as effectively as a sharp one.

I always return from a conference with new ideas and approaches that make me more effective and efficient at work.

Don't be the woodcutter hacking away at the tree with a dull ax while your competition cuts it down in half the time with a sharp one.

Or uses a chainsaw she saw demonstrated at a conference.

MEET EXPERTS & INFLUENCERS FACE TO FACE

While not all conferences offer you the opportunity to meet your business idols, your chances are greatly improved when you're sharing the same space.

Sometimes it's about taking a selfie with someone who's influenced you or sharing a business idea with someone you admire, or making a connection that can lead to finding your next mentor.

I remember at a Social Media Marketing World when I got a few minutes to speak one-on-one to Sally Hogshead, author of *Fascinate* and *How the World Sees You*, and ask her for some feedback on a new business venture I had launched.

That could never have happened from an online success summit.

NETWORKING OPPORTUNITIES

Social media keeps me connected to my peers who are both local and “from away.” However, there's no substitution for meeting someone IRL (in real life).

Good conferences have opportunities for attendees to mix and mingle, form new relationships, and strengthen existing ones. Over coffee, lunch, or cocktails, you may make a connection with the perfect provider or prospect. At a breakout session, you may find yourself sitting next to your next customer or mentor.

Or, if you don't go, maybe your toughest competitor will be sitting in your seat.

NEW TOOLS

Whether there's an expo floor, or just a few tables near the coffee and muffins, companies often have tools to display that we haven't seen yet.

Apps that make us faster, less prone to costly mistakes, or give us some other sort of edge.

While undoubtedly these products can be found at their websites, it's great to get a hands-on demonstration or be able to ask questions that are specific to your business struggles from the company itself.

LEARNING IN A NEW SPACE

Remember that scene in *Dead Poet's Society* when Robin Williams made his students stand on a desk to get a fresh perspective?

Or consider why so many businesses have meetings off site. It's because it's easy to find ourselves in a rut. Sitting in the same chair, in the same office (or cubicle,) or in the same coffee house, can keep us from fresh thinking and new ideas.

Breaking out of the office, sitting in a new space (even if it's a tired old Holiday Inn conference room), can spark us to new approaches that will grow our businesses.

BREAK OUT OF YOUR COMFORT ZONE

Going hand-in-hand with the previous reason, live events force you to break out of your comfort zone.

It's easy to read a blog post from the privacy of your own office. You won't break a sweat listening to a podcast (unless you're on the treadmill.) You don't have to make small talk while your YouTube video loads up.

While there are those among us who are born networkers, for many of us live events, and other people can be a challenge. But breaking out of our comfort zones is just the type of action we need to take to break

out of old ways of thinking that have got us in a rut in our businesses.

If you're absolutely terrified of the idea of going to a conference, bring a wingman (or wingwoman) so you won't feel completely on your own.

NEW TIPS & TACTICS

The problem with the web is we believe that everything is at our fingertips. And maybe it is. But it's an overwhelming amount of data that we often can't crack, or keeps us from the best material. A well run conference will help curate new ideas to help us improve our approach.

I remember watching someone create a Facebook app in front of me at a session just to show what was possible. I remember hearing about YouTube cards² for the first time from a presentation by Steve Dotto and explaining how they would change online videos forever.

I'm sure that information was already somewhere on the web, but the conference helped cut through the clutter to deliver the best content for me possible.

GREATER FOCUS

The flip side of learning new things is relearning classic techniques. A few years ago at *Agents of Change*, John Lee Dumas talked about the importance of creating an avatar for your business, and how it streamlined his thinking. (You can listen here to an interview I did with John³ a few weeks later where we dug deeper into this topic.)

Or, at the most recent Social Media Marketing World, hearing how important a mastermind group was to Pat Flynn's success, and how to set one up. (I've since started my own mastermind and just recently joined another.) Napoleon Hill wrote about masterminds in [his book] *Think and Grow Rich*, but the concept has been around forever.

However, it wasn't until a series of events, culminating in Pat Flynn's presentation, that I realized that they could help me take my business to the next level.

THE ENERGY OF LIKE-MINDED INDIVIDUALS

There's nothing like being in a room of like-minded people. Other people who are willing to take time away from the office to learn something new. Other people who want to "better" themselves.

When you sit in a classroom or auditorium, you discover that you're not alone in wanting to improve your skills and bring something back to your office or organization.

That energy is lacking in all online learning channels, regardless of how much chatter there may be around a hashtag.

THE SERENDIPITY OF THE RANDOM WORKSHOP

Some of the best workshops and presentations I've seen have been ones I had no idea about before the conference.

At SXSW I attended a workshop on improving your memory. (It didn't take, but I still found it fascinating.) At BlogWorld I attended a session on YouTube only because I was guilted into it. (In my mind, YouTube was for cat videos.) It's not a stretch to say that it changed the way I marketed my business.

In fact, I did my own presentation on YouTube marketing at the following year's **Social Media FTW**, the conference I put on before *Agents of Change*.

I never would have sought out those learning opportunities online... they had to be discovered through the serendipity of a live event.

INVEST IN YOURSELF

Perhaps this one is self-evident. Or perhaps we've already covered it in whole or in part above. But leaving the office and "sharpening the saw" is investing in yourself.

It's admitting that you're worth it. It's admitting that you still have things to learn. That you can get better.

It's an investment in yourself, your career, and even your compa-

ny. When you purchase that conference ticket and when you walk up to the registration desk, you're saying that you're investing in your own growth.

HAVE FUN!

I'm not sure this is the most important of all these eleven reasons, but I didn't want to leave it off the list. Conferences are fun! Live events with other people are fun! (The introverts reading this may be rolling their eyes or going to their happy places right now.)

I'm not a master networker. I struggle with finding the right way to break into a conversation with people I don't know. But I've gotten better by attending conferences. By sitting at lunch tables with people I don't (yet) know. I've made some amazing connections and even more amazing friends from going to live events.

Don't miss out on these opportunities.

TAKEAWAYS

I get it. Conferences can be expensive. From the conference ticket to the plane ticket, from the meals to the bar tab. And that doesn't even include the time away from the office where you could be doing "work."

However, conferences provide a unique convergence of networking, learning, and fun into a single package. A good conference forces you to grow and challenge yourself.

And if you're the boss, allowing your employees to get out of the office, gain confidence in their ability, and bring fresh ideas back to the business is just an investment in your own company. ■

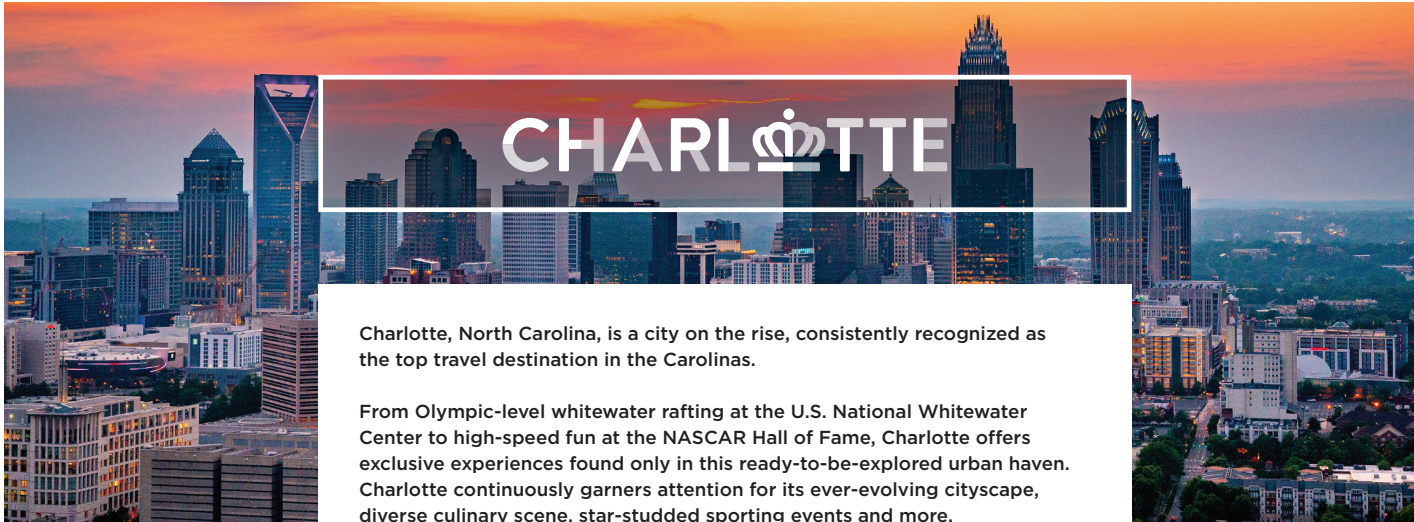
Original article: <https://www.takeflyte.com/reasons-to-attend-conferences>

¹ <https://www.stephencovey.com/7habits/7habits-babit7.php>

² <https://www.takeflyte.com/youtube-cards>

³ <http://www.themarketingagents.com/john-lee-dumas-avatar>

CONFERENCE CITY



Charlotte, North Carolina, is a city on the rise, consistently recognized as the top travel destination in the Carolinas.

From Olympic-level whitewater rafting at the U.S. National Whitewater Center to high-speed fun at the NASCAR Hall of Fame, Charlotte offers exclusive experiences found only in this ready-to-be-explored urban haven. Charlotte continuously garners attention for its ever-evolving cityscape, diverse culinary scene, star-studded sporting events and more.

EVOLVING SKYLINE



With multiple new developments and hotel openings, Charlotte's skyline continues to grow.

- 2021 hotel openings: The JW Marriott (2021) Marriott Hotel and Conference Center at UNCC (2021); Hyatt Centric SouthPark (2021); and Refuge (2021), a five-room mini-hotel in Plaza Midwood.
- 2022 hotels coming soon: Moxy Hotel, a Marriott concept opening at Brevard and 4th Street near the Spectrum Center (2022) and InterContinental Hotel, a luxury high-rise hotel atop recently restored Carolina Theatre (2022).

The October 2021 completion of the Charlotte Convention Center's \$126.9M expansion increased the center's total leasable space from 550,000 to 600,000 sq. ft. and connected the Charlotte Convention Center to the 700-room Westin Hotel and LYNX light rail station via an over-street pedestrian walkway.

FOOD & BEVERAGE HIGHLIGHTS



From authentic old-school North Carolina barbecue restaurants and diverse international offerings to expanding regional staples, Charlotte's offerings are constantly expanding.

- 100+ new bars and restaurants recently opened doors, including Supperland, which was named in Bon Appetit's 2022 list of Top 50 Best New Restaurants.
- Leah & Louise founders, Chef Greg and Subrina Collier, celebrate the return of BayHaven Food & Wine Festival (October 2022).
- International cuisine has continued to grow with The Jimmy, restaurateur Jim Noble's first Italian cuisine restaurant.
- Charlotte's continuously expanding food hall scene is more vibrant than ever with the likes of Optimist Hall, 76-acre Camp North End and the newly opened Lintmen's.
- October is NC Beer Month and Charlotte is the perfect place to celebrate with 60+ breweries. The new Charlotte Brew Badge is the perfect way to experience multiple breweries on one trip, saving time and money.



TRAVEL DESTINATION IN THE CAROLINAS IN TERMS OF VISITOR SPENDING

2.6 MILLION

PEOPLE AND COUNTING LIVE IN THE CHARLOTTE AREA

5TH

FASTEST GROWING U.S. CITY IN TERMS OF POPULATION

15TH

LARGEST CITY IN AMERICA



BREWERIES IN THE CHARLOTTE REGION WITH 15 MORE ANNOUNCED TO OPEN IN 2021

\$28.9 BILLION

IN DIRECT VISITOR SPENDING IN NC TOURISM IN 2021, WITH \$4 BILLION IN CHARLOTTE ALONE

CHARLOTTE

CONFERENCE CITY

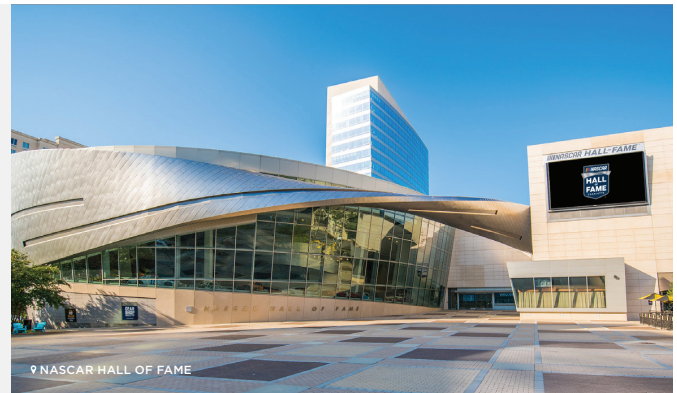
ARTS & CULTURE

From Broadway hits and top musical performances to renowned art exhibits and top museums, Charlotte affords visitors and residents alike the opportunity to experience the arts at unique venues. The Blumenthal Performing Arts venues, Bojangles Entertainment Complex (BOPLex) and Spectrum Center host exciting and engaging performances while the Bechtler Museum of Modern Art wows attendees with expansive and impressive exhibits each year.

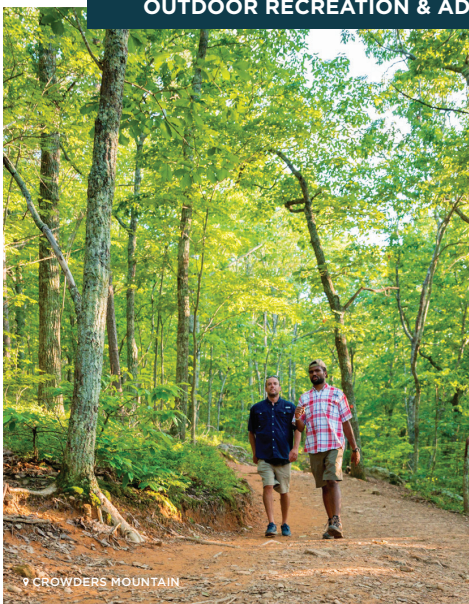
- In February 2023, the Mint Museum will be the first, and only venue on the East Coast, to feature the traveling exhibition Picasso Landscapes: Out of Bounds.
- The Harvey B. Gantt Center for African-American Arts + Culture is home to African American arts and history exhibits, celebrating the contributions of African Americans to America's culture.
- With the Levine Center for the Arts Access Pass, visitors gain 48-hour access to top museums for only \$20.

SPORTS MECCA

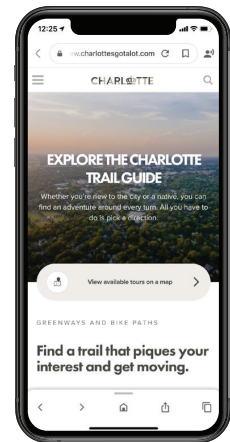
- Charlotte is home to several professional sports teams including the Charlotte Panthers (NFL), Charlotte Hornets (NBA), Charlotte Checkers (AHL), Charlotte Knights (MiLB) and Charlotte FC (MLS).
- The NASCAR Hall of Fame is a shrine to the history and heritage of NASCAR, bringing together motorsports lovers and casual fans, with ever-evolving exhibits and interactive displays.
- Charlotte Motor Speedway is home to the Coca-Cola 600 and other races throughout the year, including the 2022 Bank of America ROVAL 400



OUTDOOR RECREATION & ADVENTURE



- Visitors can explore Charlotte on foot with the new CLT Trail Guide which spans six different trails equaling 22 miles of paths in and around the city and the the U.S. National Whitewater Center.
- The U.S. National Whitewater Center offers over 45 miles of developed hiking and biking trails and over 30 different recreational activities including white water rafting, ziplining and more. The Whitewater Center is host to countless events annually including various trail races, like a marathon and triathlon, river races and River Jam, an outdoor concert series taking place each summer.
- Outdoor enthusiasts can hit the pavement and trails of McMullen and Lower McAlpine Creek and Greenway or the creatively named Booty Loop where runners and walkers can log some miles.
- Nearby Crowders Mountain welcomes hikers on its 11 trails to explore the wilderness and sweeping views of the surroundings.
- Fewer than 20 miles away, Lake Norman offers watersports and natural escapes alongside cultural activities and dining year-round.



CLT TRAIL GUIDE

CONTACT INFORMATION

Discover more at charlottesgotalot.com/media

Kelly Greenfield | Senior Public Relations Manager | Kelly.Greenfield@crva.com | 704.519.7157

 | [@charlottesgotalot](https://www.instagram.com/charlottesgotalot)



ADDITIONAL RESOURCES

Website

ACP In-Person Events Page

For the latest updates on conference events, registration forms and event information on how to build your business living “life in the fast lane”!



Website

Sam Richter – Opening Keynote

To get a better sense of what Sam Richter is all about, check out his website for information on his speaking, his book and his Sales Intelligence Products and Resources.



Website

Hilton Charlotte University Place

For information on this terrific host hotel and all it has to offer, this direct link to their website will provide all the information you'll need. For the best hotel rate, use the booking instructions provided at your conference registration.



Website

Charlotte Regional Visitors Authority

To understand all the things available in the “Queen City” for visitors, this site offers a great, easy to use way to explore Charlotte’s many attractions. Check out the calendar of events or download the free Charlotte City Guide.



Website

NASCAR Hall of Fame

Explore the rich history of the sport of auto racing by experiencing the many interactive exhibits and activities offered at one of Charlotte’s most popular attractions.



ADDITIONAL RESOURCES

Website

Charlotte Motor Speedway

Just 5 miles from the hotel, Charlotte Motor Speedway offers daily tours to get you a behind-the-scenes look at this iconic track. Learn the history, experience the 24-degree banking out on the track or tour the media center and infield.



The Learning Center - Article

Get the Most Out of Attending Conferences

If you are considering conference attendance, this article will help you maximize what you are able to get from the experience. From before to during and after, this makes some solid recommendations for attendees.



DoughRoller - Article

10 Little-Known Ways to Save on Airfare and Airline Fees

By Abby Hayes

Helpful tips to make airfare to attend conference affordable. Some of these you may be aware of and some may spark a whole new thought!



Cox Blue - Article

How to Network at a Conference – 21 of The Best Networking Tips For Your Next Business Conference

By Martin Jones

Getting the best value from the conference networking opportunity means being prepared. This article will help frame loads of aspects about networking at conference you may have never considered.



Newest addition for you “Advertiser Help Page” Listings

Hearst Bay Area - Article

Newspaper Advertising: Types, Tips, and Examples

This article makes solid points about how with all the options available to today’s businesses, newspaper advertising is still one of the best investments for reaching customers.



ACP Member Benefit For Your Employees

Bob Wright Memorial Scholarships

Have your student apply for one of four scholarships!



Bob Wright Memorial Scholarship Requirements:

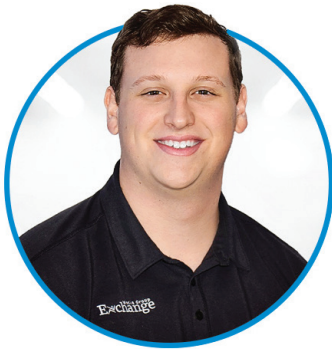
- Parent, guardian or grandparent must work for a community paper that is a current member of the Association of Community Publishers (ACP).
- Applicant must be a high school graduating senior or current college student.
- Applicant must be attending a 4 year college, vocational trade school or community college.
- Application must be received by March 31, 2023

DOWNLOAD APPLICATION AT:

www.communitypublishers.com/scholarships

THE POWER IN THE WINGS OF A BUTTERFLY

CHANGE IS CONSTANT. HOW DO WE REACT?



BY WESLEY BRYANT –
2022 RISING STAR

“The flapping of the wings of a butterfly can be felt on the other side of the world” is a Chinese proverb. Today, that proverb has been summarized to what we call “the butterfly effect,” where small actions and changes will always have a lasting impact. Changes are often unexpected but persistent. They have power over our lives, and it’s up to us how we respond to them. Do we let the butterfly effect have power? Or do we take advantage of it?

The butterfly effect is happening all around us every day, even when we don’t notice it. Someone taking a different route to work one morning has an

infinite amount of changes to not only the driver, but everyone else. They may be miniscule and go unnoticed, but they begin to compound over time.

The CEO of my company, Exchange Media Group, often coaches me and other employees that if we improve ourselves by one percent every day, we will see an increase of 37 times by the end of the year. Just that small, miniscule one percent has an impact that substantial. If changes are constant, how can we make sure the guaranteed one percent change is for the better?

It’s up to us how we respond—for better or for worse. If we recognize that change is inevitable, we can be intentional with preparation. The opportunity is here for us to take advantage of that guaranteed change, and we must grasp it. With that, we have a newfound power that’s been hiding in plain sight all along. In short: continuous improvement can lead to exponential growth in your work and personal life.

With the understanding that change is always coming, you can plan to put “guard rails” up by putting your best effort to change for the better. “Guard rails” looks like intentional development and training. An example of that would be conferences and the opportunities they hold. In these spaces, you are sitting in a fountain of knowledge in the industry. On top of that, you can network to build mutually beneficial relationships with people who understand you and what you do. If the future is a test, change is a consistent flow of new questions added every day. Go the extra mile to prepare so that you score an A over and over again.

By taking advantage of change, we can better ourselves, the lives of others, and the communities we serve. So the next time a butterfly flaps its wings across the world, we’re ready for the ripple effects. ■



The Leadership Institute is a structured, industry specific sales and management training program sponsored by the Association of Community Publishers.



**OVER THE LAST
15 YEARS**

2,457

INDUSTRY PROFESSIONALS
HAVE PARTICIPATED

15,979

CLASS CREDITS HAVE BEEN
AWARDED

140

CERTIFIED ADVERTISING
EXECUTIVE CERTIFICATIONS
AWARDED BY ACP

103

DIFFERENT CLASS
CURRICULUMS PRESENTED

ACTION PLANS

BY JIM BUSCH

“Don’t make resolutions without an action plan. The secret to success is in your hands.

— J. Allen Shaw

My dad’s go-to New Year’s Eve toast was “May your troubles last no longer than your New Year’s resolutions!” A practical man, my dad knew that most people’s resolutions come to nothing because, they refuse to do the hard work of planning. As a machinist, he knew the importance of having detailed blueprints before beginning a project. A good blueprint painted a clear picture of the finished part he was to make. It also included a list of the tooling and materials required for the job. Using this, he was able to collect everything he needed to complete the project without interruption. Only then, would he get to work. Most people act like they’re the genie in Aladdin’s bottle—that all they have to say is “I’m going to lose weight,” “exercise more,” or “increase my sales” and these worthy goals will be accomplished. Unless you live in a Disney film, this “just ain’t how things work.” If you want to lose weight or get fit, you need to set-up a meal plan, join a gym and set incremental goals. It’s the same with resolving to improve your sales results. There is very little you can do to change the economy or your customers, the only thing you have left to change is yourself. Resolving to work harder produces diminishing returns. There are just so many hours in the day and eventually burnout becomes an issue. Working smarter is a better strategy. Rather than rubbing the magic lamp and wishing for a bigger paycheck, it’s time to make a plan to accomplish your goals. Setting up a program of self-education is a good starting point. Committing to a regular reading plan and watching business related videos is a good practice. The best thing you can do is seek out mentors and experts in the field to help you learn. This is why the best place to convert your resolutions into reality is to attend the ACP annual conference and trade show at Charlotte North Carolina. Attending the conference is an investment in yourself, not only will you polish your skills but, you will be able to network with your peers and learn from them. Planning to attend the conference is a key part of your “action plan for success.” ■

ONE WAY TO AVOID THE ACCIDENTAL SALES JIBE



BY JOHN FOUST
GREENSBORO, NC

Selling and sailing have a lot in common. Consider the jibe. A sailboat cannot sail directly into the wind, but it can sail at angles to the wind. The closest point of sail is approximately 45 degrees to the left or right of the wind direction. Turning the bow (the front) of the boat to change direction from one side of the wind to the other is called a tack. That's a common maneuver which is fairly easy to execute.

Things are more complicated when sailing downwind. With the wind directly behind the boat, the mainsail is positioned far to the left or right – sometimes extended to a perpendicular angle. The wind is pushing the boat, the sail is full, and there is a lot of power at play.

A jibe happens when the boat is heading downwind and the wind changes from one side to the other. When the skipper executes a jibe, the wind crosses the stern (the back) and the sail moves to the other side of the boat. That's a long way for a heavy sail to travel. If it doesn't happen gradually, the sail can swing violently and cause a lot of damage. If there is a sudden wind shift – or if the skipper isn't in complete control – the result can be an accidental jibe. In heavy wind, an accidental jibe can cause serious injuries or break the mast.

“Wind at your back” is a general phrase that means things are going well. It's true that, when sailing downwind, a boat can move smoothly through the water. But experienced skippers know it's important to be careful with turns.

There are times when a sales person sails downwind. The sales conversation is positive and the prospect is showing genuine interest.

Then all of a sudden, something puts the entire presentation at risk. At those times, the veteran sales person knows to be on guard for an uncontrolled jibe.

Of all the risky points in a presentation, it's hard to find one riskier than the temptation to criticize the competition. The prospect might say, “I'm also considering radio advertising,” or “Our marketing department is pushing for a different media mix.” If the sales person jumps in with critical comments, he or she can quickly lose control. Responding with criticism is like saying, “You're wrong. I can't believe you would even consider such a lousy advertising choice.” That's a jibe that can do a lot of damage.

One way to deal with this is to make a comparison. Instead of making a negative remark, say something like, “Let's compare our paper to the radio stations in the market. Here's a chart showing each station's audience figures and our readership.”

Just about every sales presentation has opportunities to criticize the competition. That's why it's a good idea to prepare comparisons in advance. We all know that criticism can kill sales and damage client relationships. Relevant comparisons can help advertising prospects make informed decisions.

It all leads to smooth sailing. ■

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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

Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net © 01/2023

A brand new year... and I'm bringing last year's baggage with me! Last month I said "I still have projects that need to be finished, like getting to know Affinity Publisher." Well, I just purchased Affinity Universal V2 (includes Design, Photo and Publisher) so now I am even further behind. Also, never got to clean up my Type 1 Fonts and who knows what's going to happen with the Pantone Matching System (PMS) and the Adobe Programs. Yep, it's going to be a challenging year... again!

Fortunately, *Creative Pro Magazine Issue 14* arrived to help me with some of my concerns. This issue contains articles regarding • *The Zen of Fonts* • *What's New in Affinity V2* • *Making Selections in Photoshop ...and* • *Pantone's licensing with Adobe*. It's one of my best resources... and there is a great mix of other articles, tips and current info.

To get the digital magazine become a member (\$6.50/month (\$78/billed annually, go to <https://creativepro.com/become-a-member/> (and for a \$10 discount type FRIEND).

Expressive Lines

Myriad Pro is my go-to typeface for legibility and readability, but when I have ads that are targeted toward a specific audience, my type choices increase. I am drawn to more informal forms of graphics for advertising.

The "Bridal Fashion Show" ad (far right) was originally done in 2004 and I liked that vector art, at <https://www.storyblocks.com> (previously GraphicStock), I found similar styles to use. Many pieces that can be adjusted and used—even in smaller ads.

There were also other art combinations as well as backgrounds that could be used to create entire ads, flyers or promotions. As I have said many times, I like the flexibility that these art "parts" can generate, especially in creating small ads.

The headline typeface in "Bridal Fashion Show" is **Mona Lisa Recut** and **Caslon** text. **Blend Caps Engraved** was similar, a little more contemporary... and Open Type!

A Typeface called "Blend"

A blend is a combination of different kinds of elements. **Typesenses** brings this concept to the world of typefaces and creates its new hand-drawn font family: **Blend**.

Blend by **Typesenses**

BLEND CAPS CONDENSED BLEND CAPS ENGRAVED

Blend Script with Blend Dingbats below



My Inspiration

Over the years I have purchased many typefaces and for some reason I had to have this one! So why? Believe it or not, I really, really liked a sign in a little café in Mexico... (see far right "Ensalada" sign) and this type reminded me so much of that sign that I had to buy it. It's an interesting typeface with a variety of fonts, ligatures, swashes, dingbats, and more.

Also see far right info for unique special effect with **Blend Inline** and **Inline Fill**. I must admit I had forgotten about this typeface...but trust me, you'll see it again in 2023!



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Blend Inline & Inline Fill

My **Blend Family** also came with a 22 page user guide with information and samples.

For example, write a word using **Blend Inline Fill** and paint with a color. Copy and paste the word in front, select **Blend Inline** and paint it black. You'll have your outline filled with another color... not a stroke!

HAPPY NEW YEAR!

Final Thoughts

Check *Creative Pro Magazine Issue 14* if you can to find out what's new in the Affinity programs... much easier when someone else can give you advice!

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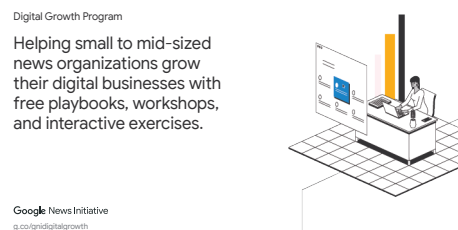
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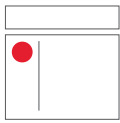
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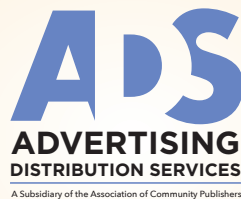
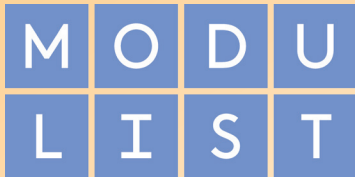
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