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JUNE 2023



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THE ASSOCIATION OF COMMUNITY PUBLISHERS





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Publish

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Nathaniel Abraham III



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COMING NEXT MONTH

The July *Publish* will take a look at “sales best practices”. As always, we will also cover the people, information and issues that are influencing the community publishing industry.

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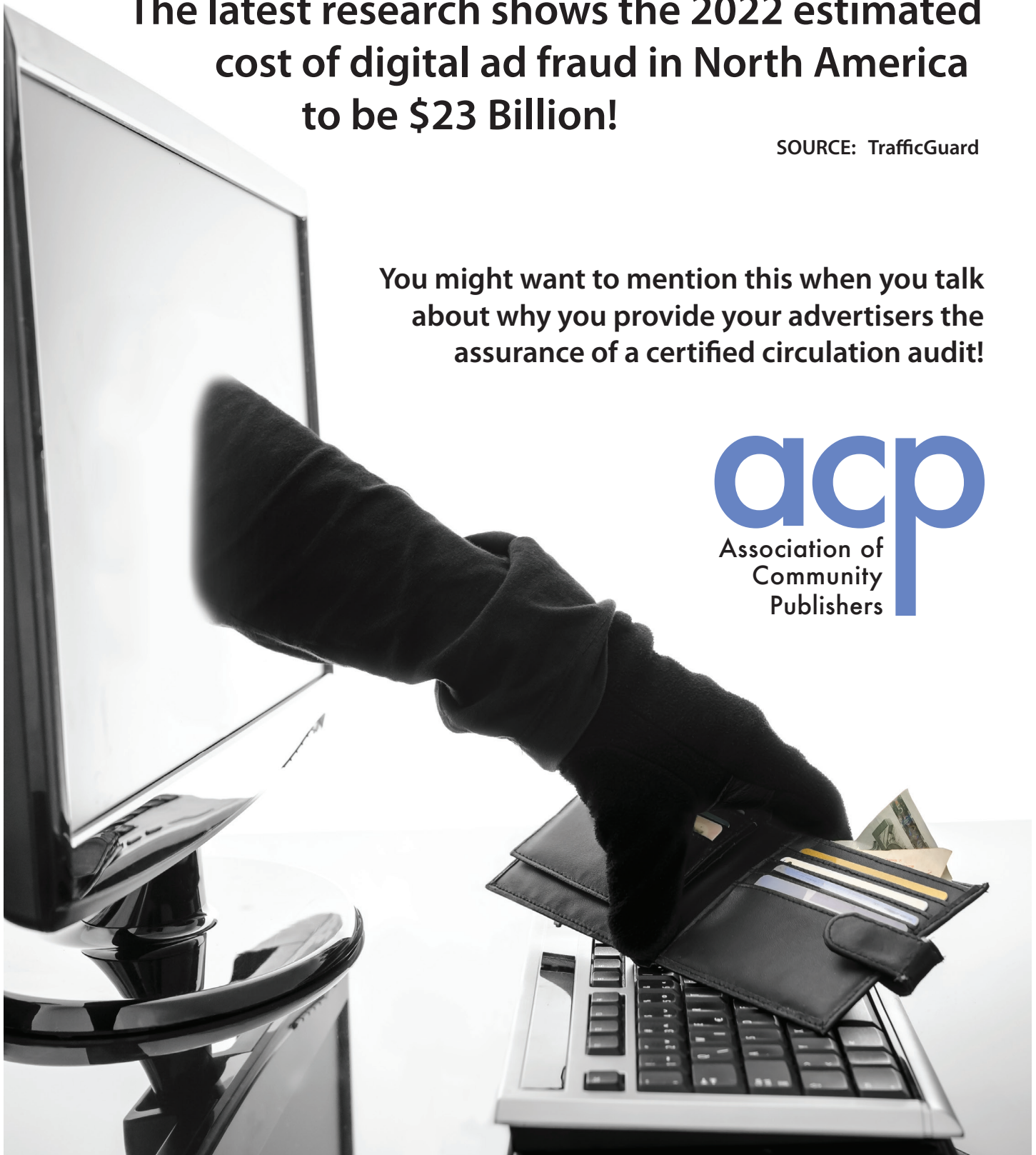
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SOURCE: TrafficGuard

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CONFERENCE REFLECTIONS



BY MANUEL KARAM

I write this month's column just a few short days after coming back from ACP's spring conference in Charlotte. While everything is fresh in my mind, I have to say it was one of the best that I've been a part of. Happy to tell you why.

First, it was a great opportunity to reconnect with all of you. I was reminded that our association in 2023 consists of a strong core group of publishers around the country who remain active, engaged, and excited about improving their companies. Whether it was adding new revenue streams, working with vendors to modernize and streamline operations, or thinking of different ways to hire and recruit (always a good thing), I was impressed and energized to hear what you were up to. While some of you expressed challenges about the publishing business, many of you were saying you came into the conference knowing what you were looking for to solve these issues, or you at least picked up some good ideas on what to do back at home.

Second, was the notable amount of digital content provided. Yes, we make the lion's share of our revenue from print and probably will for the foreseeable future. But if you aren't selling digital "stuff", you might be leaving the door open for competitors to reallocate your customers' budgets. We know print works and we know our audiences are reading our publications. We also know based on CVC audits that there are some who don't read our products, and with the help of digital we can "fill in the gaps" for advertisers. ACP has the resources you need to grow this kind of revenue. Reach out to Douglas or Cassey with questions.

Third, the ACP staff is tremendous. Every week and in between monthly board meetings I get to be a part of a Zoom "huddle" with them to discuss what they're doing and what we need to do to move the association forward. Implementing new ideas is hard because new things get in the way of your current day-to-day objectives. Nonetheless they somehow get it all done and still have time to plan and execute a great conference. Thank you Douglas, Cassey and Loren.

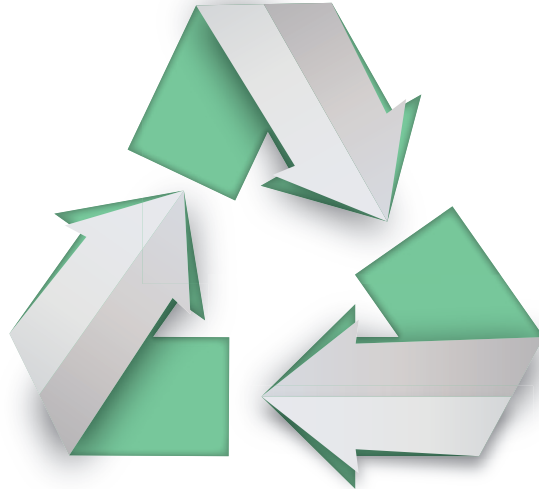
Fourth, our board of directors cares deeply about the future success of our association and industry. This is not a "run the plan back" crew and many of the members are on committees that require a lot of work that they perform around their day jobs. Our monthly meetings are centered on important things like cost reduction, revenue and benefit expansion, and how ACP can evolve to continue serving your needs. Thank you for trusting us with this job.

Fifth, the Rising Stars bring the fun. They also couldn't be more important to the success of our publishing organizations. At our most recent board meeting, John Draper ran through a list of former Rising Stars who were now "graduated" and in management positions at their companies. Either you picked your Stars correctly, they grew to be leaders by coming to conference, or maybe it's both. This is a great program and I hope that you will not hesitate to nominate someone in your company next year.

Those were my big takeaways but if I forgot to highlight anything or anyone, my apologies. Thanks to all of you reading this that made it a successful conference. I look forward to seeing you in Virginia next year and hopefully at many conferences to come. ■

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Sources: American Forest and Paper Association, 2019
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Lynn Telleen, Editor/Publisher
 The Draft Horse Journal, 3/7/23

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BY DOUGLAS FRY

IMPROVE A LITTLE EVERY DAY

My parents had six children. Of them I am number three. As a result of that large family I guess my parents felt that losing one or two wouldn't be that big a deal. (Ask me about the time my family forgot me at a gas station in the Nevada desert. True story.) Anyway, I got to do things as a kid that most families wouldn't normally allow because my parents had a high tolerance for my risk taking. I climbed mountains, stayed away for weeks at a time hiking, and biking around the Puget Sound. I already recounted that I rode my bicycle to Canada on two different occasions. Those were great adventures but there was a single day expedition we rode each year that proved we were men of steel, or at least aluminum.

The single day excursion was an enormous one. If we left our home

early Saturday morning, headed north, crossed a mile long floating bridge, headed west, turned to the south, went over Mount Walker, circumnavigated Hood Canal, and looped back north to home we could bicycle 125 miles in a day. It was epic. The first time we tried it we finished in about 14 hours. The next time it took 12. The last time we rode that 125 mile route we did it in an astonishing time of 10.5 hours. By today's standards that is slow as a turtle, averaging just over 12 miles per hour.

Just because we were slow didn't mean we didn't have fun. In fact, on our last trip around Hood Canal we were going downhill after cresting Mount Walker. A red Mercedes Benz convertible passed us. I felt it was my responsibility to try to keep up with that Benz. The road had plenty of twists and turns so I tucked in behind the car and stayed right on their bumper. It was a blast! When the road straightened out the car left

me behind but the passenger turned around and waved good-bye. I'll always remember that friendly gesture.

Today, with carbon fiber bikes and wheels, lighter than air tires, and aerodynamic underpants one can knock out a 125 mile ride in about 15 minutes. OK, maybe a little longer. It's not that I'm in better shape than when I was 16, far from it, it's what one gets used to that determines how far one can go. We should all try to improve a little each day.

It's much the same with my first job in the industry: sales. I started out with 8 ads my first week as an account representative. I thought for sure I would get fired. But I kept at it, seeing as many businesses as would allow me to talk to them. Never being a super star sales person I just kept hammering away, seeing each business each week no matter what they said. When I was promoted to Publisher of the Ad-Pak in Wilmington, NC I was all the way up to 30+ ads each week. As publisher I continued calling on customers. I felt more "sales oriented" as the publisher so my account list and ad count continued to grow. Before I left that paper I had a weekly high of 65 ads.

If I had gotten used to simply selling 8 ads each week I would be in a different business. Each week I sold just one more ad than the week before. However, I didn't become comfortable with mediocrity. If we work at improving each issue of our publications, our sales efforts, our professionalism with customers, our design skills, there is no telling how far we can go. It doesn't matter if you are in sales, production, design, or front office— get used to improving each week. The sky is the limit. Just keep your eyes open for a red Mercedes. ■



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Providing the tools and support needed for publications to be more successful.



BY LOREN COLBURN

After spending the last three days with some of the most amazing professionals from the community publishing industry, I feel energized to begin the preparation process for the 2024 Conference and Trade Show in Norfolk, Virginia. So much work goes into conference preparation to make sure that the experience provides the value to the attendees that will make them want to come back for more next year. Watching the interactions of the last three days confirms my belief in the importance of that experience.

Reviewing the conversations, discussions and exchanges here in Charlotte has given me a clearer perspective on why conference is critically important to our members. I believe conference provides all the necessary resources for each of us to navigate through our personal blind spots. Each of us have blind spots that impact our effectiveness in our business roles and overcoming those blind spots is critical to becoming more successful at what we do. Identifying what those blind spots are or admitting that we may have them is the first step in overcoming their restrictive impact.

I recently read a great article in *Inc.*, *The Top 10 Leadership Blind Spots, and 5 Ways to Turn Them into Strengths*, by Marissa Levin.

In that article, the top 10 blind spots are identified as:

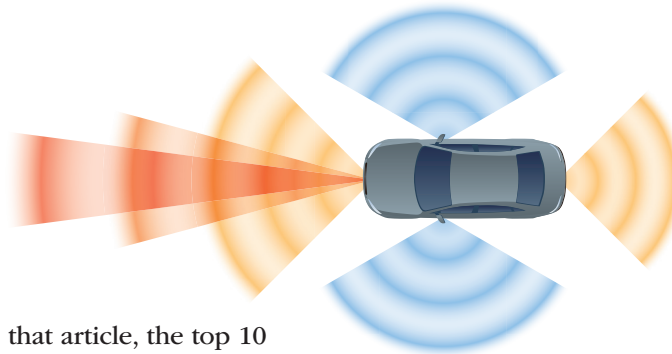
1. Going it alone (being afraid to ask for help)
2. Being insensitive of your behavior on others (being unaware of how you show up)
3. Having an “I know” attitude (valuing being right above everything else)
4. Avoiding the difficult conversations (conflict avoidance)
5. Blaming others or circumstances (playing the victim; refusing responsibility)
6. Treating commitments casually (not honoring the other person’s time, energy, resources)
7. Conspiring against others (driven by a personal agenda)
8. Withholding emotional commitment (emotional blackmail)
9. Not taking a stand (lack of commitment to a position)
10. Tolerating “good enough” (low standards for performance)

The article then identifies the top 5 cures for gaining clarity around your blind spots:

1. Solicit feedback in the right way
2. Surround yourself with diverse thinkers with the intention of learning from them
3. Examine your past to identify patterns
4. Identify triggers
5. Seek out a blind-spot buddy

Over the last 3 days, I was able to watch community publication professionals experience all of those “cures” from their conference experience. It is the perfect setting to gain feedback from people who are doing what you do – everyday, as well as being the largest gathering of the diverse thinkers in the industry. I watched people rethink things they struggled with in the past after talking with someone who was successful at it. People caught themselves instinctively rejecting an idea or concept out of a bias and reconsidering the possibilities that might exist. And last but not least, I saw an amazing number of connections made between people, providing new resources to lean on for advice, direction or information going forward.

None of us like to admit we have personal blind spots. Unfortunately, it’s as universal as it is when driving your vehicle. They can be traits, beliefs, attitudes or anything else where we lack awareness of some weakness or limiting way



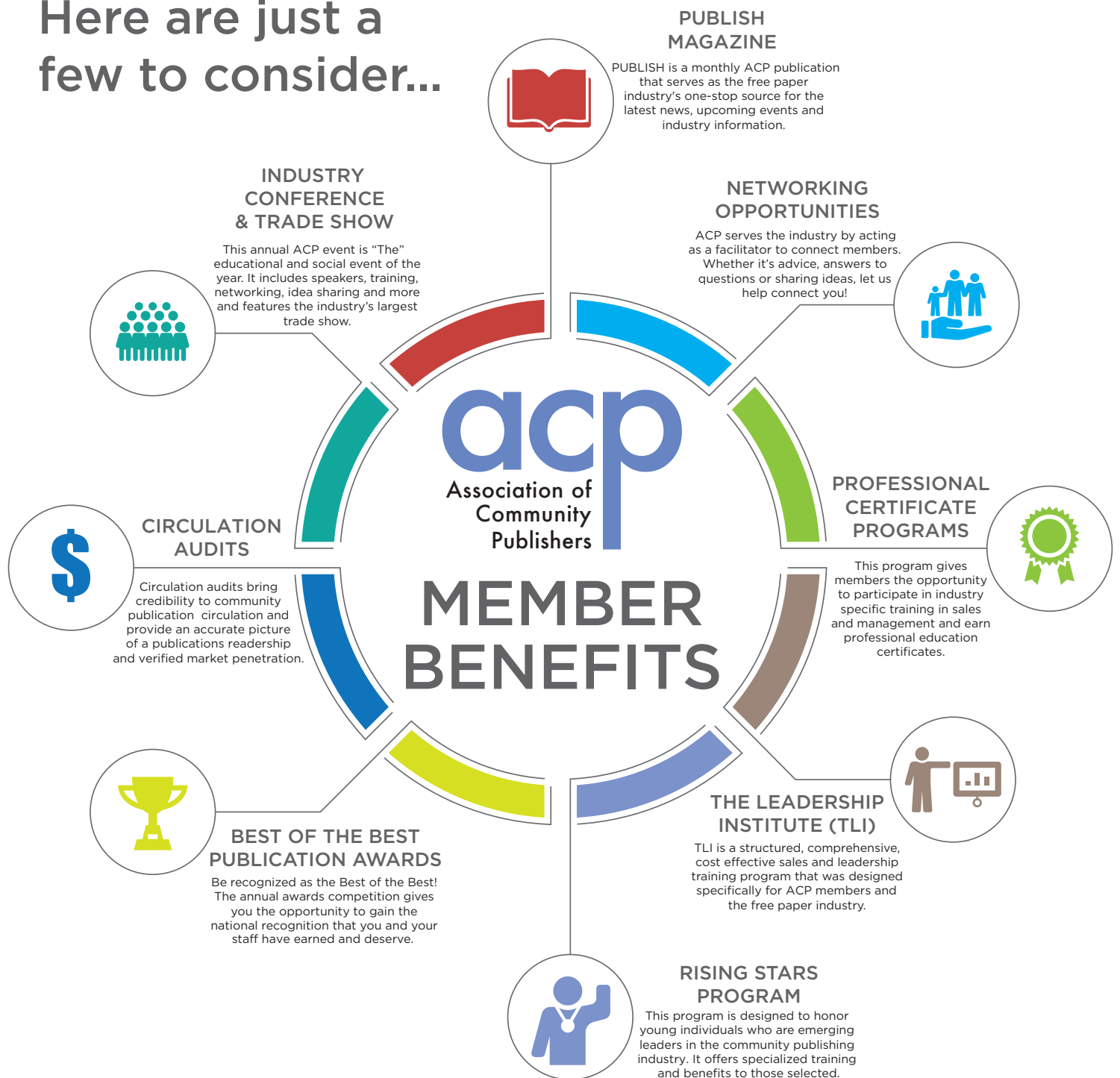
of thinking. Anything that inhibits our ability to solve an issue or accomplish a goal can be the result of our blind spots. Conference and peer groups tend to get people out of their normal operating zone and looking at things from a fresh perspective. That alone increases the chances everyone can find solutions to problems or ideas for growth potential from their conference experience.

Facilitating this peer to peer networking is the biggest strength of conference and the most important role the association can play in impacting the success of it’s members. It provides a means to effectively and efficiently minimize your blind spots and maximize your opportunities to be successful. Kudos to everyone who participated in Charlotte – you were absolutely amazing to be around. To those of you who are considering attending next year in Norfolk where we are requesting “All Hands On Deck”, mark your calendars, put a small line in the budget to cover attendance costs and plan a significant increase to your bottom line for the improvements it will provide down the road. After all, who better understands “If It’s Free, Buy It!” than fellow professionals in the community publishing industry. ■

Inc. Article Link:
<https://www.inc.com/marissa-levin/the-top-10-leadership-blind-spots-and-5-ways-to-tu.html>

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PUBLISHER OF THE YEAR AWARD

PUBLISHER OF YEAR

BY JESSICA AND STEPHANIE SIMON (FROM THEIR NOMINATION DOCUMENT)



Our mom, Val Simon started Coastal Breeze News 14 years ago on a tiny four by six-mile island as the third newspaper. People thought she was crazy, however, they didn't know her very well. She knew a newspaper needed to be local, local, local focus putting people above profits. In less than five years, one corporate entity took over the other. And, now there are two newspapers on the island.

Coastal Breeze News started out as a bi-weekly. In late November of 2019, based on its success, the newspaper went weekly. Everything was double, double ads, double revenue of course double the work. Then Covid hit and the bottom fell out. While other publishers in the area ceased printing, Coastal Breeze did not. Delivery drivers were required to wear masks and gloves and sanitize each box and rack. If someone wasn't able to get out and get a newspaper, she either mailed a copy free or home delivered free. Open restaurants and services were publicized free of charge. City, county and state news kept flowing and Coastal Breeze News kept all staff employed albeit at a reduced rate, everyone still had a job.

Coastal Breeze News has continued to grow to become the number one trusted news and information source on the island. In the meantime, the newspaper has become the trusted partner in the community as well. In early 2022, our mother was honored with the Citizen of the Year award given by the Chamber of Commerce. Early this year, she was recognized as one of three nominees for the East Naples Civic and Commerce Association's "Diamond Award" given to someone who has positively impacted the area. We are very proud of her.

She always says community partnerships are vital to success. So, Coastal Breeze News supports the Marco Island Historical Society, the Marco Island Center for the Arts, the YMCA of Greater Collier-Marco Island, and the American Cancer Society (she was a board member), Woman's Club of Marco Island, Marco Island Fire Foundation (active Board member), Kiwanis, two Rotary Clubs, the Marco Island Academy, Lely High School, Meals of Hope, Marco Dementia Respite, Camp Able, Marco Island Charter Middle School, Girl Up program at Manatee Middle School and Tommie Barfield Elementary School. Parks and Recreation Department (she served on the advisory committee for ten years), Crossing for a Cure for Cystic Fibrosis, Joy of Giving (volunteers each year), the America Boating Club, the



Rene, Jessica, Val and Stephanie Simon

Coast Guard Auxiliary and dozens more organizations. A week doesn't go by that someone from a charity or organization isn't thanking her for helping with the success of their fundraiser or event.

She also supports the local high school by printing their 24-page student newspaper, distributing it into their full circulation at no charge. Each year, she hires a paid intern from their journalism class.

And then there are the hurricanes....

In all the years she has been publishing Coastal Breeze, only once did it miss printing an edition. Just prior to Hurricane Ian, Coastal Breeze produced a full product and sent it to the printer. That afternoon, the had printer closed and remained closed for six days. The edition was posted online but she didn't charge the advertisers. Rather than panic with

the storm at our heels, our mom continued to work until the power went out. Her editor, who lived in Fort Myers Beach, lost her home completely. Within a day our mom had picked up the workload freeing the editor to put in the hours necessary to organize herself, process claims and find new quarters and do all those things necessary to carry-on, while sending little thoughtful gifts and gift cards to assist her during their transition.

Just last week, our mother covered an art fair and while there we explained why she was taking photos. A lady walked up and said, "I am SO honored to meet you! We LOVE your paper!" It happens all the time. ■

Congratulations to the 2023 Publisher of the Year, Val Simon – Publisher of the Coastal Breeze News in Marco Island, Florida.

DISTINGUISHED SERVICE AWARD



Barb Perry receiving her award from the 2021 recipient, Joyce Frericks.

In the 90s, Barb Perry was looking for something to keep her busy while her children were young. She began working as an overqualified telemarketer. As she noticed ways to improve things around her, she would discuss them with her boss, who normally said, “How about YOU do that?” So, she ended up taking on more and more responsibilities until eventually becoming Sales Manager.

The ACP Distinguished Service Award goes to a person who gains consensus with both clients and staff. Everyone loves working with Barb. When her company decided to start an agency to handle both print and digital, she became instrumental to the success of the print publication, allowing others to focus on the success of the digital side.

Barb Perry’s nearly 30 years in the industry have encompassed involvement with local, state, regional and national aspects of the community publishing industry. Her enthusiastic participation and energetic “first to volunteer” attitude have been a constant source of strength for any group lucky enough to experience her participation.

Barb has served on the board of directors for both IFPA and AFCP before joining the merged board of directors of ACP. In addition to serving on the boards of those national associations, she has taken active rolls on their conference committees and been recognized with numerous awards for her volunteerism. As this year’s conference chair, it has been Barb’s countless hours and devotion to



Barb Perry geared up as Conference Chair to kick off the ACP “Life in the Fast Lane” Conference in Charlotte, North Carolina.

details that have inspired the team to match her inspirational efforts.

In addition to all of this, Barb also found the time and energy to serve as president of two chamber groups, sit on the board and is a Pyncheon Trustee and past president with the Ad Club of Western Massachusetts. Her expertise and industry experience lead to Barb presenting her very own TED Talk: “Mass Media and the Tale of the Little Newspaper.”

Through Barb Perry’s participation, our industry and all of its members are stronger and far more successful than we could ever have become without her efforts on our behalf. In the next phase of Barb’s life, she and her husband Steve are moving to Spain to launch their next adventure, so we are taking this opportunity to thank her for decades of service to not only our industry but the world. It is with great pleasure that we honor Barb Perry of the Reminder Publications in East Longmeadow, Massachusetts as the 2023 ACP Distinguished Service Award recipient to recognize her immense contribution to the community publishing industry. ■

VOLUNTEER AWARD



Carol Toomey receiving her award from the 2021 recipient, John Draper.



Carol Toomey volunteering to share an "idear" at conference.



Membership Committee members (l to r), Deb Philips, Barb Powers, Julia Thompson and Greg Bruns celebrating with committee chair Carol Toomey.

The 2023 recipient of the ACP Volunteer Award, Carol Toomey is the publisher of both Action Unlimited and My Shopper in Eastern Massachusetts, as well as the President of Merrimac Plus software company. Carol has worked in all aspects of the industry, from composing ads, to selling ads, to delivering publications. She has hired, fired, trained, opened new territories, operated industry specific software, written articles, been a printing liaison and just about anything else you can think of.

Carol's industry experience includes terms as President of both AFCP and CPNE as well as being an active participant at all eleven of the AFCP/

ACP Strategic Planning Sessions. She has chaired numerous conferences through the years and served on Membership, Conference, Publication and Ad Network committees repeatedly during her involvement.

Her contributions to the industry and associations have earned her the AFCP Publisher of the Year award and the Craig McMullin Distinguished Service Award. In addition to being an active participant in our industry, she is very involved with Rotary International having served as Club President, District Governor, Zone Coordinator and is currently serving on the Council of Legislation. Her commitment and contributions to Rotary

International have taken Carol all over the world representing their initiatives and were recognized by having been presented Rotary's highest individual award, "Service Above Self."

This year's recipient turns the focus from herself to others: "I love seeing customers and meeting new people. Seeing businesses grow with my help is exciting! This is still a fun job!"

The following comments were offered by the very first volunteer award recipient, Gladys Van Drie:

Carol, I was delighted to hear that you were the recipient of this year's volunteer award. You have been such a vital part of this organization volunteering in so many different ways. My favorite memory though, is when tickets needed to be sold. You did not get past Carol without buying what she was selling. You are a wonderful example of a volunteer not only for ACP but in your community. Carol, I so wish I could have presented this in person but I'm sending you a virtual hug.

*Congratulations!
Gladys Van Drie*

Please join us in celebrating Carol Toomey as the 2023 ACP Volunteer Award winner for here consistently contributing here time, energy and resources to the betterment of our association and our industry. ■



Manuel Karam and Charity Huff lead a digital roundtable



Conference T-Shirt group photo



Hans Appen delivers his first place winning idea – Appen Press Club



Sam Richter delivers opening keynote

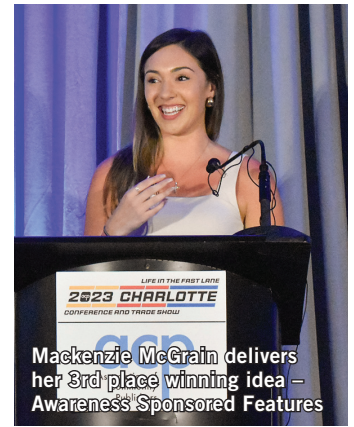


John Draper presents Rising Star Award to Manuel Karam



Carol Toomey – Volunteer Award winner

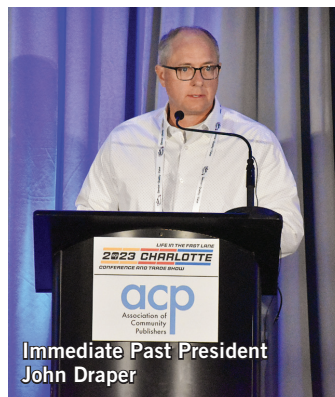
LIFE IN THE FAST LANE 2023 CHARLOTTE CONFERENCE & TRADE SHOW MAY 11-12, 2023



Mackenzie McGrain delivers her 3rd place winning idea – Awareness Sponsored Features



Winning ACP 500 driver Justice Barrington



Immediate Past President John Draper



All 15 Idea Exchange Presenters preparing for the voting!



John Draper presents Rising Star Award to Corey Regnier



Tom Silvestri presents Rising Stars leadership training



Rob Zarrilli conducting the TLI Graduation Ceremony



Hans and Phoebe Appen preparing for their challenges!



Conference Welcome by Barb Perry



Kari Jurens delivers her 2nd place winning idea - Speedway Racing Programs



Wednesday Evening Welcome Reception



Trade Show interactive session



President's Message by Manuel Karam



Rob Zarrilli delivers TLI Overview



Winner of the Lottery Ticket Raffle - Nathaniel Abraham III



Cory Regnier and Rene Simon during the ACP 500



Val Simon accepts Publisher of the Year Award from Greg Bruns



Joyce Frericks presents Distinguished Service Award to Barb Perry



Club ACP networking

Photos provided by Nathaniel Abraham III

2023 GRADUATES OF THE LEADERSHIP INSTITUTE

The following individuals met the requirements set forth by the Board of Directors of the Association of Community Papers (ACP) and The Leadership Institute (TLI) to receive their professional certifications. The certificates were awarded to those in attendance at a formal ceremony during the recent ACP Conference in Charlotte, North Carolina.

CERTIFIED ADVERTISING EXECUTIVE



JULIA THOMPSON

Julia Thompson is the President of Southern Minnesota Shoppers, Inc and splits her time between the Albert Lea and Austin locations. She has been with the Shopper for 31 years, starting out as a sales rep and moving up to self-proclaimed, “Shopper Queen”. She has a Bachelor of Science degree in Elementary Education from Minnesota State University and is a TLI graduate.

Julia is a bit of a volunteer junkie. She serves on the board for the Freeborn County Community Foundation and the Midwest Free Community Paper Association. She is the board chair for the Convention and Visitor’s Bureau and the Albert Lea Anglers

and a past board member of the ALFC Chamber of Commerce and the Austin Noon Kiwanis Club. She volunteers a lot of her time fundraising for groups like the Parent Communication Network, Southwest Tiger Trot, Humane Society, Alzheimer’s Association, Albert Lea Anglers and several other worthwhile organizations.

When she’s not running the show or giving back to the community, Julia loves to travel, attend MN sporting events and hang out with friends and family. She and her husband, Steve, live in Albert Lea and have two children attending college. Julia is the very first industry professional to be awarded this distinguished certification.

ASSOCIATE ADVERTISING EXECUTIVES

JOHN HEMPERLY

John Hemperly is currently employed with Engle Printing & Publishing Co., Inc. as the publishing operations manager. During the past 35 years, John has held positions as an outside sales consultant and sales Manager. John has been actively involved with various trade associations during within the free paper industry including President, Treasurer and Conference committee of the Mid Atlantic Association of Community Papers (MACPA), AFCP

board member, ACP’s education committee and a member of the steering committee for Saturation Mailers Coalition (SMC).

John believes our industry’s primary focus remains: “connecting buyers and sellers, and if we can make some money and have some fun along the way it makes for a good day.” John has been happily married to Vicky for 37 years. They have two adult daughters and one perfect Granddaughter. He enjoys gardening, wild bird watching and cooking.



TLI GRADUATES



ANGELA KRINER

Angela first joined the Kapp Advertising's sales team in 2017. In 2021 she left to explore another opportunity but soon realized that the grass isn't always greener on the other side of the fence and returned "home" to The Merchandiser in 2022. Angela also serves as the Public Relations chair on the Board of Direc-

tors of Making A Difference of Lebanon PA, a non-profit organization in Lebanon County. She loves helping businesses share their message so they can grow and thrive in their communities. The best part of her job is turning clients into friends.

Angela is a Lebanon native who now resides in Jonestown, PA with her family.

VAL SIMON

"I've got ink in my blood" is an old phrase that suits Valerie Simon well. A newspaper veteran, she started out in publishing as an 18 year old just looking for a job. "I was hired as a sales rep for a specialty publication my hometown paper owned, and that was 40 years ago!" Holding just about every position a newspaper can have, other

than running the press or designing pages, Val has worked for large corporate entities to independently owned publications. She is the proud owner of Coastal Breeze News, which she began 14 years ago. "I think the TLI program offers not only a great opportunity to learn, but is even better for staying on point by keeping refreshed and motivated."



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SCHOLARSHIP WINNERS

BOB WRIGHT SCHOLARSHIPS FOR 2023

BY DEBORAH PHILLIPS, BOB WRIGHT SCHOLARSHIP CHAIRPERSON

This year we received 10 applications for the Bob Wright Memorial Scholarship. We had only \$6,000 to give to six recipients. The hard part is that this isn't the easiest scholarship for which to apply.

There are a lot of pieces that need to be pulled together for the application.

So, when we cannot award everyone \$1,000 towards their education, it is always a difficult decision.

The 2023 recipients are Rachel Fark, Jorryn Zellers, Iona Alatar, Olivia Sethre, Ashlyn Johnson, and Lucas E. Quinn.



RACHEL FARK graduated from Findlay High School in Ohio in 2022. She is studying digital media with a minor in graphic design at Cedarville University. In high school she played lacrosse all four years and was team captain her junior and senior years. She was a member of National Technical Honor Society and Fellowship of Christian Athletes. Her grandmother, Jean Ann Devlin, works for Arens Corp. in Covington, Ohio.

JORRYN ZELLERS will graduate from LaVille Jr./Sr. High School this year. In high school she was involved in track, marching band, color guard, theater, golf, and cheerleading. She belongs to the International Thespian Society, Euchre Club, Student reunion committee and Gay-straight Alliance. She plans to attend Indiana University – Perdue University Indianapolis and plans a career in forensic pathology. Her mother, Kimberly Zellers, works for The Paper in Milford, IN.



IONA ALATAR graduated from Alpharetta High School in December 2022. She was Magna Cum Laude and an AP Honors Scholar. She was in STEM and Environmental Clubs and National Arts Society, where she was president for two years. She has volunteered for a national homeless shelter organization for the past 11 years. Iona plans to attend Kennesaw State University and attain and major in Chemistry. Her mother, Heidi Alatar, is employed by Alpharetta Roswell Herald in Alpharetta, GA.

OLIVIA SETHRE will graduate this year from Fillmore Central High School. She has participated in Scholar Club, Concert and Jazz Band, Track and Field, Cross Country, Pep and Marching Band, National Honor Society, Student Council, and art shows where she took first place in the Fillmore County and State Fairs art show. Olivia plans to attend Minnesota State University – Moorehead to major in animation and minor in marketing. Her father, Jason Sethre, is the publisher of the Fillmore County Journal in Preston, MN.



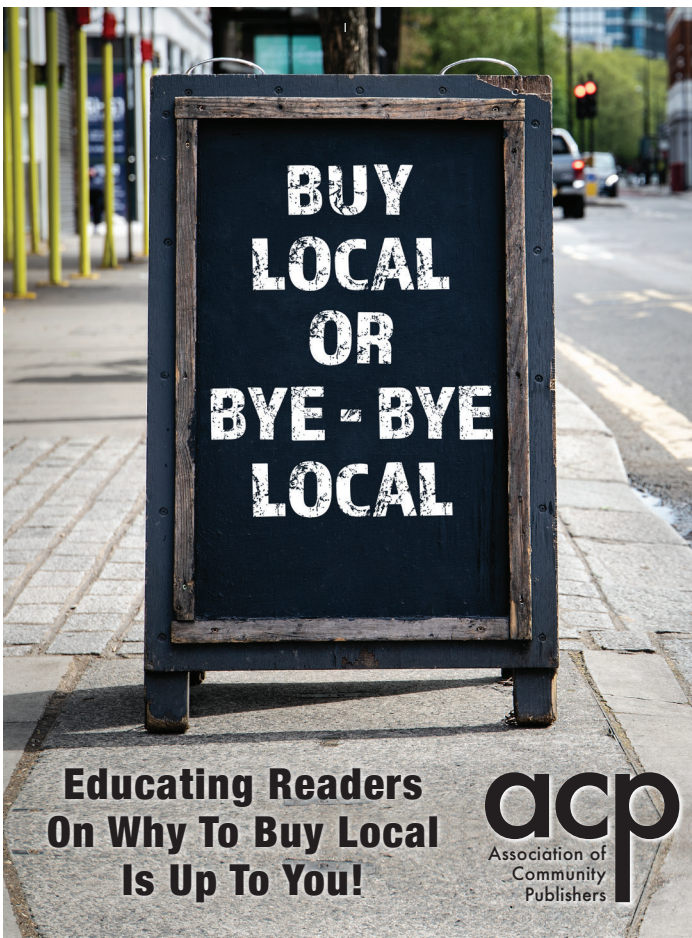
SCHOLARSHIP WINNERS



ASHLYN JOHNSON will graduate from Luverne High School this year. She has participated in many 4-H activities, and received several 4-H awards, including Grand Champion in the Pet Show every year. She has done Fall and Spring plays and choir. Ashlyn is currently working in housekeeping at her local Veterans Home. She has studied 2D animation for over six years. Ashlyn plans to attend Dakota State University and to major in Digital Art and Design with a focus on Production Animation. Her mother, Heather Johnson, is employed at the Luverne Announcer in Laverne, MN.



LUCAS E. QUINN will graduate from Apponsquet Regional High School this year. He was on Student Council, and participated in DECA, National Honor Society, Green Team, Art Share Travel and Apponsquet Laker Leaders. He was a DARE summer camp volunteer, Summer Track camp volunteer, and Rhode Island State Spelling Bee volunteer. Lucas plans to attend Providence College. His father, James Quinn, is the publisher of The Valley Breeze in Lincoln, RI.



It's up to us to provide the readers!



It's up to advertisers to provide a reason to respond.

Encourage your advertisers to include the following:

Clear and Compelling Message: The print advertisement should have a clear and concise message that instantly grabs the reader's attention. It should communicate the key benefits or unique selling points of the product or service being advertised. Avoid clutter and ensure that the main message is easily understood.

Eye-Catching Design: The visual design of the print advertisement plays a crucial role in its effectiveness. Use attractive colors, fonts, and imagery that align with the brand identity and target audience. Incorporate elements that create visual interest and draw the reader's attention to the ad. A well-designed layout should guide the reader's eyes through the advertisement in a logical and compelling way.

Targeted Audience: To make the print advertising effective, it is essential to identify and target the right audience. Understanding the demographics, interests, and preferences of the target market helps in creating tailored advertisements that resonate with the intended audience. Ensure that the content, language, and imagery used in the ad are relatable and appealing to the target audience.

Call to Action: Including a clear and compelling call to action is crucial to drive the desired response from the readers. Whether it's encouraging them to visit a website, call a phone number, or visit a physical store, the call to action should be prominent, actionable, and easy to follow. It should create a sense of urgency or offer an incentive to prompt immediate action.

Print is not dead, it is

READ

ADDITIONAL RESOURCES

Weekly10 – Blog Article

The psychology of employee recognition and why it works so well

By Chris Shenton MSc

This article looks at the impact that providing recognition has on people. It supports the finding that 78% of people said they would work harder if they had more recognition! It also does a good job differentiating between recognition and reward.



Quantum Workplace – Article

The Importance of Employee Recognition: Statistics and Research

By Natalie Wickman

This 8 minute read provides an excellent overview of employee recognition, it's importance and benefits. To back that up, it adds 8 recognition stats that strongly support the importance recognition plays in building success stories.



Achievers – Blog Article

Why Attending Industry Events Will Help Your Bottom-Line

By Jennifer Roesimeier

This short article will help you get the best approach for using the above article on demonstrating value. It focuses on personal growth and professional development.



EDCO.com – Article

100+ Employee Recognition & Appreciation Award Wording Ideas

If you are thinking about adding some employee awards, this article provides some excellent ideas for titles and wording to help create professional, meaningful awards that will be valued and displayed well beyond the moment of presentation.



Newest addition for your “Advertiser Help Page” Listings

Conquest Graphics – Blog Article

Why Print Advertising is Still Effective

Although written from a direct mail perspective, most of the information here relates to any print medium versus the digital world. Information nuggets like *“Based on a recent study, print advertising receives an average response rate of 9% which is higher than email, paid search, social media, and online display ads combined”* are worth providing your advertisers.



MEMORIES OF BILL WELSH

ELEVATOR INCIDENTS, WEDGIES AND YELLOW LEATHER SUITS!

I knew Bill Welsh for a number of years before I ever worked for him at Maverick Media in Syracuse, Nebraska. Like many of you, I got to know him at free paper industry conferences, and he made me smile and laugh more than anyone else I would see. I can't think of a time when I didn't look forward to seeing Bill.

Bill was a salesman at heart, but he was a good business operator, too. He understood that relationships were integral to any successes, and he was a master at making people feel good.

I desired to gain experience in managing a printing plant, and I wanted to learn from Bill. To be honest, I don't know that I learned much about printing presses from Bill, but I learned a whole lot about life.

Bill didn't encourage me to get involved in free paper associations; he required it, and I am glad he did. We were able to travel together on our trips to conferences and board meetings, and he introduced me to some incredible people whom I continue to have strong relationships with today. Like some of you, I was also the recipient of a number of his jokes. Let's start off with one of his classics.

When the two of us would be alone in an elevator, he would pass gas right before he would get



off on his floor, leaving me with the aftermath and the awkwardness of meeting people on the next floor who jumped on.

Bill also liked to walk up behind me, grab my tucked-in shirt, and give it a strong pull upwards. Although this wasn't a true wedgie, the results were quite the same. Years later when I no longer worked for Bill, I decided to return the favor. But when I gave his shirt a strong pull, nothing happened. He told me he stapled his shirt to his underwear – and he might have.

Another time while we were waiting for our flight at an airport, a man strutted by in a yellow leath-

er suit. I jokingly asked Bill if he ever had one of those. "Don't laugh," he said. "I had a closet full of them." Prior to working in the publishing business, Bill ran a men's clothing store in Forest City, Iowa. That was the 1970s, and Bill apparently had quite the disco-era wardrobe.

Bill had many great one-liners and phrases that I continue to borrow today. He had a strong mile-high sense of financial numbers, but he didn't like to get caught up in the fine details. "Figures lie, and liars figure," he would tell me. And when meetings were running long, and people were struggling to get to the meat of the discussion,

Bill would cut through the B.S. and say, "Let's call a spade a shovel and get moving on this."

My prior bosses had a regimented system of weekly update memos and projection reports they expected from me. Not Bill. I supplied him with similar reports the first few months I worked for him, until he told me, "Just tell me what the hell is going on, and make sure I am the first to know." And so I did. I never received an email from Bill in the five years I worked for him. He preferred to talk, and it took me a while, but I learned how to keep him properly posted... at his pace.

Most mornings, Bill would fill up a cup of coffee from the breakroom and make his way into my office for a short conversation. He seemed to only drink about half of the coffee, as he spilled the other half on my desk. He would say "oops" with that familiar grin and wink, but I think he did it on purpose, just to rattle my cage. It worked.

Bill and I would go out for dinner together often, and he would regularly ask me to toss spaghetti sauce on his shirt before we started to eat so he wouldn't have to worry about making the first stain. As tempted as I was, I knew better.

Bill loved to golf. He would say, "Where else can

A WALK DOWN MEMORY LANE



By Shane Goodman

I drink, smoke and gamble all at the same time?" The answer to that question was one of his other favorite places to be – the casino. Bill's father was a county sheriff, and Bill said he learned to play cards as a kid with the jail tenants. They taught him well. Bill didn't talk too much about his father to me, but when he did, tears of love would often run down his cheek.

The stories go on and on, from the time when Bill was a city councilman in Forest City and took it upon himself to dynamite a flood levee, to him inviting his son, Skip, to join him on top of the garage to get a better view of an approaching tornado.

Bill truly loved his family, his kids, his grandkids and his dear wife, Ruby, who were all, at one point or another, the recipient of his jokes. Many of you reading this likely were, too, and that means he loved you as well. He also loved this industry and all those whom he was able to connect with.

Bill left this world all too early on Nov. 2, 2014, but I would guess he is still pulling a few pranks by the pearly gates, and the good folks in heaven are smiling along with him, too. ■

Shane Goodman is the publisher of CITYVIEW magazine and the president of Big Green Umbrella Media in Johnston, Iowa.

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103
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“ To me, ideas are worth nothing unless executed. They are just a multiplier. Execution is worth millions.

— Steve Jobs

BY JIM BUSCH

The ACP Conference and Trade Show is a lot of things. It is an educational experience, it's a place to gather information on the goods and services available for the industry, it is a place to network and meet new colleagues, and it is one heck of a party. It is also a pep rally. I often talk to people checking out of the hotel or on the airport shuttle after a conference and they are all pumped. They are excited to get back to their papers and hit the ground running. They're motivated and ready to put all the great new ideas they picked up at the ACP conference to use. Then something happens—their flight is delayed, they get to enjoy all the pleasures of post-pandemic travel and they get home hours (or days) late. On Monday they arrive at their office to find a stack of paper on their desks and a list of phone calls, texts, and emails to return all demanding immediate attention. Their coworkers are lined up at their office door with more fires to put out than you'll find at a Boy Scout Jamboree. The brochures they picked up at the trade show and the notes they took at the public sessions, in the classes, and leadership sources go into a drawer. They have good intentions of looking at all that great information when things calm down. Of course, we all know, that in our business, things never calm down. Those ideas languish in that desk drawer or file folder waiting for that mythical flat spot in our schedules. As Steve Jobs said above, all those great ideas that could help your business flourish are “worth nothing” if you don't make time to put them to use. The truth of the matter is that we never “find” time to do anything, we have to “make” time to do what needs to be done. We must make a conscious decision to take our conference notes out of the drawer, block in some dedicated time to review them, and to plan to put them into practice. Most of all we need to tap into that energy we felt at the closing session of the conference and commit to turning those ideas into dollars for our papers. ■

ONE WAY TO HANDLE ADVERTISERS WHO RESIST CHANGE



BY JOHN FOUST
RALEIGH, NC

Colleen is a veteran ad manager who has worked with just about every type of advertiser. “One of the most challenging prospects was a second-generation owner of a building supply company,” she told me. “He had a loyal base of long-time customers, but his market share was declining.

“Every advertiser wants to attract new customers,” she said, “but his case was more complicated. Although they had state-of-the-art products and services, the company’s public persona was stuck in the past. His logo and ad layouts looked ancient, and the copy was stilted. He adamantly resisted changes and told us, ‘My father started this company and he had special ad formats. If those things were good enough for him, they are good enough for me.’”

Motivational speaker Zig Ziglar and others have told the story of the bride who suggested cutting off the ends of a ham before putting it in the oven. When her husband asked why, she said her mother did it that way. Being a curious sort, he called his mother-in-law, who told him that her mother did it that way. Then he called grandma, who explained that she cut off the ends so it would fit into her small oven. The original reason for cutting the ham had disappeared when the family got larger ovens, but the practice remained. The point: it’s not a good idea to do things a certain way, because they’ve always been done that way.

All those years ago, Colleen’s advertiser’s father had sensible reasons for his advertising approach. But a generation later, those reasons weren’t quite so relevant.

“We handled it by putting together a special presentation,” Colleen said.

“The first step was to help him understand that it was okay to change. We showed him a few examples of well-known brands that have updated their advertising. To make it as objective as possible, we used one old ad and one new ad from industries that weren’t related to his business – automotive, electronics and a department store. The ads were easy to find online.

“We told him, ‘When your father started this business, he must have shown a lot of creativity in adapting to the marketplace. That’s why the business grew so much over the years. I think he would have continued that approach today.’ Then we got his permission to put together some ideas – with the promise that the ads would honor his company’s history.

“He agreed on a new logo and updated ad designs. And we ended up with a campaign with a ‘what has and hasn’t changed’ theme. One ad featured side-by-side photographs of the original and current stores. One had photos of their old and new delivery trucks. And one ad featured a picture of father and son at work. Of course, the ‘what hasn’t changed’ element was their commitment to customer service.”

Colleen’s advertiser was happy with the results. “He liked the ads,” she said. “And they worked.” ■

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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 © 06/2023

It's been a while since we compared ads. I chose these ads because St. Mary's held their Casino Night and Auction for years in the early 2000s, yet this comparison shows what happened from 2006 to 2007. **Ad B** (2007) added a lot more information to their ad space without increasing the size of the ad. So you work with what you have. Fitting a lot more information into a pretty compact space is a real challenge. By the way, these ads are the actual size—they ran as a 2 column by 4 inch ad in our paper.

Choose Art Wisely

Ad A has a more "decorated" look. The difference between designing and decorating is huge. The heading in this ad is too busy to be sandwiched between the type area. If you want to use a heading such as this, fine, but place it at the top so that it leads into the ad. Also, make the "& AUCTION" information part of that design element to make it more cohesive, other-

wise it looks as if it was an afterthought.

See my fairly quick redo in the next column. Not my best work, but it makes the heading work as one unit and it took less than five minutes.

Choose one graphic for an ad this size (see **Ad B**). The two graphics in **Ad A** just compete with each other and you lose the focal point. Another problem is that text runs over the card graphic and creates a more "muddled" background. I know a lot of advertiser's want you to put the art behind the text—but resist! It degrades the contrast between the information and at times, you can't even tell what the art or graphic is in the background. Not to mention that now that particular text becomes harder to read. Remember when I have mentioned elements that "impede readability"? This is an example, so keep the info clear and concise in order to sell the product or service!



Graphic Alteration

It didn't take much to change the graphic header—just a bit of a change in Adobe Illustrator. But, in **Ad B**, the addition of the word "SILENT" would have been too much to add without redoing the graphic.

Sometimes the artwork just won't work and I chose not to use it in **Ad B**. But if you do use this header, keep it large and make it the focal point of the ad—squished between blocks of type it acts as a barrier between text info. Keep an organized flow for the easiest readability.

St. Mary's School of Mayville
is pleased to announce a full evening
of entertainment for adults



& AUCTION

SATURDAY, APRIL 29, 2006
AT THE MAYVILLE GOLF CLUB
Doors Open/Social Hour 5:30pm
Casino Games 7–Midnight

Guest MC Tim Brela of
Mayville's Great 98 WMDC

LIVE AUCTION • SILENT AUCTION • MINI RAFFLES
\$25 Advance • \$30 at the Door

Tickets Available at: St. Mary's School Office; Marshland Drugs;
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For more information call 555-555-2222

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**CASINO NIGHT
& SILENT AUCTION**

SATURDAY, MAY 12
MAYVILLE GOLF CLUB
5:30pm Doors Open
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7–Midnight Casino Games

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For more information call 555-555-2222
Sponsored by St. Mary's School, Mayville
*5% will be donated to Mayville Food Pantry

* The typeface in both ads changed because more text was added and **Ad A** had to be reorganized to make all the new text fit, as well as to keep like-minded items together. There was greater detail about the auctions and raffles.

Granted, "Guest MC" info was eliminated, but donation info was added and had to fit while keeping it near to the pricing for the event. Proximity (keeping like-minded information together) helps the reader remember more of the info, without having to hunt for it.

In **Ad A**, all information runs horizontal in

a one-column format. In **Ad B**, two columns were created, thereby keeping all the auction and raffle information together, while separating it a bit from event, pricing and ticketing.

Be consistent in type and type size for greater unity. Every two lines in **Ad A** appear different.

It can be the same type family, but when you make use of bold, caps and size changes, it can seem that you are using a variety of typefaces.

Consistent use of a typeface and size help in uniting elements in **Ad B**, thereby creating a more organized and easier to read ad.

A thicker border in **Ad B** helped isolate it from other ads on the page. The name of the organization sponsoring the event fit nicely into this thicker border.

Don't try to fill every bit of space. Even when there is a lot of text you can still control the outcome. Choose a typeface that looks bigger (larger character x-height), or is more condensed, then stick with the size to create the illusion that you have more space. The idea is to make any ad stand out and present the ad's message in a clear and concise manner.

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