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Trade Show



IN THIS APRIL ISSUE...

- 7 FROM THE TOP by Manuel Karam
BRINGING MAIN STREET TO YOU
- 8 THE ONE THING by Douglas Fry
FIRST CONFERENCE
- 10 PERSPECTIVE by Loren Colburn
1,000 SONGS IN YOUR POCKET
- 13 NETWORKING FEATURE by Martin Jones
HOW TO NETWORK AT CONFERENCE
- 15 **CONFERENCE SCHEDULE**
- 16 **TRADE SHOW PARTNER PROFILES**
- 20 **THE SURVEY SAYS...**
- 22 **INDUSTRY NEWS**
- 23 **ADDITIONAL RESOURCES**
- 25 A WALK DOWN MEMORY LANE by Gladys Van Drie
EARLY LIFE OF THE AMES ADVERTISER
- 26 THE LEADERSHIP INSTITUTE by Jim Busch
MY BATTLE CRY IS...
- 27 AD-LIBS by John Foust
A NEW LOOK AT AN OLD SALES TECHNIQUE
- 28 GRAPHIC HOOKS by Ellen Hanrahan
VECTOR ART
- 29 **BUSINESS & SERVICE DIRECTORY**

COMING NEXT MONTH

The May *Publish* will take a look at the Charlotte Conference and the events and people that make it happen. As always, we will also cover the people, information and issues that are influencing the community publishing industry.

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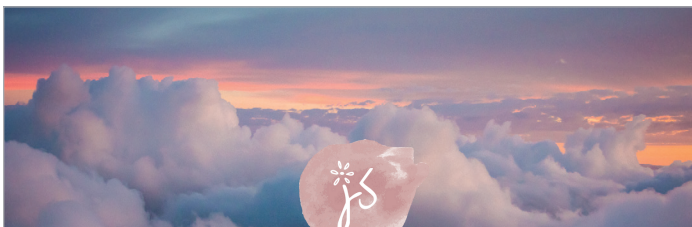
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BRINGING MAIN STREET TO YOU



BY MANUEL KARAM

You're lucky if you live in a community with a healthy main street. Behind it are likely business owners that are engaged, forward thinking and service oriented. They've figured out ways to adapt and work together where other retail shops have not. Customers have chosen to spend their dollars on this main street because it's useful and likely even fun to be there.

When we go shopping on main street we get to walk up and down by the stores, see what's being offered through the windows, say hello to our neighbors, and get recommendations on what to buy. A vibrant main street gives us the feeling that businesses know us and our needs. We enjoy shopping with our friends.

A good trade show feels a little like a thriving main street, tailor made for publishers.

Where else can we find a gathering of businesses who have literally built their organizations around ours? Tables take the place of storefronts, but we still get to window shop, approach the representatives at our leisure and then engage in conversation. For any vendor we already do business with it's a chance

to catch up and see what else they've developed to make our publications better. Some vendors might have services we've considered before but didn't get around to implementing (now might be the time!). Others might have come up with a new idea we've never considered until now. No matter what the situation, I know they're excited to tell us how they can help our businesses.

There's a great group of partners coming to Charlotte to make our trade show vibrant and useful. There will be many familiar faces and some new that we've never heard from before. I'm personally looking forward to seeing what new ideas they have in store for us. Hopefully you'll join me in keeping our "publisher's main street" alive and well in Charlotte and for many years to come. ■

“ Hopefully you'll join me in keeping our “publisher's main street” alive and well in Charlotte and for many years to come.

THE ONE THING



BY DOUGLAS FRY

Think back, sometimes that means way back, to the first time you did something new. Did it change your life? Sometimes yes, sometimes no (like when you switched toothpaste). Toothpaste aside, first times can be life altering. Things like your first kiss, your first time holding a special infant, your first conference. Wait, what?

Yes, your first conference can change your life. You have an opportunity to attend your very first conference in Charlotte, North Carolina on May 11 & 12, 2023. If you have attended conferences you already know how important they can be for your future and the future of your publications. To illustrate how important a conference can be I'd like to tell you about my first conference and how it changed my life.

This was a long time ago, some of you weren't even born. I was promoted from sales rep to Publisher at the Ad-Pak, a 42,500 weekly circulation shopper in Wilmington, North Carolina, in June of 1983. I had a total of 9 months experience working as a print sales rep. Being promoted to publisher of the paper showed either trust or desperation. The parent company was the Raleigh News & Observer. My boss, Jack Andrews, had been publisher of the Ad-Pak years before and knew the challenges that lay ahead. He became my mentor and friend as we worked together. He would travel from Raleigh to Wilm-

FIRST CONFERENCE



ington once a month to strategize and look over the numbers of the struggling shopper. Thank goodness Zoom wasn't a thing back then. I really needed the one-on-one training.

In August Jack told me I should attend a conference in October 1983 that was going to be in Atlanta. The conference was put on by an association with the longest name I had ever seen: Southeastern Advertising Publishers Association. I wasn't sold on the idea because 1) I had never been to a publishers conference and didn't really see the value, and 2) I didn't know a soul and figured it would be awkward at best. Jack was firm in his determination for me to attend the conference so I signed up. Back then signing up meant filling out a printed form that was mailed to you and mailing it back to headquarters with your check. You need to understand this was before laser printers, software, and electronic anything. So, I wasn't even sure I was accepted to attend. However, I called the Terrace Garden Inn in the Buckhead area of

northern Atlanta and made my hotel reservations. I thought about flying but decided to drive as it was only 6 hours away and, honestly, I could make a few dollars by driving.

The next month Jack made his monthly visit and told me that I was in for an exceptional experience because his friend and former co-worker was going to present at the conference. You have heard of this creative genius, John Foust. Look several pages ahead in this issue of Publish and you'll see what I mean about his genius. I hadn't ever met John but figured if Jack thought so positively of him it might be worth the trip.

The first day of the conference I sat on the front row of the event with a pad of paper in front of me ready to doodle if the session was a snooze fest. It wasn't. We all had our obligatory "Hello My Name Is _____" on our suit coats or dresses (mine was on my suit coat, not a dress). There were about 40 other publishers in the room. John Foust made his presentation about

THE ONE THING

how to create effective advertising. He had a 5 foot tall yellow Dixon Ticonderoga #2 pencil as a prop. The fact that I remember those particulars tells you how impressive that first conference was. Before the first session was over I had dozens of pages of notes to take back home and put into practice.

During the first break John approached me and told me that Jack had spoken to him asking him to make sure I was taken care of. That simple introduction formed a friendship that has lasted nearly 40 years. Plus I learned so many great ideas, management techniques, and best practices that I felt like I was drinking from a proverbial firehose. That conference so long ago gave me a foundation that changed the trajectory of my life.

John even went as far as to invite me to dinner that evening with

him and several others to a Fondu Restaurant (yep, that was a thing then) called Dante's Down the Hatch. Without him inviting me I probably would have ordered room service and watched TV alone. Instead I made new friends and acquaintances that I cherish and are still in the business. Some of those friends have sons and daughters that are in the free community publishing business as well. I was so taken by all the information I learned that I signed up for the next event at the end of my first conference.

I went back home to Wilmington and began implementing the techniques I learned. The Ad-Pak had been in business for 7 years when I became publisher. It had never turned a profit. Within 3 months of that important first conference the Ad-Pak turned its first profitable month. Coincidence? Nope.

I was so appreciative of the mentorship of SAPA, its leaders, its members and its speakers that I offered to serve any way I could. I became the treasurer in 1985 and served on that board or as the executive director until 2021. Do you see how that first conference literally changed my life?

What can you expect as you attend your first conference? 1) You'll learn a ton so bring lots of bytes on your laptop. 2) You'll make friends and connections that will last a lifetime. 3) Expect to have fun in all of this. It's a blast.

Finally, if Charlotte isn't your first conference it's still worth your investment in time and a little money to improve you skills. Please do the following: 1) If you see someone you don't know, introduce yourself. 2) Even if it's your 20th conference you'll still learn a ton. 3) Expect to have fun in all of this. It's a blast. ■

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PERSPECTIVE



BY LOREN COLBURN



1,000 SONGS IN YOUR POCKET

Back in the February issue of Publish my Perspective column talked about the philosophies that Steve Jobs brought to Apple and its products driven by his attention to even the smallest of details. I would like this month to look at one another of his business principles that set him apart from many of his contemporaries and may offer some insight into the way we view digital advertising in the new media scheme.

Apple introduced the first iPod in October 2001 just in time to be included in the Christmas shopping discussion that year with the slogan “1,000 songs in your pocket”. By October of 2006, the iPod had grown to be 40% of Apple’s total revenue on over 60 million sales units. The product had transformed Apple from a niche computer company into an

innovative, trend setting company with an ultra “cool” image of vivid colors and hip music. The iPod and the iTunes Store now dominated the digital music download industry and the 2006 release of the iPod Shuffle 2G and Nano 2G would fuel the ongoing success of the product.

In spite of the iPod success, Apple had been working feverishly to develop the iPhone right up to its release on the MacWorld stage in January 2007. Steve Jobs even described it in part as a “widescreen iPod with touch controls” that will let music lovers “touch” their music. Although the iPhone was far more than an iPod, Jobs was confident that leveraging the iPod’s familiarity and popularity would help build acceptance for the iPhone. With that, he turned music players from a stand-alone product into just one of the many iPhone features.

The iPod unit sales continued to build to a peak of 55 million units in 2008 before its decline to just over 14 million units and only 1% of Apples revenues for 2014. That same year Apple was able to sell almost 170 million iPhones and drive its industry leading market share to almost 20% of smartphone sales by the fourth quarter of 2014. Apple’s iPhone had effectively ruined any long-term future their own industry dominating iPod would have had. The resulting product, the iPhone has fueled even greater success for Apple and continued with additional products like iPads, Apple Watch, AirPods, AirTags and Apple TV.

Each phase of this success story is fueled by Steve Jobs belief that “If you don’t cannibalize yourself, someone else will!” That belief is what set Apple apart for other dominant companies of that same generation.

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Kevin B. Kamen
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It is the foundation for how Apple has grown to be the 5th largest corporation in the world. Constantly monitoring what consumers want and developing products to meet the consumer's needs (not Apple's needs)! So the iPad was developed to compete in the same space with the MacBook. Mac mini was developed to compete in the same space with the iMac.

Again I ask the question, "What does all this have to do with community publications?" Everything! We have watched the industry debate for the last 20 years on print versus digital. Many of us have said we don't want to jeopardize our print product by offering a digital alternative in our markets. Let me ask one simple question, "Is there any market that does not have digital advertising available in it?" None that I know of. Those that embraced digital early on have learned how to grow that part of their business right along next to their print product, keeping their trusted position in the

market as multimedia consultants. They understood like Steve Jobs, "If I don't provide digital advertising options to my customers, someone else will!"

With that understanding in mind, you can see that there is a mix of both print topics and digital topics on the conference agenda and a similar mix of partners in the trade show as well. We invite you to participate with an open mind and thirst for knowledge. For those of you looking to increase your digital offerings in your market, you are going to find a variety of options and information to help you do just that. For those of you who decide to remain with only print offerings in your market, you will leave with a much better understanding of what your digital competition can offer and what your print product will need to be doing to keep pace. Either way you win.

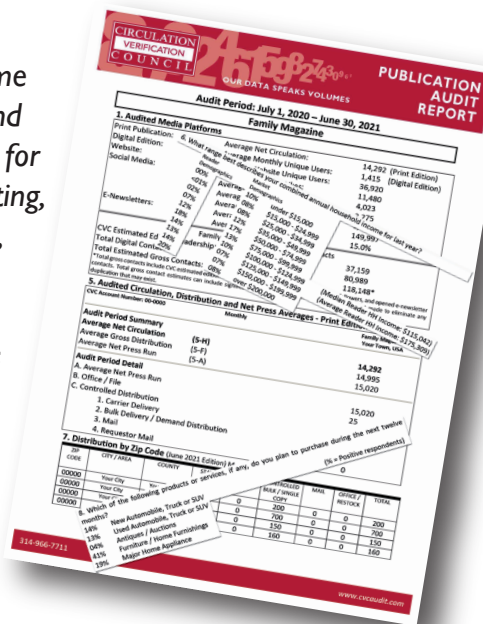
Personally, I believe that providing as many options for your advertisers as necessary to deliver the kind

of results needed for them to stay in business is the only way to build your company. It may not be the easiest way to go, but it provides for a growth focused future in an ever changing media landscape. It sets your company on a path more like Amazon than Barnes and Noble. More like Google than like AOL or Netscape. If the following companies could turn back the clock and rethink their business philosophies, I bet they would do it in a heartbeat – Eastman Kodak, Blockbuster, Nokia, Xerox, Circuit City, Motorola, or Toys R Us.

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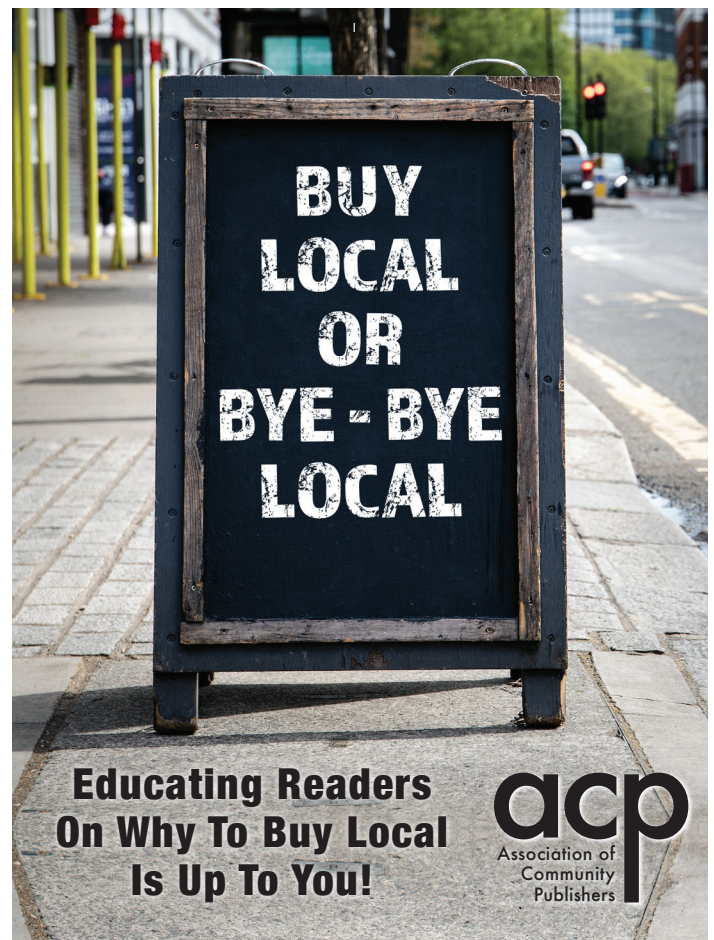
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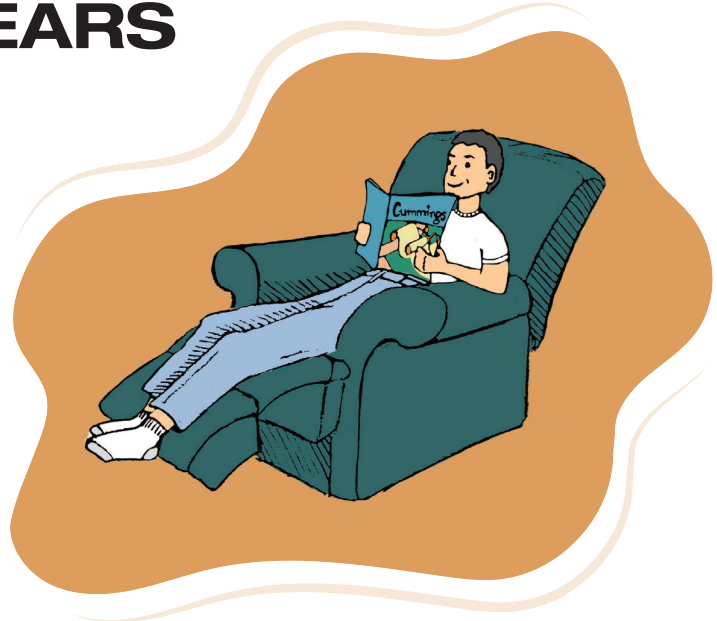
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HOW TO NETWORK AT A CONFERENCE – 21 OF THE BEST NETWORKING TIPS FOR YOUR NEXT BUSINESS CONFERENCE

BY MARTIN JONES – SENIOR MANAGER AND EDITOR FOR COXBLUE

One of the most valuable take-aways from any conference is the new relationships and contacts made through networking. Understanding how to network at a conference, and going in with the right strategy can be a gamechanger for your business or career.

To get the most out of the conferences and meetings you attend, it's important to plan your strategy well ahead of the actual event.

These 21 tips that will help you make the most of your conference networking opportunities before, during and after the event.

1. Have Clear Goals and Objectives

Conferences tend to move at the “speed of social” these days. That is to say, people are moving from one conversation, session, or event to another, quickly. It's easy to get lost in the flow of things. Identify clear objectives of sessions to attend, who you hope to meet, and what you want to take away, prior to the event.

2. Stay In The Same Hotel as the Conference is Being Held

Networking events, dinners, and activities will likely be held there or nearby. In addition to this, most of the speakers, panelists, etc will be staying there also. A “chance” meeting in the lobby, gym, hotel Starbucks, or elsewhere can help “break the ice” and lead to additional opportunities for a conversation later in the conference.

One last item to think about... If you're anything like me, you occasionally run late for at least one of the opening sessions or keynotes. Staying in the same hotel as the conference can be a lifesaver on those occasions.

3. Go Prepared

If there are specific attendees, vendors or speakers you hope to meet and talk to, do your research and prepare well ahead of time. Read their latest book, blog posts, etc, and search for the latest news on their company.

Connect with them on Twitter and follow/engage in conversations up to,



and while at the conference. Have your initial questions or a comment prepared ahead of time.

4. Send an Email or Tweet Prior to the Event

Use the same approach mentioned above. Let them know that you value and have an interest in their work and that you would like to take a minute or two at the conference to introduce yourself.

Demonstrate that you're aware of the value of their time and be clear that you only want to take a minute or two.

One of the biggest mistakes people can make in their very first contact is to try and schedule a lunch or dinner meeting. Break the ice first and lead with value. If you do this, you're much more likely to get some follow-up time and a longer meeting if needed.

5. Avoid the Helicopter Approach

Many times at conferences I see people begin to approach someone they would like to meet only to stop 5-10 feet away and go into “hover mode”. Nothing makes a person more nervous than the possibility that a stalker is nearby. Seeing you in “hover” mode, the person you hope to meet will most likely already be formulating their exit strategy. Complete your approach and simply introduce yourself.

6. Be Ready with Conversation Starters

If at some point the conversation gets “stuck” always have a few conversation starters to get it going again. Here are a few examples.

- “Where are you from?”
- “What interested you in (Fill In The Blank) conference?”
- “How long have you been with (Fill In The Blank) company?”
- “Where were you before joining (Fill In The Blank) company?”
- “What has been your favorite sessions/speakers so far?”
- “Will you be attending other conferences this year?”
- “What are you hoping to get out of this conference?”
- “I'm trying to improve (Fill In The Blank) – what are you doing, any tips?”
- “What sessions/speakers are you looking forward to?”

7. Be Approachable

Don't spend all your time outside of conference sessions using your phone, laptop or tablet. By circulating and looking open and engaged, you'll make it more likely that someone else, looking for someone to talk to, will approach you. Knowing “when” to network is just as import and as “how to network”.

NETWORKING FEATURE

8. Don't be a "Fan-girl" or "Fan-guy"

While it's great to meet the speakers, authors and other VIP's at a conference, don't spend your entire time trying to connect with them. In doing so, you'll miss countless other opportunities.

Instead, spend your time listening, learning and connecting with others that have similar interests and objectives as you. Your time at the conference will be a much more worthwhile investment.

9. Create a Schedule

Know who is speaking where and when in relation to your interests and conference objectives. You can't be everywhere at once, and the best sessions fill up quickly. You don't want to miss the opportunity to be in the session with that "one" person you're hoping to meet or hear.

10. Use Social Media

Tweet or post about the conference while you're there. Tag people you've met, or hope to meet, and make complimentary, positive comments about their session, session topic, panels and the conference itself. Always use the conference #hashtag.

11. Check the Nametag

It's always okay to check out someone's name tag if you want to know who "that someone" is – that's why they provide them at nearly every conference. Be sure your name tag is visible so others can identify you. Schmoozing VIP's, speakers, etc. at a conference is perfectly acceptable and probably one of the leading causes of strained eyes and sore necks by Day 2. Still, if you're not sure who it is, just ask.

12. Be Open to People That Want to Meet You

Don't go with the idea in mind that you're there just to pitch yourself or your agenda. Listen to others and you'll be surprised at the amazing relationships and opportunities that open up.

Note: If you're going to drink alcohol at networking events, do so responsibly. More than a few careers, relationships, and opportunities have been damaged by neglecting this simple rule. There's always time after the event without incurring the risks of overindulging at the open bar.

13. Get on the Lists for Conference Dinners, Meet-ups, and Parties

These are great social opportunities. Contact the conference organizer

ahead of time for information and details. If it's a large event like SXSW, etc., follow the conference #hashtag and check Eventbrite often to ensure you're up to speed on all of the conference-related activities, meet-ups, etc. taking place.

14. Keep in Mind Most People at the Conference Are in the Same Situation as You

That is, they go, thinking that they will know few if any of the other attendees. During the various sessions, introduce yourself to the people on each side of you and use the conversation starters mentioned earlier.

Follow the conference #hashtag on Twitter and engage with fellow attendees. You'll build a "conference network" in no time and leave with several new connections and friends.

15. Always Have An Exit Strategy

Inevitably you will end up in a conversation you wish you had never started. Be prepared to politely and gracefully excuse yourself. This is more of a "how not" to meet someone at a conference. There are several ways to do this, but always be polite. Thank the person for their time and politely excuse yourself.

16. Get The Conference App

There are several terrific social discovery apps that let you know when people within your networks are nearby. Many provide a simple interface for saying hello and are generally easy to set up and use.

I've used them at conferences and they're great for networking beyond the confines of the sessions you're attending or the show floor. Unfortunately, a lot of these apps come and go or are integrated into the conference app itself (which is fine), however; it can be a bit of a pain having to download a new app for every conference that you attend.

Don't want another app on your device? Simply use Twitter and a Twitter client like Tweetdeck to follow the conference #hashtag.

17. Don't Forget the Tangible Items You'll Need

Conferences can be long, all day, well into the evening events. Lack of breath mints, gum, eyedrops, a comb or brush, cologne or perfume can ultimately be a deal-killer when you're meeting someone. Plan and pack accordingly.

18. Bring Business Cards

"I don't use business cards, I like to connect on social"...., says the person who always forgets them. Don't believe it – business cards are still a valuable asset to have at the ready. It's one of the quickest, most effective ways to introduce yourself and share your contact information. If you prefer to connect on social, add your Twitter handle and other social details on your card. You may have only a brief moment to make contact with someone and handing them a business card is always better than a missed opportunity.

19. Head to the Gym (and on-site Starbucks)

If working out is a regular part of your daily routine, go to the hotel gym. It's a great place to meet other conference-goers in an "outside the conference" environment. Don't want to go to the gym? If there's a Starbucks at the hotel or conference center, that's another great place to meet and connect.

20. After the Conference Follow up

You should have a number of business cards from people you've met. Send an e-mail or LinkedIn invite summarizing an interesting point from the conversation and suggest whatever follow-up is appropriate (phone call, coffee/lunch, or simply "let's keep in touch").

Where it makes sense, connect the person with others you know personally, where there are shared interests and a likelihood of a valued connection.

21. Connect Socially

In addition to the follow-up mentioned above, be sure to connect socially on LinkedIn, Twitter, etc to stay in contact. Send a brief message with your friend request, reminding the person who you are and thanking them for the time they spent speaking with you.

SUMMARY

There are hundreds of conferences each year that cover every conceivable niche, interest or industry. To make the most of them, use these tips on how to network, and I promise you won't be disappointed in the results. ■

Original Article: <https://www.coxblue.com/21-networking-tips-that-will-help-you-rock-your-next-business-conference/>

For additional articles related to small business topics, visit <https://www.coxblue.com/>

LIFE IN THE FAST LANE

2023^{acp} CHARLOTTE

CONFERENCE AND TRADE SHOW

CONFERENCE SCHEDULE

WEDNESDAY - 5/10

- 2 - 4 PM ACP Board Meeting
- 4:30 - 5:30 PM Rising Stars Orientation Meeting
- 6 - 7:30 PM Opening Welcome Reception

THURSDAY - 5/11

- 7:30 AM Registration Open
- 7:45 - 8:45 AM Breakfast in Trade Show Area
- 7:45 - 8:45 AM World Health Insurance Breakfast Meeting
- 8:45 - 9:30 AM Opening Ceremonies
- 9:30 - 11 AM Keynote - Sam Richter
Every Sales YES Begins with a KNOW
- 11 - 12:15 PM Break and Vendor Interaction Session
- 11:15 - 12:30 PM Rising Stars Session
- 12:15 - 1:15 PM Recognition Lunch in Trade Show Area
- 1:15 - 2:30 PM Sam Richter - Get the Meeting Workshop
- 2:35 - 3:50 PM Breakout Sessions:
TLI Classes: (2 to choose from)
Leadership Roundtable - Open Forum
Trade Show Open
- 3:50 - 4:20 PM Break and Vendor Interaction Session
- 4:20 - 5:35 PM Idea Exchange - Roundtable NASCAR Style
- 6:30 - 8:30 PM Dinner & Cocktails
- 8:30 - 10:30 PM Club ACP

FRIDAY - 5/12

- 7:30 AM Registration Open
- 7:45 - 8:45 AM Breakfast in Trade Show Area
- 7:45 - 8:45 AM SMC Breakfast Meeting
- 8:45 - 10 AM Breakout Sessions
TLI Classes: (2 to choose from)
Leadership Session - 10 Tips to Digital Success
Trade Show Open
- 10 - 11 AM Break and Vendor Interaction Session
- 11 - 12:15 PM Breakout Session
TLI Classes: (2 to choose from)
Leadership Session - Be the Community Forum
Trade Show Open
- 12:15 - 1:15 PM Lunch
- 1:15 - 2:15 PM Trade Show Last Opportunity Session & Race
- 2:15 PM Silent Auction Officially Closes
- 2:30 - 3:45 PM Breakout Sessions
TLI Classes: (2 to choose from)
Leadership Session -
"Get Into the Digital Race"
- 3:45 - 4:45 PM Closing Keynote Tom Silvestri -
All About Relevance
- 4:45 - 5:30 PM Closing Presentations (TLI Graduation)

JOIN US FOR THE ACP 500 IDEA EXCHANGE



Bring us your ideas - new, old or retread - even if it isn't your original idea, we want to hear them all! You'll enjoy watching our contestants trade paint while presenting their money-making or cost saving ideas! The stakes are high for the presenters who will compete to make the podium finish in this annual attendee favorite and newest version of the 3-Minute Idea Exchange. Contestants will present their idea to the audience to sway them for their votes. The audience will do a live phone vote to determine the three finalists who will receive the checkered flag and be on the podium. The audience will then vote again to determine which finalist will make it to victory lane and win the \$500 first place, the \$250 second place and \$100 third place prizes. The fun and entertainment of this event are sure to be a conference highlight! But the true opportunity will be the value of the ideas presented as a resource for attendees to take home a revenue generating idea or an operational improvement that could potentially cover far more than the cost of attending. Bring your best idea with you to Charlotte and be ready to step into the fast lane!

TRADE SHOW PARTNER PROFILES



LEGAL NEWS SERVICE

Legal Notice Service (LNS) began as a collection of tools and practices used by our newspapers that received a large number of legal notices. Over time, the revenue generated by these legal notices allowed us to expand into several markets without the significant addition of labor and, moreover, without the introduction of errors.

Over the years we worked with many newspapers to create legal/public notice technologies and processes to help process these notices more effectively. LNS completed this process in 2016 and market response has been excellent.

Today, LNS effectively serves as an outsourced legal notice department and orients itself as an extension of the newspaper it serves. Importantly, LNS goes to great lengths to build a mutually beneficial partnership with its customers by:

- Only charging for notices it processes

- Waiving fees for notices processed with errors
- Integrating LNS onboarding/customization fees into its per-transaction fees
- Variable length contracts

In short, we work tirelessly to process notices without defect at a fair price to maximize our customers profitability. Further, we aim to provide the best experience to our newspaper customers and their end-customers. In the event the experience does not meet expectations, we offer an easy way to terminate the agreement.

We very much appreciate the opportunity to serve your company!



ANYGRAFF USA

Solving Problems, Meeting Challenges. Driving Business. Delivering Value. Publishers and other media professionals need solutions and strategies that are flexible while being ready for their markets, their company's culture, and their success. It starts with understanding our client's short and long term goals. Some opportunities revise and revitalize workflow. Still others call for leveraging our client's experienced workforce while introducing new solutions, systems and tools for meeting their market's needs. It's about delivering value while listening to each site's priorities by understanding their capabilities. Developing software, systems and best practices in Content Management and Planning,

Digital Publishing, Advertising Sales Management, Access Management, Circulation and Subscriptions is our business. And we deliver. Approaching our third decade of operation as an independent software vendor servicing publishers worldwide makes us unique. Grateful too. Our product road map has been developed, revised, and delivered with the benefit of dedicated colleagues who pursue the evolving challenges of the market. From our worldwide headquarters in Finland, Anygraaf is meeting and exceeding the expectations of our clients. Through our regional offices and partners, our team has the privilege to speak with publishing professionals as they grow their success, while maintaining their customers' expectations. It's accurate to say, we're not only in this together, but we're counting on our clients for future Innovations.



CUMMINGS PRINTING

Since 1914 Cummings has specialized in the printing of short-run publications. We offer a streamlined pre-press workflow through InSite, multiple heat-set web presses and strategic mailing options like co-mailing and destination drop-shipping. That said, the strength of our company lies with our dedicated employees. We work for you. Clients never get lost in the shuffle. Every job gets the attention it deserves.

As a four-generation, family-owned company with over 100 years of experience in publication printing we know what service is all about. Every day we strive to make sure our clients know that they are never just another account. We value our relationships and it has served us well through the years. We make sure you utilize all the efficiencies possible and answer any questions you have. That's our job.

Our objective at Cummings Printing has been simple: provide customers with a quality product, delivered on-time and within budget. Although "Quality" may be an overused cliché at some companies, at Cummings it is a way of life. As an ISO 9002 company, Cummings has implemented a quality management system that involves every employee, from customer service through shipping.

If you are not getting this same service from your printing company, please contact Cummings Printing and experience what has made us successful since 1914.



GLOBAL HD

Global HD is a national leader in providing world class delivery and verification solutions to free publications of all sizes. Our expertise is in the fulfillment of free weekly publications and related TMC products where

real-time verification of your deliveries is essential to your readers and advertisers. Global enjoys the highest praises of the newspaper industry and national advertisers alike because of our dedication to quality, reliability, and transparency. Global currently delivers for publishers of all sizes in multiple states, with major hubs in Texas, Florida and the Mid-Atlantic.

TRADE SHOW PARTNER PROFILES



SCS has delivered Innovation, Longevity and Service for nearly 40 years with advertising, production, newsroom and digital asset management software. Family-owned and employing a staff of U.S.-based developers, sales and support, SCS has long been a trusted vendor for newspapers ranging from small weeklies to corporate groups.

SCS's Community Advertising System (CAS) packages the core systems a publishing company needs to put out a paper. CAS includes retail and classified order entry, accounts receivable, display ad dummied, classified pagination, ad production management, and news pagination management. CAS also comes with web-based self-service modules for customers to place classified ads, proof display ads, view electronic tearsheets and make payments.

Each CAS component can be purchased separately and can integrate into your current workflow. Our Production Suite – Layout-8000, SCS/ClassPag, and SCS/Track – fit in nicely with most of the other systems on the market.

If you're tied of paying exorbitant fees for legacy newsroom systems, check out SCS's Community Publishing System (CPS), also known as Scoop. CPS is perfect for content creation, curation and multi-channel distribution with edition planning and monitoring, is web-based, and integrates beautifully with Adobe InDesign. Combine CPS with Automated News Pagination (ANP) to use SCS AI to assemble complete, output-ready editorial pages with ads, photos, captions, headlines, page furniture.

SCS's subscription packages are backed by 24/7/365 support with NO PER CALL CHARGES and include either SCS-provided Local Cloud Appliances or a cloud-based instance.

ACP members The Genesee Valley Penny Saver, Kapp Advertising and Hometown News use SCS's systems every day. Talk to us to learn what SCS can do for you!



ASK-CRM

ASK-CRM is an “affordable” Customer Relationship Management (CRM) tool developed and designed specifically for the media industry by seasoned media industry professionals. ASK-CRM is currently deployed to over 200 weekly and daily publications, with distribution ranging from 5,000 to nearly 200,000. Accordingly, our client sales staff's range in size from a single account executive to more than 100. Regardless of your scenario, ASK-CRM truly is a “tool that streamlines media selling” for everyone. We can help!

For starters, ASK-CRM captures all advertising customer information, along with the associated sales transactions from your business system to present a total picture of your customer landscape. By doing this, your sales team can easily target inactive and churned accounts at the touch of a button. Gone is the time consuming, arduous and complex process of extracting data from your business system so that you can manipulate it into a spreadsheet for distribution to your sales team. Instead, ASK-CRM automatically provides robust, flexible and up to date information to everyone involved with the sales process; freeing your time for coaching, selling and driving more revenue!

Now that your business system sales history is in ASK-CRM, it is simple for anyone to create targeted lists. Point and click filters are available to isolate advertisers based on their activity in certain publications or rate codes. Perhaps you want a list of advertisers in a specific zip code, city, county or state. Maybe you want to find all of your inactive accounts. One can even create and maintain your own custom groups of accounts based on any criteria you need. All of this flexibility means that you can create call lists at the click of a button for your entire sales team and have

the calls assigned to the account owner or anyone of your choosing. You can even use your custom lists for emailing. Whether you want to send individual emails to your contacts or if you want to send the same email to everyone in a mass email, ASK-CRM is up for the challenge.

We have integrated a robust html email editor, complete with tracking statistics (opens, clicks, etc.). Our email editor also allows you to create emails that include mail merge functionality so each email is individually addressed and personalized. Plus, we can include hyperlinks to your sales flyers or to an advertiser's previous ad.

Yes, we even host final versions all of your prior ad history as part of our integration with your systems. The ads are organized and included as part of the customer information for each and every one of your advertisers. Gone are the days of searching through the archives, looking for an old ad for an advertiser. Just another way we give you more selling time.

Another feature that saves time and finds revenue is our “flexible” advertiser churn analysis. By default, each account executive is provided a year-over-year view of the current month picture. Additionally, they can easily see comparisons by weeks, months or years. Whatever fits their current needs is available in less than 5 seconds. No more waiting on someone to run a report and email it to them. Providing this information aids your team's account retention and reactivation efforts.

ASK-CRM is loaded with additional features like contact management (complete with email address validation), automated call reports, and mileage tracking/logging; just to name a few.

As they say...the proof is in the pudding and several of your ACP friends are already clients. Please reach out today so we can talk in-depth about your needs and evaluate how we can assist.

Robin E. Smith, robin@ask-crm.com, 410.449.4777



CVC

CVC provides circulation audits and readership studies to newspapers, magazines, shoppers and niche publications throughout North America. CVC

audits include print, website, digital edition, social media, email marketing, mobile and text media. CVC readership studies utilize a multi-tier study platform that gives publishers accurate demographics spanning multiple media platforms. Eligible ACP members receive all CVC services as a free member benefit.

TRADE SHOW PARTNER PROFILES



ADCELLERANT

About AdCellerant

AdCellerant provides businesses access to high-quality digital marketing technology and solutions through partnerships with media companies and agencies. Focused on generating results and growth for businesses of all sizes, AdCellerant offers best-in-class technology and software, award-winning customer service, gifted education, and exceptional operational support to ensure customer campaign performance.

Leveraging proprietary technology Ui.Marketing, AdCellerant effectively connects businesses with their ideal customer at the right time. Harnessing an easy-to-use and nimble digital advertising tool, users can manage the entire buyer's journey from quick and accurate comprehensive proposal creation, campaign launch, and campaign performance. All within a single platform.

Life at AdCellerant

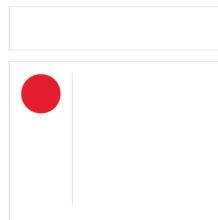
Our top priority is our team above everything else. We set out to build a great workplace, followed by a great company. We can only achieve the company's business objectives if our team is motivated. Since the inception of our company, we've been proudly recognized as:

- Inc. Magazine "Best Workplace" 2017, 2018
 - Denver Business Journal "Best Workplace" 2018
 - Built In Colorado's Best Workplaces for five years running: 2018 - 2022
- Additionally, for five consecutive years, we've achieved a place on the Inc. 5000 list of Fastest Growing Private Companies in America. We believe this achievement is only possible through our people-first approach and continuing to grow alongside our team.



ADROITSQUARE

We operate a 24/7 world-class design center specializing in creating efficiencies, cost savings, and revenues for the newspaper and publishing industry. Specifically, we deliver print and digital ads, pagination/design, and turnkey special editions, supplements, magazines as well as website development.



Creative Circle MEDIA SOLUTIONS

CREATIVE CIRCLE

Creative Circle can help grow your print and web revenue and readership. This is the year to get better and position yourself for future success! We can make upgrading your web site or print products easy on you so there is no reason to put off getting better!

- **Our dynamic web CMS would be a dramatic upgrade** from what you have now: more flexible, dynamic and easier to learn and run. It can handle all your subscription, circulation and pay wall needs, your classifieds, e-editions and paid content like obituaries. It will generate more traffic and revenue.
- **Premium Pages is a news and features service** for your web site, and provides fresh content daily and exciting visuals, layouts, video and podcasts to help drive subscription sales and readership. Our 22 pages on topics like pets, food, money, home improvement, health, automotive and real estate can also drive ad sales and sponsorships. It works with any web site.
- **Print is only dead if you let it happen to you.** If you are willing to rethink print and coverage, we can help you grow again. In print. We can provide training and guidance to rethink your content to engage more readers in new ways. Want more? We have high school sports and election widgets to generate revenue. We've developed the first ad server that defeats ad blockers. We can come to your market and sell digital advertising and coach your sales reps. Visit our booth at the show. You'll be glad you did!



DESIGN2PRO

Design2Pro is the premier off-site design and production solution for all your pre-press graphics needs – editorial pagination and design, print and web ad production and all your marketing, promotional and collateral projects. We're currently the design hub choice for more than 300 different print and digital newspapers and magazines around the world. We handle everything from fast-paced dailies to high-end high-glossy quarterly magazines and everything in-between including community weeklies, trendy monthlies and local shoppers.

Founded in 2004, Design2Pro is one of the creators, innovators and pioneers of off-site cover-to-cover publication design. Our team of 100+ full-time staff designers and artists can execute nearly anything you can imagine for your publication from attention getting infographics to a total redesign. We are your one-stop shop for all things pre-press and at prices that make your publications more profitable!

APPROACH: When you entrust your publication's art, design, layout and composition needs with us you'll have all the benefits of an in-house art department with none of the hassles and liabilities of payroll, taxes, insurance and employee benefits along with employee turnover, unreliability, recruitment, training and supervision. Also you'll be freed from high capital costs for equipment, software and constant upgrade.

STRATEGY: You'll gain a lot more profit from your publications because we can design and produce all of your periodicals, advertisements, collateral materials and mobile apps for a fraction of the cost of an in-house staff or traditional graphic firm. We can even help with your website and e-books.

DEPENDABILITY: Design2Pro is your cost-effective design solution. We do all of your design work quickly, creatively, accurately and dependably with friendly and highly talented graphic professionals who'll make you look good. We'll meet your deadlines and give you peace of mind all for big savings versus doing this work in-house.

Design2Pro is your game-changing solution in today's incredibly competitive newspaper publishing environment. For more information, visit us in Charlotte or contact Howard Barbanel at howard@design2pro.com. If you are looking for a sample of our work – you are looking at one right now or visit our website at www.design2pro.com and click on our Portfolio Page tab.

TRADE SHOW PARTNER PROFILES



JANUARY SPRING

January Spring serves agencies, publishers & resellers, acting as your back-office digital media buying partner.

Whether your business is in the midst of its own Digital Transformation or has fully embraced the need to service your advertising clients with an agency approach – you’ve found the right partner with January Spring.

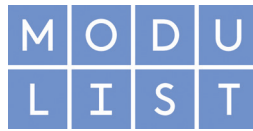
As you get to know us, you’ll see we don’t act like a big, stuffy firm. Our team has built a proven model to enhance your offering to include off-site digital using a combination of geo-fencing, device targeting, household targeting, paid social, and search marketing.

Going beyond our back-office heavy lifting, January Spring will coach and mentor your reps as they take digital to market. We’ll help with pricing, packaging, pitches and proposals. You will always have a digital expert at your side.



METRO CREATIVE GRAPHICS, INC

Since 1910, Metro Creative Graphics, Inc. is the leading provider of advertising-based creative, editorial and sales support resources for media companies to create, sell and profit – every day, week and month of the year – with their print, Web, social, event and mobile efforts: Imagery, specs ads and page layouts, ideas, logos/trademarks, auto manufacturer photos, copyright-free editorial, print templated sections, online e-Sections, digital and print automated event calendars, selling data, and digital ad tools.



MODULIST

Modulist is a media services company that specializes in the processing of user-generated, paid content submissions for any media type, regardless of size, frequency or distribution platform.

Our tagline is “Publish life’s stories,” and that is our mission. We match people and businesses wanting to publish important milestones in the local media products where they want their content published. We do this with a world-class online portal where clients submit their paid content, such as obituaries, milestones, business announcements, paid letters to the editor, and other milestones directly to one or multiple media outlets with one, single transaction.

We collect the payment up front from the consumer; they build their ad in our

intuitive and user-friendly portal; we do the quality assurance on the order; and then we provide a pdf for printed publications and a digital file into your content management systems. Our process assures that you keep your community content on your platforms.

Simply put: We process the work on your behalf; provide white glove client service seven days per week; produce a quality looking order for all of your platforms, and you keep your revenue.

Our mission is to establish a long-term partnership with our clients, helping to position them for the future by decreasing production costs and increasing revenue in integral content categories. Our driving factor is to provide top-notch service on your behalf so that we are helping to build the reputation of your brand.

Our aim is to make it so that our clients need only one team and one tool to process all of their user-generated paid content platforms.



THE NEWSPAPER MANAGER

Mirabel Technologies is a privately owned, international tech company that provides all-in-one software solutions for businesses. The Newspaper Manager of Mirabel Technologies is the global leader of publishing CRM solutions. Serving more than 18,000+ publications and media companies worldwide, this flexible web-based software app drastically reduces overhead costs and manpower by connecting a world class customer relationship management platform, a robust sales pipeline opportunities module, a production and project management system, a powerful billing and detailed accounts receivable system, and an audience development platform into one unified platform. Since our introduction of the first web-based publishing CRM, The Newspaper Manager, our suite of SaaS products has grown to include DigitalStudio, The Magazine Manager, Flip & Share, Mirabel’s Marketing Manager, Clean Your Lists and ChargeBrite. Each product expands Mirabel Technologies into new industries to provide clean, streamlined solutions to marketing, sales, project management, subscription management, and more.



THE ULTIMATE PRINTSOURCE

The Ultimate PrintSource, Inc. operates as a seamless extension of your newspaper operation. Since 1991 we have partnered with over 50 newspapers across the country providing print for advertising, circulation and marketing departments.

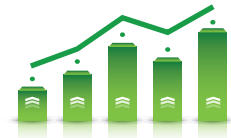
Although our quality and pricing are excellent, it is our service that sets us apart from the rest. We care about every order, no matter the size, and strive for a 100% on-time delivery. We created a website portal to make sending orders and files easy and less labor for you.

Some of our products include Single Sheet/4 Pager Inserts, Direct Mail, EDDM, Rackcards, Bundle Hangers, NCR Forms, Booklets/Magazines on a variety of stocks from newsprint, offset to glossy. We have a digital department for short run, sheet fed for medium runs and web presses for long runs; so no matter if you have an order for 100 or 100,000 and up, we have a press that fits your need.

Please email me, Jeff Ferrazzano, directly for quotes or any information. jeff@ultimateprintsource.com

Thank you & God Bless.

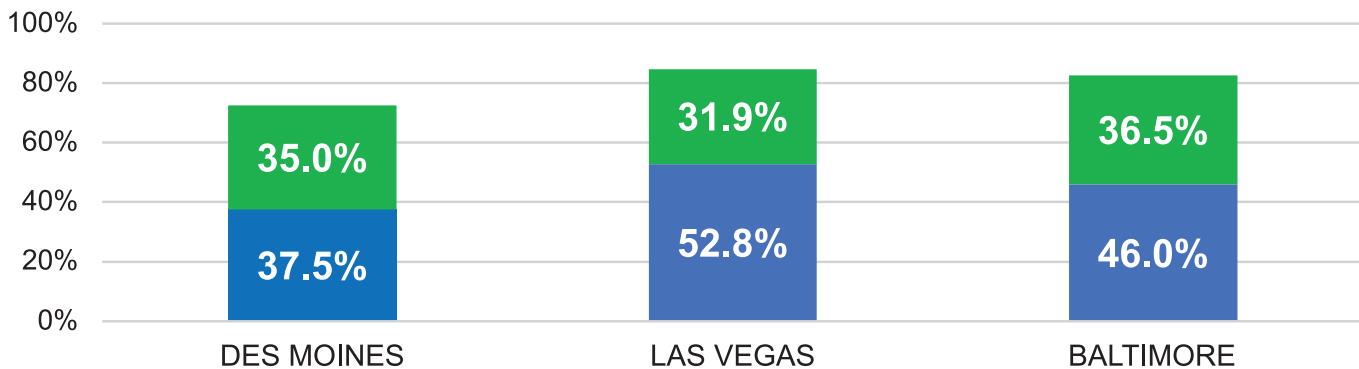
THE SURVEY SAYS...



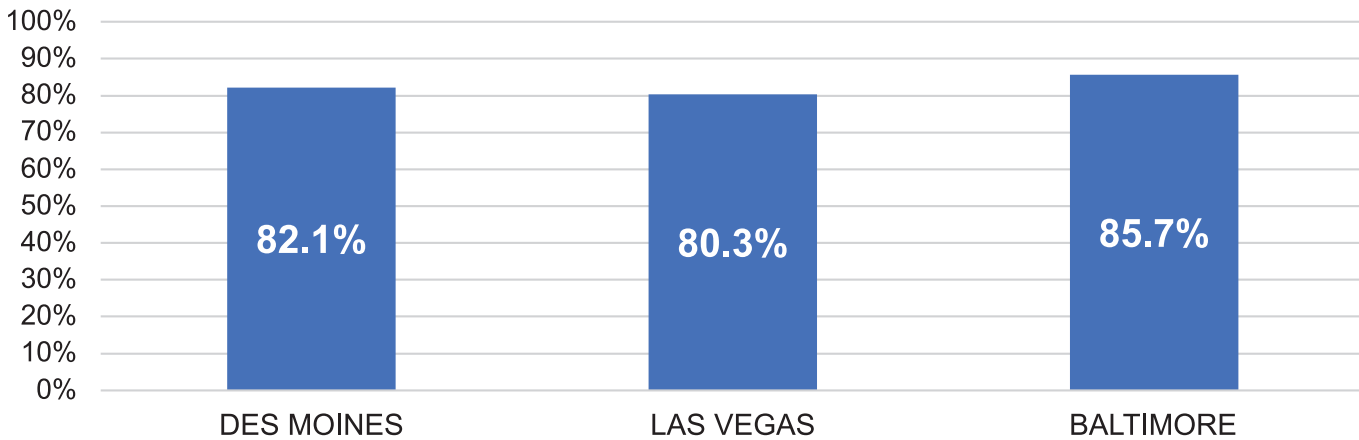
SURVEY RESPONSES FROM LAST 3 ACP CONFERENCE TRADE SHOW ATTENDEES

Attendees Who Interacted With At Least 4 Trade Show Partners

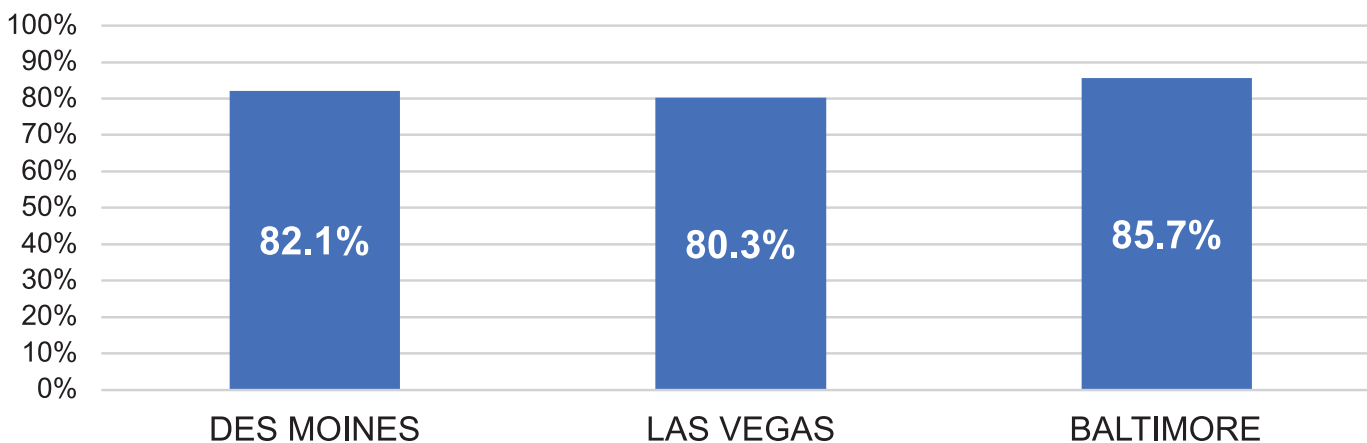
■ 4 to 7 ■ 8 or More



Attendees Rating the Trade Show Good to Great

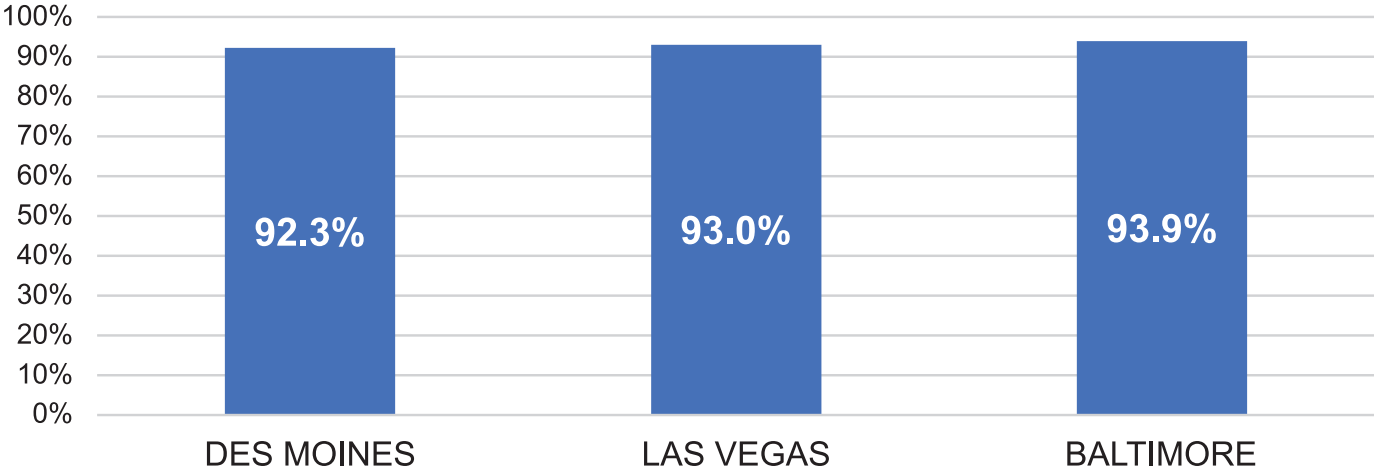


Attendees Who Rated the Quality of the Trade Show Events GOOD TO GREAT

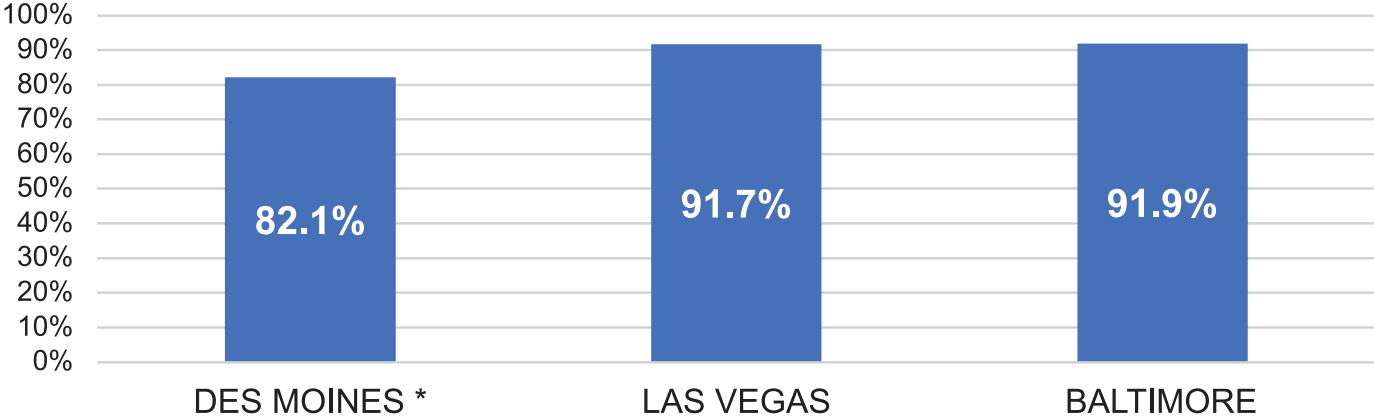


SURVEY RESPONSES FROM LAST 3 ACP NATIONAL CONFERENCE ATTENDEES

**Attendees Rating the General Sessions
GOOD TO GREAT**

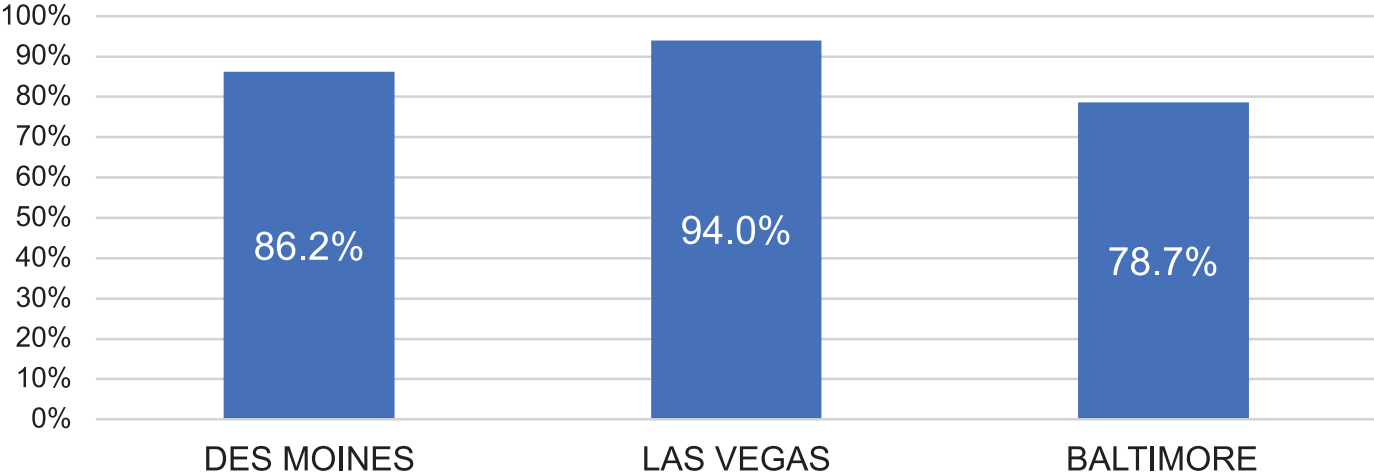


**Attendees Rating the Networking Opportunities
GOOD TO GREAT**



* Des Moines Program Length Reduced to 2 Days

**TLI Attendees Rating Classes Attended
GOOD TO GREAT**



SCS ANNOUNCES PROMOTION OF LONG-TIME DEVELOPER

SCS is excited to announce that Michael Grabowski (url for link: <https://www.linkedin.com/in/michael-grabowski-283342ba/>) was promoted to Director of Application Development on February 10, 2023.

Mike has worked for SCS since 1999, starting as a Junior Application Developer working on reports for the company's accounting system. Shortly thereafter, Mike began work on SCS/Track and at the time had the opportunity to visit many of SCS's customers across the US and South America to help demo and deploy the SCS/Track application.

In 2015, Mike was named Senior Application Developer and continued to expand his knowledge across SCS's various applications and systems, contributing signifi-

cantly to making SCS/Track to the web-based application it is today.

Aside from his love of Computer Science and software development, he also has a passion for gaming and is part owner of The Portal Comics and Gaming located in Bethlehem, Pennsylvania.

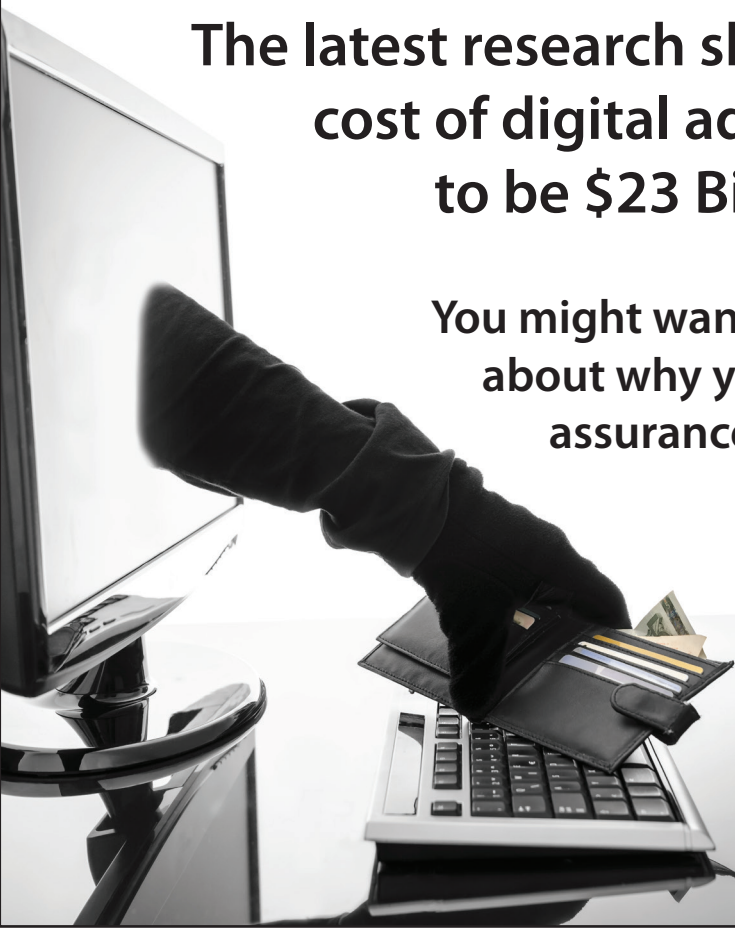
Mike lives in Slatington, Pennsylvania with his wife, Katie, and his children, Kyra (age 12) and Brady (age 8).

ABOUT SCS

SCS offers an extensive line of publishing-related applications, including Layout-8000™. More than 300 sites producing over 2,000 publications in 10 countries in 5 languages use SCS mission-critical software every day. SCS is privately held by Kurt Jackson. You can learn more at www.newspapersystems.com.

LITTLE VILLAGE MONTHLY ACQUIRES DRAFT HORSE JOURNAL MAGAZINE OF IOWA

Uniondale, New York – Little Village Magazine, a monthly news and culture magazine that produces two distinct print editions to serve the Eastern and Central Iowa areas based in Iowa City, Iowa, and has a second office in Des Moines, has acquired the assets of The Draft Horse Journal Magazine, a glossy family owned and operated internationally distributed title first published in 1964. Lynn Telleen, who Kevin Kamen, president/CEO of New York-based Kamen & Co Group Services, LLC represented, sold the heavy horse title, to Matthew Steele, owner of Little Village Monthly. The publication's editorial coverage focuses on all aspects of the heavy horse trade, including in-depth features, profiles on the best of the best, show results, market reports, veterinarian and legal advice, history, and more.



The latest research shows the 2022 estimated cost of digital ad fraud in North America to be \$23 Billion!

SOURCE: TrafficGuard

You might want to mention this when you talk about why you provide your advertisers the assurance of a certified circulation audit!

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ADDITIONAL RESOURCES

Lantech – Blog Article

7 Tips on How to Attend a Trade Show

This article offers solid tips for getting the most out of trade show and conference attendance. Planning is everything!



Everything Tradeshows – Article

15 Tips For Trade Show Attendees

This article can benefit trade show participant and attendees both. Similar to the above article, practical tips on getting the most out of the time and energy invested.



LinkedIn – Article

Visiting An Exhibition? 5 Tips To Getting The Most Out Of Events & Trade Shows

by Ken Waterhouse

Straight forward tips to improve your return on your investment in attendance.



Sales Tech Series – Article

B2B Sales Negotiation Tips and Best Practices

by STS Staff Writer

Negotiating a result that works for both the seller and the buyer is important to the success of any transaction. This article lays out 7 tips for you to employ to maximize your potential outcomes. Great information here.



VeriFacts – Article

8 Ways to Get the Most Out of Your Conference Attendance

This article stresses how conference attendance can be an invaluable contribution to the success of any organization. Following these steps will provide momentum toward producing more value from conference.



ADDITIONAL RESOURCES

KADO – Blog Article

Our Top Tips To Improve Your Networking Skills In Record Time!

Real world ways to enhance your networking efforts right away! From chamber meetings to ACP conferences, these tips will get you more involved and provide for better outcomes.



Ex Ordo – Blog Article

23 Networking tips to use at your next conference

By Sierra Taylor

This article will benefit the first-time attendee as well as the seasoned veteran of conference attendance. These easy to understand and follow recommendations will bring home more than enough benefits to cover conference attendance.



Lands' End – Article

How Every Entrepreneur Should Dress for a Conference

First impressions can determine a great deal about what is about to take place. This dressing smart guidance is will help set you up for success by providing excellent guidance on what to wear and how to conduct yourself.



Wagepoint – Blog Article

An Expert Convention Packing List – How to Travel Like a Pro

By Michelle Mire

From clothing to toiletries to business items, this article will make sure you aren't overpacking or leaving necessary items out. Confining your needs to a carry-on is possible if you plan ahead!



Newest addition for your “Advertiser Help Page” Listings

Remodeling – Article

7 Reasons Newspaper Advertising Still Makes Sense

By Gary Thill

While not ignoring digital options, this article reinforces the importance of print advertising in in today's mix. It does talk about remnant space and pay per lead options, so you may want to be careful who you share this with. The 7 Reasons are worth using to promote print advertising in newspapers.



EARLY LIFE OF THE AMES ADVERTISER, Boone County Shopping News, Knoxville Reminder

Rudy Van Drie published his first issue of the Ames Advertiser in 1958. That same year we were married and I taught school to pay the mortgage on a duplex we had just purchased. In 1959 Rudy had become acquainted with Kay Fox, a Des Moines publisher, and Kay convinced him to attend the National Assn. of Advertising Publishers (NAAP) conference which was being held in Des Moines. After that conference Rudy was sold on the value of attending. The next year we again attended but could not afford the hotel rooms so we slept in the chairs of the lobby. I'm thinking that meeting was in Kansas City but my memory may be faulty. The following year Rudy had T-shirts printed that said, "My Daddy Publishes a Shopper." Those t-shirts paid for our trip. From then on we did not miss the annual meeting and our financial situation had improved. The value gained was new creative ideas, improved management skills, distribution methods, the monetary value of your papers etc. After a few years we purchased the Boone Iowa County Shopping News.

An important side benefit was the friendships we made. We met Dick and Sue Luzadder at a Florida conference. They had two girls the same age as ours and the friendship continues today. Dick and Sue Luzadder have passed away but I still exchange visits with her daughters and grandchildren.

Rudy and Dick decided to purchase the Knoxville Reminder together and the thought was to have board meetings in Florida in the winter and in Iowa during the summer. The paper was purchased late in the season so the first board meeting had to be in Iowa where the paper was located. We drove to Des Moines to pick them up at the airport during



GLADYS VAN DRIE

one of Iowa's famous terrible, blizzards. Dick was easy to spot as he came off the plane, walking through the snow in his bright yellow pants, silk shirt, and shiny white shoes. We laughed about that for years and immediately gave him a lesson on the subdued winter colors of the Midwest and the importance of proper footwear. Later so many Iowa shopper publishers and publishers from other states became good friends and contributed to our success.

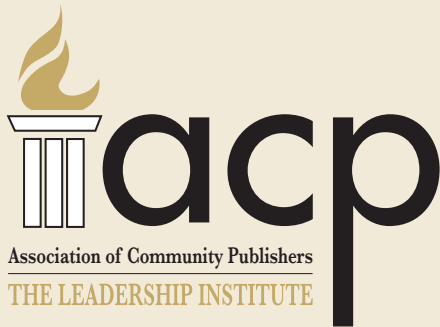
In 1976 tragedy struck when Rudy died of a heart attack on the tennis courts. After teaching in early marriage I was a stay at home Mom after our children were born. Sue Luzadder stayed with me for a week after the funeral and as she was departing to go back home she looked at me and said, "Gladys Monday morning go to the office and pretend you know what you're doing." She had always been an equal partner in their operation. With two girls to put through college I decided to do as she had suggested. It also gave me a reason to get up and get going. After a month I made a list of my strengths and weaknesses and made the decision to hire strength where I was weak.

I also had a meeting with all the employees and said that I planned to keep the paper but I would need their help. Rudy had a philosophy that he frequently shared, hire good people, train them, trust them, and get the heck out of their way. I'm proud to say the paper never skipped a beat. Much of that credit goes to the employees who were salt of the earth hard workers. They did whatever was needed to get the paper out. When a truck tipped over carrying all the papers the sales people, graphic artists, front desk people did what was needed to get the papers to the carriers. Another time we had a fire that started in the wall of our Boone building where all the work was done. The graphic artists drove to a neighboring paper to use their equipment to lay out our paper each week until recovery was completed.

I must add the help I received from the State and National organizations was invaluable. I learned so many things and received mentoring help from so many publishers. I hesitate to name them all because with my aging memory I will forget someone. All I know is I couldn't have done it without the support I received from these organization, publishers, and friends.

My last story is one I want to share about the kind of people that were involved in this business. It was the early years of publishing the Advertiser and we were struggling. Rudy was getting the paper printed at the Clarion Reminder and owed a large printing bill. He was ready to throw in the towel. Gene Allen, the publisher, said, "Rudy I think you're so close to being successful I will carry your printing debt for some more time." It was after that the paper became profitable. That kind of helpfulness and cooperation exemplifies our industry. ■

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



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“My battle cry is
“Tomorrow looks
different and so will we!”
— Admiral Linda Fagan

BY JIM BUSCH

I was watching the evening news when they interviewed Admiral Linda Fagan. Not only is Fagan the first female commandant of the United States Coast Guard, but she is the first woman “Coastie” to hold the rank of four-star admiral, the first to lead a branch of the U.S. Military and to be a member of the Joint Chiefs of Staff. When she entered the USCG academy in 1985, no one imagined that a woman would ever be promoted to such a lofty position. During her 38 years in the USCG, Fagan has seen a lot of change. The Coast Guard has become more and more important in defending the country’s maritime borders and environment. In addition to dealing with a change in its mission and responsibilities, the Coast Guard has had to deal with the general changes in American society. Like the rest of the nation, the Coast Guard has had to deal with the impact of digital technology, changing demographics, and the expansion of the role of women in the workplace. The interview showcased Fagan’s energy and “can-do” attitude. She recognizes the challenges before her and the USCG but, is ready to tackle them with confidence in her own abilities and the skill and dedication of those under her command. I liked her statement quoted above, though she was talking about her beloved coast guard, I think we could all benefit from adopting her attitude. I like the idea of having a “Battle Cry.” The dictionary defines a battle cry as a “slogan expressing the ideals of people promoting a cause.” My sales teams always ended our meetings by energetically calling out our battle cry, “Whatever It Takes!” This helped to ingrain this attitude in my people and pumped them up for the day. I also like Fagan’s acknowledgment of the need to change. If we remain the same as the world changes around us, we consign ourselves to guaranteed obsolescence. By recognizing that we can change with the times and embracing the new, we will see the future as presenting opportunities rather than something to be feared. This month’s Publish showcases the vendors at this year’s trade-show. By adopting Admiral Fagan’s attitude, we will be able to make the most of the technology, services, and ideas that these business partners have to offer us. ■

A NEW LOOK AT AN OLD SALES TECHNIQUE



BY JOHN FOUST
RALEIGH, NC

Carla has been selling advertising for many years. She has researched and tried a variety of techniques to answer objections. “Just about everybody knows the Feel-Felt-Found formula,” she said. “When a prospect makes an objection – about price, for example – the response is, ‘I understand how you feel. Many others have felt the same way. Then they found that our paper offers good value for their investment.’

“In theory, it’s sound,” she said. “But most business people have heard it before. As soon as they hear ‘I understand how you feel,’ they know it’s going to be a canned explanation. The key is to avoid the words ‘feel,’ ‘felt’ and ‘found’ and use other ways to say the same thing.

“The phrase that has been the biggest help to me is: ‘*No one wants to ____.*’ Just fill in the blank after the word ‘to’ and you’ve got a great lead-in statement.”

Here’s a closer look:

1. I understand how you feel.

The purpose of this phrase is to get in step with others, but it’s an overused statement that can sound mechanical and insincere “You shouldn’t say you understand unless you really understand,” Carla said. “This is where ‘no one wants to’ comes into play. It’s a safe statement that puts me on the same page with the other person. When there’s a price objection, I say, ‘No one wants to pay more for advertising than they have to.’ It’s as simple as that. In all the times I’ve used it, no one has disagreed.”

Carla explained that this works with any objection. “No one wants to schedule more ads than they need. No one wants to plan more meetings than they need. No one wants to sign a longer contract than they need. And so on.”

2. Many others have felt the same way.

According to Carla, this phrase is too vague. “It’s good to reassure other people, because we want them to know they’re not the only ones with that opinion. But this step in the process works better with a specific example. I like to say something like, ‘Others have had the same opinion. About a month ago, the XYZ Widget Company was concerned about our rates.’ That creates a bridge to the last step – where I talk about what that advertiser found.”

3. Then they found.

“Here’s where you turn that example into a testimonial,” Carla said. “Instead of referring to all the advertisers who had that same objection, talk about one advertiser’s positive experience. That has more impact.”

Put it all together to get something like this: “No one wants to pay more for advertising than they have to. Other people have had the same concern. In fact, XYZ initially had questions about our rates. Then they discovered that we offer more coverage than other media choices. As a result, their business is up ten percent over the same time period last year. This comparison chart shows...”

It’s hard to object to that strategy, isn’t it? ■

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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 © 04/2023

Clipart... when I started designing ads, we literally had to “clip” or cut out the art from a huge art book that contained various sizes of line art and photos—mostly line art (in black and white, because who was using color?).

These books were 24x36" ... I did say huge, right? So not so easy to move around, but we could cut the size that was closest to our need and “paste” it into the design before we sent it to the typesetter. The early days of ad creation were truly physical! Some of you have no idea of what I am talking about, but trust me, you haven’t missed much... it’s so much better now!

Vector Art

I’m a big fan of vector art

The use of a photograph has limitations—mostly a matter of size. In the small ads I did, using the photo as an attention-getter was not an option due to lack of appropriate spacing. So an illustration became more adaptable to my uses.

When I look for an illustration, it has to 1) be appropriate for the message; 2) be able to “deconstruct;” and 3) be generic enough to be used in or as a frame for a variety of ads, from help-wanted to home fix-up. Flowers or floral designs are such a grouping that will fall into that criteria.



SEE OUR
SPECIAL
WASHINGTON
COUNTY FAIR
SECTION
COMING
JULY 17



Versatility

The floral design above and to the left offers versatility. We were putting together one of our spring home sections and had an odd 1x5 space to fill. The above artwork would work nicely. As it turned out, this was an ideal graphic to take apart, reverse it and add info to promote our upcoming fair section.

Black and white can be striking if used properly. Newsprint is a hard paper to work with because of “dot gain” (ink has a tendency to spread on this paper) but this is not a problem online... nonetheless be aware that if there are multiple uses, you take them all into consideration.

Since there wasn’t much copy, I could reverse the art and keep the text at a large point size and still be readable.

I used only part of the flower, to increase the floral element to be a better attention-getter because the contrast was more effective. I eliminated some vertical stripes in the background so they did not appear to “segment” or “chop up” the ad. We have used this ‘template’ for other small one-column promos.



I still use Adobe Illustrator because I am familiar with it and have used it since the 1990s!



Another Repurposing

The original artwork for the above ad appears at the top of this column. As you can see, I did a bit more “tweaking” of the art and you can see the result above right with final use in the ad above (shown at 61%).

The original art would not work effectively in this ad although the art itself was totally suitable for this springtime ad. By simply removing the background, flipping the art and repositioning the pieces made for a more eye-catching frame for the ad. I also made the artwork more transparent to soften its effect and let the words remain dominant.

The functionality of vector art is that it can be used in a number of places—backgrounds, help-wanted, birthdays, retail stores, etc., and you have so many parts to choose from. Vector artwork can be used in any drawing or illustration program to create the parts that will best fit in your ads and sizing is not an issue because vector art does not degrade—that’s a whole ‘nother topic on file formats!

These files were from *iStockphoto*, but can be found in *Metro Newspaper Service*, *Storyblocks*, online or any art service that handles vector artwork, —or create your own! Once I’ve created “parts” from the original, I use them quite a bit. They fit in small spaces and work nicely at large sizes too. The ability to fill a variety of needs fits into my arsenal of tools.

By the way, I actually created this little floral graphic in *Affinity Design 2*... baby steps!

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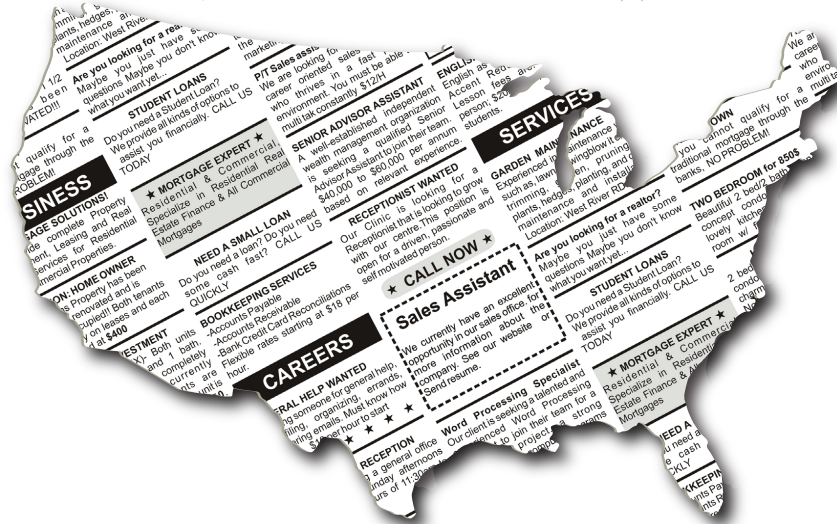
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