

Publish

JANUARY 2024

CONFERENCE UPDATE

NORFOLK, VA
MAY 1-3, 2024

THRIVE:

***Turn Uncertainty To Your
Competitive Advantage***

KEYNOTE ADDRESS BY

MERIDITH ELLIOTT POWELL

PAGE 12



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COMING NEXT MONTH

The February *Publish* will take a look into the many member benefits available through an ACP membership. As always, we will also cover the people, information and issues influencing the community publishing industry.

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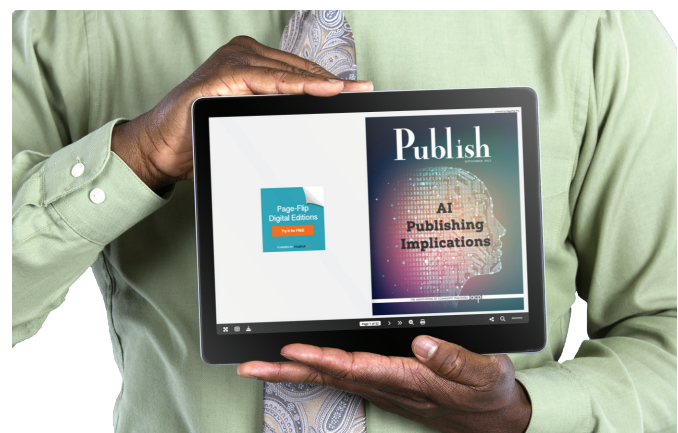


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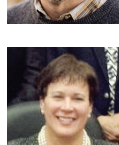
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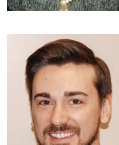


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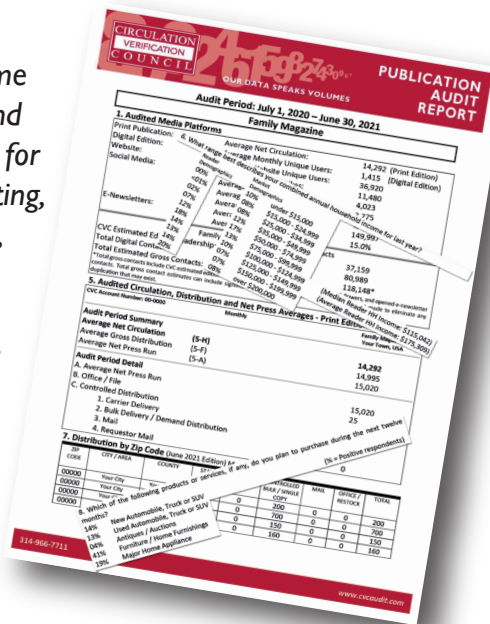
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BANISH THOSE WINTER BLUES BY BOOKING YOUR TRIP TO NORFOLK



BY MANUEL KARAM

I'm going to cut to the chase this month because I'm beyond excited for ACP's spring conference. I'm also out of time. Publish is going to press in less than an hour and I'm feeling the burn. (Kudos to all of you that have to be creative on a deadline every week!)

The conference committee has been working hard to bring in great material for the Norfolk conference. Philosophically it's going to be a blend of the best of traditional subjects with several new topics to help your publication thrive and meet the needs of your customers in 2024 and beyond. ACP staff have also been busy signing up vendors earlier than in years past and we know great companies will be attending, including some that are new to the association.

Excitement aside, conference can also be a humbling event. No matter how much I think our company has improved in certain areas, there's always someone doing other things better than we are. It's the reason I love going and there's a lot of you that I've thanked over the years for inspiring us and sharing all the great things you've done with your businesses. There's also another reason why I'm going (and why you should too), and that's to give back. Sharing what you know is just as important as coming to get new ideas. You might just be the one to solve another publisher's big dilemma.

So, if you've already secured your spot, that's fantastic! If you're on the fence, reach out to any board or staff member, and we'll think of reasons and ways to get you there. The communities we serve are depending on us to do great work and ACP is committed to helping you rise to that challenge.

We can't wait to see you this spring. ■

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Ocala, Florida Area attractive glossy iconic magazine distributed free to thousands per month.

"Of the many services offered by Kamen & Co - from valuations to brokering to labor negotiations - you won't see coaching, mentoring, counseling, or being a friend listed... but that is exactly what Kevin Kamen became to us. Throughout the inevitable highs and lows of offering our business for sale, he was in our corner each and every step of the way. He kept us up to speed, was always available, and demonstrated genuine commitment throughout. No question, he knows and understands the business side of things, but what became evident to us is that Kevin Kamen understands what's truly important. He cares about people."

Lynn Telleen, 3/7/23

KAMEN & CO IS PROUD TO BE THE EXPERT MEDIA FINANCIAL RESOURCE FOR FORBES 400 LIST OF AMERICAS RICHEST PEOPLE. 2015-2023



BY DOUGLAS FRY

Picture this. It's 1980 or so, the exact year is hard for me to recall. This lack of recall is due to the incidents in question happening more than once. The real eye opening result of that year will surprise you. Sometimes you just never know who you are going to meet or where that person will go in life.

It will be hard for you to imagine, looking at this old man today, but in my youth I played basketball. In fact, I could jump freakishly high and surprisingly enough I played center. That position is usually reserved for the really tall folks that can jump. Not being tall I had to resort to simply jumping higher than those I played against. I loved playing basketball even though I knew I'd never be a professional athlete.

That sets the stage for later in life after I was married and had two children. The third one came a bit after this time. Playing basketball was something I enjoyed until one fateful game when I turned quickly to my right to guard an opponent but my right knee thought I was supposed to go left. The result was a torn Anterior Cruciate Ligament or ACL. Surgery was required along with lengthy physical therapy. The worst part about that accident was that my wife told me if I ever played basketball again I would

YOU JUST NEVER KNOW

have to find a new partner, She does not make idle threats.

So, I gave up basketball. Luckily, the local church I attended needed someone who knew what a basketball was to coach the youth team. I was recruited. Every Wednesday evening from 8:00 until 10:00 we practiced ball. Word spread in the community that a bunch



of hacks was trying to play basketball on a beautiful indoor hardwood court. It was inside a church but that didn't stop anyone

from playing with us. Soon we had more people playing pickup ball than team members. It was a beautiful thing. There was even a time that I had to ask some of the non team players to sit out so we could practice.

One such occasion happened one summer day.

There were about 20 young men playing basketball so we played two half court games at the same time.

There was one young man that was very good. He wasn't super tall but he had some pretty impressive skills. The thing I told my

wife when I got home was how large this young man's hands were. He could palm the basketball like I would hold a softball. We played several other times with him throughout the summer. The last time I played ball with

this young man (Yes, I played. Don't tell my wife.) there were so many people in the gym I had to ask some of them to sit out and wait. That's when one of the church league team players, who attended Laney High School in Wilmington, North Carolina, asked me if I knew who that one athlete was. I told him, "No. And he still can't play or we'll never get to practice." I was informed that the young man with the big hands and budding talent was named Michael Jordan. Yes. I have played basketball with Michael Jordan. And yes it's the same Michael Jordan of MVP fame.

I have often wondered as I look back at those days if I had known who Michael Jordan would become would I have acted differently? I've thought long about it and decided that YES! I would not have asked him to sit out while the slow, clumsy church team practiced. I would have tried to use him to teach or give pointers to those same players instead of me. I might have asked him to sign a basketball. Not having the foresight to understand who this young man was or what he would become I neglected to look beyond the obvious and see huge potential.

Do we neglect to see the potential in others? Do we offer to help others learn from the superstars on our own sales teams? When given the chance to interact with great talent at conferences do we take advantage of those opportunities or do we decide to sit this one out? Don't sit it out. Plan to take advantage of every chance you get to rub shoulders with the giants in our industry. You'll see them in Norfolk.

My final thought is that if we treat everyone we meet as though they could be the best in their fields we are better for it. It costs nothing to be considerate, warm, and open to everyone. Even if they can't dunk a basketball. ■

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BY LOREN COLBURN



One of the most valuable member benefits ACP members have at their disposal is participation in the in-person events offered each year. They consistently rank at the top of the member benefits list any time we conduct a survey. The term we hear repeatedly is “networking” and the value of spending time with other industry professionals who do what you do – every day! The advice, feedback, ideas and information sharing provide an invaluable array of business improvement opportunities, not to mention the reaffirmation that those issues you deal with every day are not just happening to you, they happen to everybody.

To those of you reading this that are regular conference attendees, I want to congratulate you on committing the time and resources necessary to take advantage of this extraordinary opportunity. I also want to offer a sincere “thank you” on behalf of all the people you have helped with your participation at conference. The list of your important contributions includes:

- ➔ The idea you offered that was taken back by several attendees to successfully implement in their own publication!
- ➔ The problem resolution you shared that helped a number of other publications deal with that same problem when it came up in their operation!
- ➔ By sharing the mistake you made in unsuccessfully dealing with an issue at your operation prevented an untold number of publishers from making the same mistake when they got back home!
- ➔ By igniting a positive attitude in another attendee as a result of you encouraging them to try something they would not have tried without your feedback and support!

I know you thought you were there to gain knowledge to help your own operation, but you have helped so many others as well. Please keep showing up and participating, your business

is better because of it and so are many others you may be totally unaware of.

Now I need to talk to those of you who do not attend conference! You have no idea of how much you have been missing over the years. We owe you a sincere apology for not finding the right button to entice you to come to conference. You most likely have convinced yourself that conference is not for you based on one of the following assumptions:

- ◀ I won't get enough benefit or value from conference.
 - ◀ I can't be away from the publication for 3 or 4 days.
 - ◀ I can't afford the cost of attending.
 - ◀ Those people can't teach me anything I don't already know.
- Sound familiar? Keep reading.

To those who question the value of attending conference, without exception – you will get out of conference attendance what you put into it. There is enormous value in the sessions, networking and resources if you make an effort to find it. This year's program offers sessions for sales, leadership and gaining a new perspective on dealing with rapid market changes. Between that and as one of the 2023 Charlotte Conference attendees said, *“The interaction among industry peers is worth the price of the conference!”* Our job is to present opportunities to add to your success, your job is to take advantage of the opportunities.

To those who feel they can't be away from the operation for 3 or 4 days, we live in an era where communication channels are accessible any time and any place. By planning accordingly, delegating just a little, and trusting your staff – you will grow from your conference attendance and your staff will grow from their added experience. You will have every opportunity to gain insights on what other managers do to find the right people and create a structure that permits you the time to be your team's leader and not just a vital

performer. You grow, your team grows, and your publications grow!

For anyone who feels the cost is just too much, here is a direct quote from a 2023 Charlotte Conference attendee: *“There's no better place to find a room full of people who know EXACTLY what you're going through... it's a chance to find solutions that can contribute to your bottom line through better sales ideas or better business practices that help you spend less or more effectively.”* The only obstacle to experiencing a total expense payback is you putting the information to work when you get back home.

Now for the person who feels they can't learn from the other industry professionals that will be at conference, if you truly are that person – we need you at conference to share that wealth of knowledge with others. This is your chance to expand your leadership role to a national level! You also will be able to take advantage of the efficiency of visiting the many solution providers available in the Trade Show each year. You might even be amazed at how energizing the conference can be and how enlightening the experience!

If you are involved in community publications, we have an invitation for you to come experience the 2024 ACP Conference and Trade Show in Norfolk, VA. Regardless of it being your first time, or your 50th trip to conference (yes, conference has been going on that long), we promise you will be presented with numerous business building opportunities. Our conference team has worked to keep the costs affordable while still delivering the expected incredible ACP experience. So, when it comes to May 1-3, 2023, we need you to answer the call, “ALL HANDS ON DECK” at the Sheraton Norfolk Waterside! And who knows, this just might become the year that that we all develop a new appreciation for the free exchange of ideas, and you know I'm a believer in “If it's free, buy it!” ■

CONFERENCE KEYNOTE SPEAKER

THRIVE:

Turn Uncertainty To Your Competitive Advantage

These are unprecedented times! A marketplace where disruption is happening on steroids. One where there is more change building outside of your organization than in it. And a relentless pace of uncertainty that can radically impact your ability to grow your organization and keep your team motivated.

The only guarantee you have – is more change is coming. And if you're not prepared – if you don't have a plan – then research proves this level of uncertainty will negatively impact your ability to drive innovation, attract top talent and achieve bottom line results.

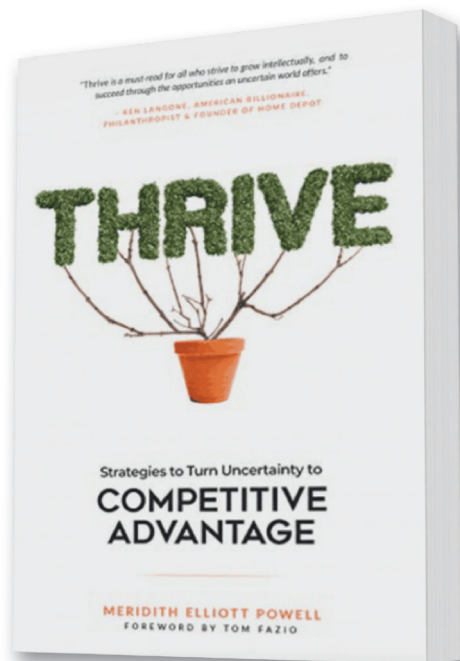
While uncertainty can seem daunting, the truth is uncertainty has an upside – it always has an upside. In fact, it can be your greatest asset to thrive, grow and turn disruption into opportunity. But you need a plan, you need a strategy, and you need the research that shows the path you exactly how to turn disruption to opportunity.

Join Business Growth Strategist and Award-Winning Author, Meridith Elliott Powell in this high powered keynote where she reveals the research, the stories and the methodology.

This keynote has it all – energy, engagement, and a personal plan of action for every attendee.

KEYNOTE TAKEAWAYS:

- **Quantitative Research** – learn what more than 800 of your fellow CEOs think, feel and are doing in the face of uncertainty. This keynote starts with the powerful benchmark study that gives you insights into how today's leaders are dealing with and solving today's toughest challenges.



- **Qualitative Research** – we follow-up with the commanding stories of 9 companies that have stood the test of time by thriving in business for more than 250 years. You'll hear their overwhelming obstacles, their ingenious strategies for success, and the proven methodology they used to thrive through every crisis.
- **The PROVEN Methodology** – then we share the code, the secret, the plan, exactly the path you need to follow to put you in the driver's seat and in control in the face of uncertainty.
- **You'll Gain The Secrets** to staying highly flexibly and highly focused to strike the delicate balance of progress and seizing opportunity.
- **Your Personal Plan** of action for thriving in uncertainty.

EVERY keynote attendee receives a FREE copy of Meridith's groundbreaking research study revealing the concerns, ideas and innovative solutions of more than 800 CEOs.

CONFERENCE WORKSHOP SESSION:

Thrive is the roadmap of how to grow your business and drive sales in highly shifting, constantly changing economic times.

This Workshop will take a deep dive into Thrive.. Participants will roll up their sleeves, work through the exercises and get your plan in place to begin to implement as soon as you are back in the office.

In this session, you will run through a series of exercises that will cover the following:

- **The Power of Certainty** – How to focus on the opportunities rather than the obstacles.
- **Vision Quest** – To help you create a new vision or reconnect with your current one.
- **Reality Check** – To identify which factors you can or can't control to determine where your focus should be.
- **SKEPTIC Tool** – Help your team weave "uncertainty training" into their regular business processes.
- **Value Finder** – Identify what your company stands for to the outside world.
- **Staying Relevant** – Securing your base and staying relevant.
- **Purpose** – The true purpose of a business can get lost in the day-to-day. How to move that back to the forefront.
- **Instill Ownership** – Make sure you are giving your employees an opportunity for ownership.
- **Stabilize the Business** – Your first goal when uncertainty strikes is to do whatever it takes to make sure your business survives.
- **Grow the Business** – Once your business is stabilized, you'll have the mental bandwidth to search for growth opportunities that are inevitably lurking in the shadows.



- **Transform the Business** – Successful companies use the challenges they've experienced to transform their businesses.

Every workshop participant will receive a copy of Meridith's book, "Thrive".

WHO IS MERIDITH ELLIOTT POWELL – BUSINESS GROWTH EXPERT?

Voted one of the **Top 15 Business Growth Experts**, **Top 100 Sales Influencers** by LinkedIn, and **Top 41 Motivational Speakers**. Meridith Elliott Powell is an award-winning author, keynote speaker and business strategist. With a background in corporate leadership and sales, her

career expands over several industries including financial services, healthcare and finance.

Meridith worked her way up from entry-level to earn her position in the C-Suite. **Writing and executing strategy to help leaders master uncertainty, achieve growth and build talent at every level of their organizations.**

She has been inducted into the **Speaker Hall of Fame**, an honor bestowed on less than one-percent of professional speakers, **incoming Chair of the National Speakers Association**, **A Master Certified Business Growth Strategist**, **A Certified Executive Coach** and **Certified Speaking Professional**. In addition,

Meridith is an invitation-only author for LinkedIn with more than 750,000 learners taking her business growth courses around the world.

With a passion for helping her clients learn the strategies they need to turn uncertainty to competitive advantage. Meridith has a cutting-edge message, rooted in real-life examples and real-world knowledge. She is the author of nine books, including **"THRIVE: Turning Uncertainty to Competitive Advantage"** and **Who Comes Next? Leadership Succession Planning Made Easy**, written with Dr. Mary Kelly. Both books have won the top honors for the Benjamin Franklin Independent Books Sellers Award. One of the highest honors for business books.

Meridith is regularly featured in publications such as *Forbes*, *Fast Company, Inc.*, *Investment News*, and *American Banker* among others. High energy and highly interactive, she helps leaders and business owners learn the new rules of success today, and the strategies they need to **Thrive in Uncertainty**. You can find her inspiring message and strategies on both of her podcasts: **Sales Logic** – the "logical" approach to selling successfully in challenging times, and **THRIVE** – where Meridith interviews leaders, sales professionals and business owners who have transformed their organizations to turn uncertainty to opportunity.

In her highly engaging keynote-speaking sessions, Meridith shares how you can think, feel and most importantly react to uncertainty, and the power of what you can do to start to control change rather than have change control you. Meridith shows her audiences how to attract more business, retain top talent, and leap into position to win in a constantly shifting marketplace.

Meridith always deliver practical solutions to businesses toughest challenges. No walking on coals, no breaking boards, just real-life strategies you can put into place first thing Monday morning.

When not coaching or keynoting, Meridith can be found on her favorite hiking trail, riding her mountain bike, or endlessly chasing little white golf balls on courses round the country. ■



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TLI253

DIGITAL SALES SUCCESS – Manuel Karam

In TLI230, you acquired knowledge about what to sell in digital. This course aims to guide you in effectively integrating your print and digital sales efforts for success. Explore the techniques for selling your current product offerings, identify successful approaches adopted by members, and determine the target audience for your products. Enhance your skills in harmonizing print and digital sales to achieve optimal results.

TLI254

MASTERING ONLINE SALES TOOLS – Will Thomas

In today’s dynamic and competitive business landscape, the effective use of online sales tools is crucial for success. “Mastering Online Sales Tools” is a comprehensive course designed to equip participants with the knowledge and skills needed to navigate and leverage the latest tools and technologies in the realm of print & digital sales.



Rob Zarrilli – Dean of The Leadership Institute teaching a class in Las Vegas.

TLI249

UNDERSTANDING THE MODERN ADVERTISER’S MINDSET – Rob Zarrilli

Learn to think like today’s buyer by exploring the psychological and behavioral factors influencing their

purchasing decisions. Gain insights into the evolving preferences and expectations of consumers in the digital age. Discover strategies to anticipate and meet the needs of today’s buyers effectively, ensuring your approach aligns seamlessly with the dynamic landscape of consumerism.

TLI153

THE UNIQUE FEATURES AND BENEFITS OF PRINT UNVEILED – Rob Zarrilli

You’ll embark on a journey to explore the distinctive qualities that set print apart in a digital-centric world. Delve into the tangible advantages and unique attributes inherent in print media. This class will equip you with the knowledge and skills to leverage the unique features and benefits of print in a variety of contexts. ■



Visiting Professor Dan Buendo teaching a class in Charlotte.

ACP'S INNOVATION SPOTLIGHT

THE INNOVATION SPOTLIGHT IS NOT INTENDED TO BE A SALES PITCH,
THEY ARE ABOUT SUCCESS STORIES!

These sessions are designed to be educational and offer attendees proven case studies on ideas, tools and resources that can enhance their businesses.

These sessions offer Platinum & Diamond Partners a unique way to prove that the products and/or services they offer have proven to make a measurable difference for a community publication. These real world examples will detail the practical application of a product or service you may want to consider for your publications as well.

SESSION STRUCTURE

During the annual conference, there will be an opportunity to for our Platinum and Diamond Partners to present a case study during an allotted time slot where they can share



INNOVATION SPOTLIGHT

examples of products and/or services being used to increase revenue, provide cost savings, generate additional readership or circulation and more.

Presenters are encouraged to partner with a publisher they work with to help provide specific, proven results that they can speak to that will help prove their case.

Presenters will be given an allotted time slot to convey the following information:

1. Name and company name
2. Brief description of company
3. Publishing Partner Information
4. Brief description of the challenge being solved
5. Description of the company's product and/or service that was used
6. How the product/service was used
7. The measurable results of the product/service use (numbers, \$)

You won't want to miss these informative and thought provoking sessions.



ASSOCIATION OF COMMUNITY PUBLISHERS CONFERENCE & TRADE SHOW

NORFOLK • 2024

"ALL HANDS ON DECK" - MAY 1-3, 2024

DESIGN THE BACK OF THE CONFERENCE T-SHIRT!

Deadline to enter: Friday, March 29, 2024

Send questions or design entries to Cassey Recore:
cassey@communitypublishers.com

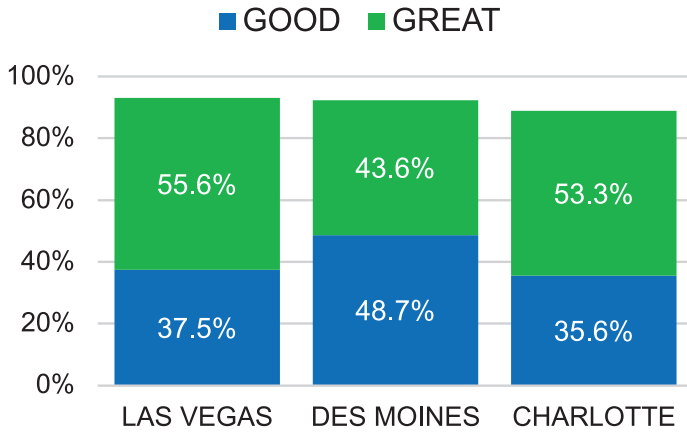
Your design must reference the 2024 Conference and Trade Show in Norfolk. The conference logo does not have to be used in the design. The shirt color will be Ice Gray. No more than 4 spot colors may be used.



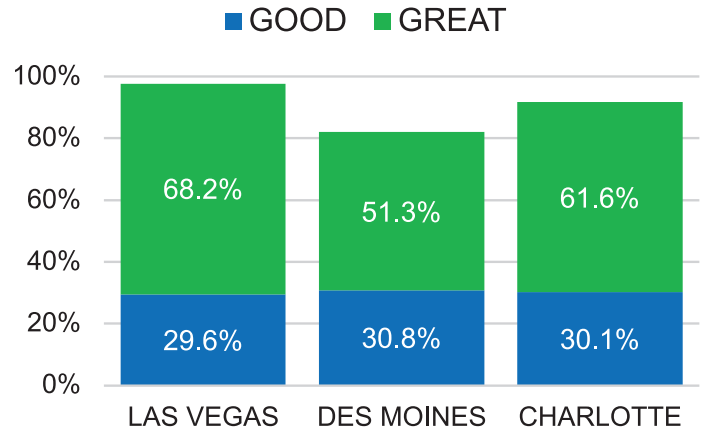
THE SURVEY SAYS...



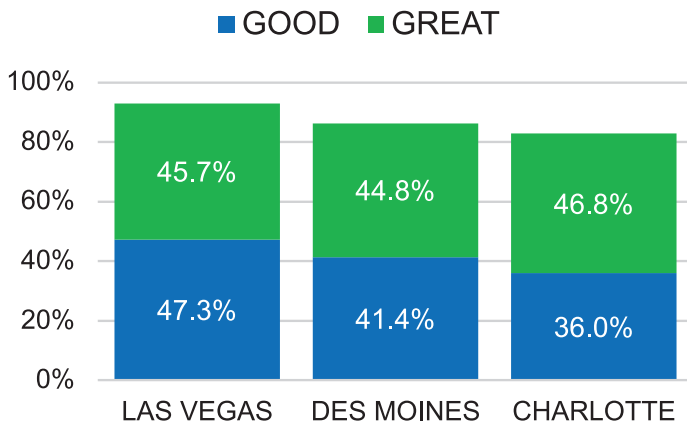
Average Attendee Ratings For Conference General Sessions



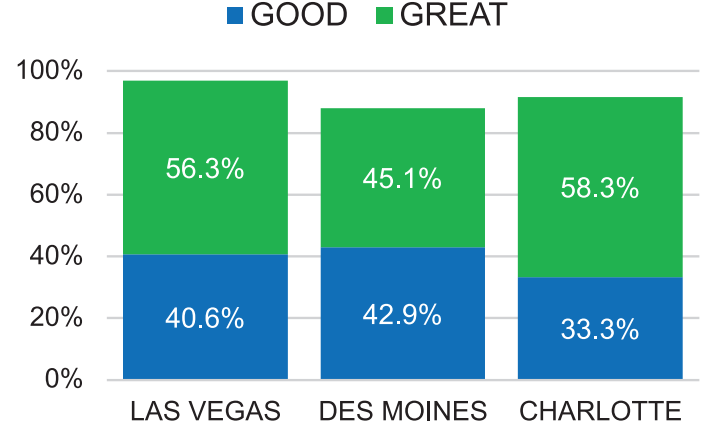
Average Attendee Ratings For Networking Opportunities



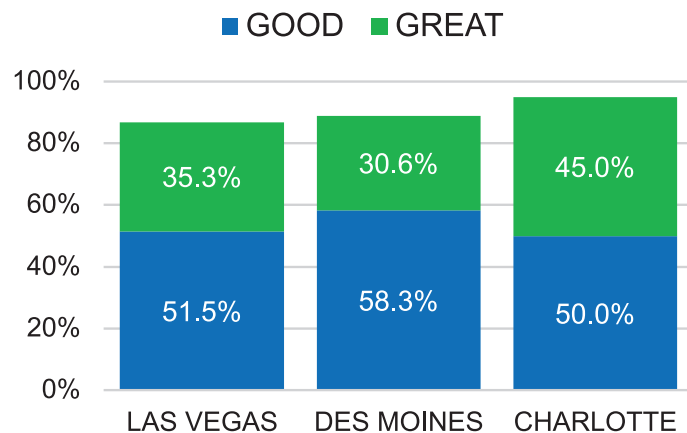
Average Attendee Ratings For Conference Breakout Sessions



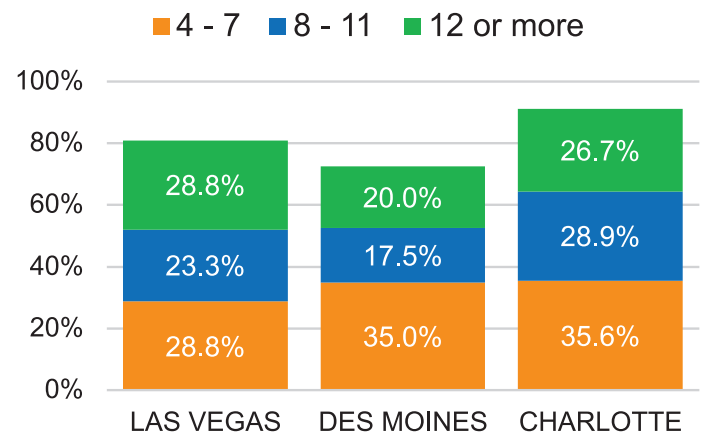
Average Attendee Ratings For TLI Class Sessions



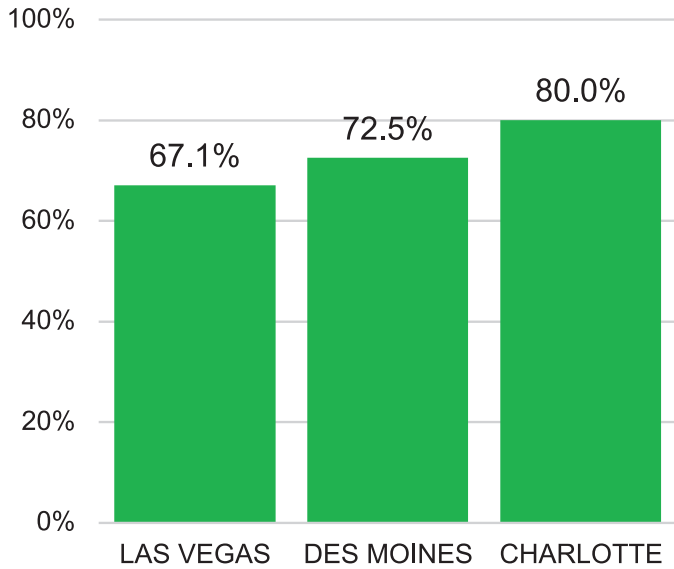
Average Attendee Ratings For Conference Trade Show



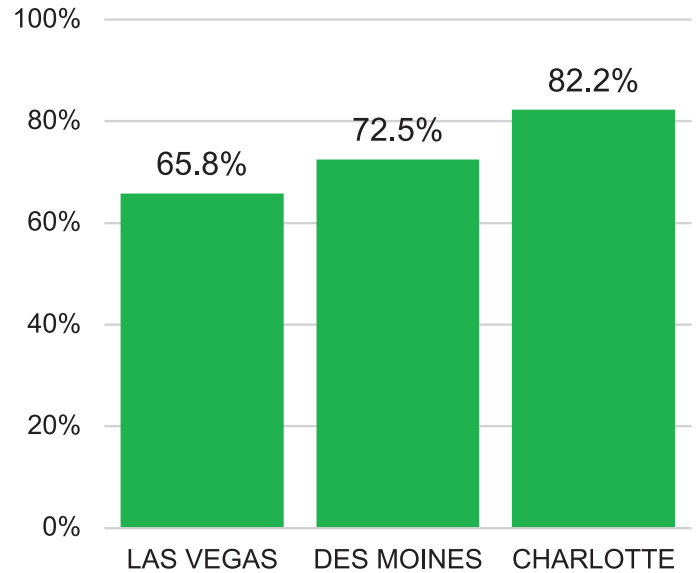
Average Interactions With Trade Show Partners



Attended One or More
TLI Classes



Attended One or More
Breakout Sessions



**WHEN WE SURVEYED ATTENDEES AFTER THE 2023 CONFERENCE
AND TRADE SHOW IN CHARLOTTE, NC, HERE'S WHAT THEY HAD TO SAY...**

Everything you think you know could change a bit with the interaction you have with other attendees. Everyone has a great amount of knowledge and experience.

It will definitely help save you time, money and rejuvenate your feelings of the industry in a positive way!

Great venue to connect with fellow community paper leaders and exchange ideas and strategies. Build relationships along the way.

You could learn something you never realized you needed to know! Plus – you will meet great people.

What you learn from the speakers and other attendees far out ways the cost of going to conference. Invaluable!

You'll walk away with ideas that are proven successes by fellow industry experts. It's a conference full of people who want to help others succeed. Just a phone call/email away.

This was my first ACP conference, I enjoyed everything but the networking is incredibly valuable.

Best of the Best Awards



Enter ACP's 2024 Best of the Best Publication Awards contest and show the rest of the world your best work. Use your winning entries to promote your staff, your advertisers and your national award winning publication!

MARK YOUR CALENDARS!

Entries must be received digitally by February 29, 2024.

Information and entry instructions for this year's new digital submissions process are available at:

www.communitypublishers.com/best-of-the-best



Silent Auction DONATIONS NEEDED!

- MUSIC MEMORABILIA
- AUTOGRAPHED ITEMS
- UNIQUE ARTWORK
- ELECTRONICS
- GIFT BASKETS
- TIMESHARES
- GIFT CARDS
- SPECIALTY ITEMS
- JEWELRY & WATCHES



"ALL HANDS ON DECK"

ASSOCIATION OF COMMUNITY PUBLISHERS
CONFERENCE & TRADE SHOW

NORFOLK • 2024

Contact Cassey Recore:
cassey@communitypublishers.com

All proceeds from the silent auction go to the Bill Welsh Foundation to help provide scholarships for Rising Stars to attend the ACP annual conference.

TOP FREE ATTRACTIONS TO VISIT DURING CONFERENCE DOWNTIME

PROVIDED BY VISITNORFOLK



Oftentimes, the best part of attending a conference, aside from all the key takeaways and connections made, is having the opportunity to explore the city in which the conference is held. As a destination that welcomes well over 100,000 meeting and convention attendees each year, Norfolk is certainly a place that's worth exploring to the fullest during downtime. Best of all, the city is home to many free attractions and activities that provide insight into our region's history, culture and incredible arts scene. Here are the 12 best free attractions to visit during your Norfolk conference.

DOWNTOWN

Elizabeth River Trail (ERT)

Winding through multiple neighborhoods along the Elizabeth River, the ERT is a 10.5-mile walkable and bikeable pathway. Grab a coffee at Neptune's Fury, then turn right on the ERT to journey past the Battleship Wisconsin, Pagoda and much more. Here's a full guide of things to do on the ERT.

<https://www.visitnorfolk.com/blog/what-to-do-along-the-elizabeth-river-trail/>

Glass Light Gallery

Attached to the Glass Light Hotel is the Perry Glass Gallery. Meander through the two-story collection, which is made up of 65 small and life-sized pieces of glass art. Exceptional works of glass art by world-renowned artists such as Dale Chihuly, Peter Bremers and Lino Tagliapietra can be spotted in the spaces around you. The gallery has free admission and is open to the public.

<https://www.visitnorfolk.com/attraction/glass-light-hotel-gallery/>

MacArthur Memorial

Located on Bank Street, the MacArthur Memorial is dedicated to the life and legacy of General of the Army Douglas MacArthur. The Memorial also pays tribute to the millions of Americans who served during the Civil War, World War I, World War II and the Korean War.

<https://www.macarthurmemorial.org/>

Norfolk's Mermaids

Norfolk's iconic mermaids can be found throughout the city, each one reflecting nautical and Norfolk themes, civic pride, the diversity of the region and more. You'll find a mermaid covered in coins that's sponsored by a bank, while a mermaid sporting a chef's hat and apron sits in front of a bakery. Try to spot them all! Bonus points if you break up into teams and see which group can find the most.

<https://www.norfolk.gov/1952/Norfolk-Mermaids>

VisitNorfolk Mermaid Market

One of the best ways to familiarize yourself with our city is to stop in our Visitor Center located at 232 E. Main St. and chat with one of our friendly and knowledgeable team members. We have informational brochures on many of the free attractions listed here (plus more!) as well as a curated selection of apparel, housewares, children's items and other goods representing Norfolk and Virginia.

<https://norfolkmermaidmarket.com/>

FREEMASON

Norfolk Pagoda

Wander around this serene architectural gem, tucked away in a beautiful garden setting in Freemason. The Pagoda is an excellent spot to read a book, listen to the peaceful fountains, spot a koi fish and simply explore.

<https://www.pagodagarden.org/>

NEON DISTRICT

Chrysler Museum of Art

Offering free entry as well as free parking, the Chrysler Museum is a cultural enclave featuring more than 30,000 original works of art. Peruse the McKinnon Galleries of Modern and Contemporary Art showcasing internationally renowned artists like Jackson Pollock and Georgia O'Keeffe. Also on view are works by female artists, artists of color and artists from other countries. The museum is also home to one of America's top glass collections.

<https://chrysler.org/>

Perry Glass Studio

The Perry Glass Studio, a part of the Chrysler Museum of Art and located just across the street, brings the museum's internationally acclaimed glass collection to life by showing visitors the process of creating these masterpieces. They offer free narrated glassblowing demonstrations Tuesday through Sunday at noon.

<https://chrysler.org/>

Walking Tours of the NEON District

Did you happen to notice a neighborhood on the outskirts of Downtown that's popping with vibrant mural art on every street and alleyway? That's the NEON District (New Energy of Norfolk), and you can embark on a self-guided tour anytime you like.

<https://www.visitnorfolk.com/neighborhoods/neon-district/>

d'Art Center

Wandering through the halls and gallery spaces at d'Art Center is like stepping into the minds of multiple artists at work. Home to seven resident artists and 23 associate artists—plus host to nine annual national exhibitions—there's always something new to see at d'Art.

<https://d-artcenter.org/>

LARCHMONT / LOCHHAVEN

Barry Art Museum

The Barry Art Museum is a cultural hub at Old Dominion University that advances the understanding of art in its many diverse forms through collecting, display, interpretation and research. There's an extensive glass collection, paintings, historic dolls and changing exhibitions.

<https://barryartmuseum.odu.edu/>

Hermitage Museum & Gardens

The Hermitage Museum & Gardens is a waterfront estate featuring an Arts and Crafts style mansion located along the Lafayette River. The museum offers innovative changing exhibitions, 12 acres of gardens and grounds and a permanent collection of over 5,000 objects representing 30 countries. The museum and gardens are free and open to the public Tuesday through Sunday, 10 a.m.–5 p.m.

<https://www.visitnorfolk.com/attraction/hermitage-museum-and-gardens/>

ADDITIONAL RESOURCES

VisitNorfolk – Blog Article

10 Reasons You Should Travel To Norfolk, VA!

This article gives a quick overview of the broad variety of things to do when you come to Norfolk. It's charming waterfront location offers a mix from historical to modern upscale with a view that is stunning.

<https://www.visitnorfolk.com/blog/10-reasons-you-should-travel-to-norfolk-va/>



VisitNorfolk – Blog Article

Best Spots For Norfolk Happy Hour

A great way to check out some of the local pubs and restaurants with an eye on happy hour opportunities. From the Waterside Market and Blue Moon Taphouse just a few yards from the hotel, to some of the finest seafood restaurants you'll ever find, there are loads of options.

<https://www.visitnorfolk.com/blog/best-spots-for-norfolk-happy-hour/>



VisitNorfolk – Guides & Itineraries

Must Seas – History Itinerary

With a history dating back to Norfolk's 1682 founding, there are lots for activities for history buffs. From the Battleship Wisconsin to a number of unique museums – this article offers a great overview.

<https://www.visitnorfolk.com/wp-content/uploads/2022/04/mustseas-history.pdf>



VisitNorfolk – Neighborhoods

Downtown Norfolk

With Norfolk's walkable, waterfront downtown – the list of things to do is long and varied. This reference site offers a great way to explore before you even get there!

<https://www.visitnorfolk.com/neighborhoods/downtown-norfolk/>



VisitNorfolk – References

FAQS

Chances are excellent if you have a question, the answer will be right here in this list of FAQs put together by VisitNorfolk. There are plenty of links to information and additional resources.

<https://www.visitnorfolk.com/resources/faqs/>



ADDITIONAL RESOURCES

Flyte New Media – Article

12 Reasons You Should Attend Conferences

By Richard Brooks

An interesting list of reasons why in an internet information age, it is important to attend live events. Opportunities that are essential as well as unique to the face-to-face experience offered at conference.

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



The Woodard Report – Article

Five Benefits of Attending In-Person Conferences

By Rick Mayfield

Although written back in 2021, the information still applies today. The point made about “*Work ON your business, not just IN your business*” makes this well worth the read.

<https://report.woodard.com/articles/five-benefits-of-attending-in-person-conferences-tppgwr>



ACP Conference Registration Link

2024 ACP Annual Conference & Trade Show – Norfolk, VA

This handy link will take you to the ACP conference registration site and get you signed up to attend this great event.

<https://charlie.amberplains.com/fmi/webd/AFCPWebRegistration?homeurl=http://www.communitypublishers.com>



ACP Host Hotel – Registration Link

Sheraton Norfolk Waterside Hotel

This link will connect you with the host hotel. To be able to take advantage of the discounted \$139 per night room rate, you will need the Group Code: AC7. You can also reserve a room by calling 888-236-2427.

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1686599319302&key=GRP&app=resvlink>



Newest addition for your “Advertiser Help Page” Listings

Geomares – Blog Article

5 Reasons Why Print Advertising Works

Don't get caught up in the digital only mentality – here are 5 reasons print should be part of every media mix. Written from the magazine perspective, the principles are pure print display advertising.

<https://geomares-marketing.com/en/blog/5-reasons-why-print-advertising-works>



A WALK DOWN MEMORY LANE

TLI-147

The Compound Effect



Rob in his comfort zone, teaching a class in Des Moines.

ROB ZARRILLI – A LONG AND WINDING ROAD!

If you have been in the free community paper industry for any length of time, the chances are excellent you have experienced some type of contact with Rob Zarrilli. It might have been at the ACP annual conference, in a TLI classroom, at a state or regional conference, or right in your own company if you work for one of Rob's many publishing clients. But you may not be aware of the origins of Rob's success.

Zarrilli kicked off his publishing career working in New York City associated with Grolier International, an international leader in the educational publishing field. Rob's rise through the corporate ranks was quickly fueled by him winning national attention as the #1 salesperson for Grolier International two years running.

It wasn't long before Rob was driven to start his own company, Spectrum, where he truly began to realize his passion for hiring, training



Rob recording one of his over 30 podcasts.

and developing top sales talent of his own. It was through this experience and watching the people he had mentored at Grolier grow professionally, that it became clear to Rob where his talents would provide him the greatest rewards.

“One of my proudest and happiest moments by far was not receiving a top sales honor myself, it was watching someone I hired, gave guidance and support to then go on to win that same award and actually break the sales records I had established.”

In 1992, Rob's commitment to family would bring him to Florida to be closer to his son Rob Jr., who was living with his mom in Orlando. That year would be monumental in his eventual career path as he joined The Flyer Magazine in Tampa as the director of sales for their call center operations. It was here where he met Bill Mulcahey, Dick Mandt and eventually Carlos Guzman, who Rob still credits with his growth and development, calling them all his mentors in life.

In 1996, Rob was promoted to vice president of sales and for the next 9 years was instrumental in the growth

A WALK DOWN MEMORY LANE

and expansion of the flyer magazine including heading up the Tampa Flyer's daily operations for Carlos Guzman and Harte-Hanks.

When that position was eliminated by Harte-Hanks in 2009, Rob decided it was time to devote his entire focus on training and strike out on his own by forming Zarrilli Training and Consulting. As a premier motivator, trainer, keynote speaker and executive consultant, Zarrilli has established himself as one of the most sought after sales and leadership trainers in the country. Rob's ability to transform adversity into opportunity in his own life adds impact to his ability to coach others through that process.

A few years prior, Craig Mc Mullen, AFCP's then Executive Director, and Carlos Guzman, President of The Flyer.com in Miami, approached Rob Zarrilli to be the architect of a multipurpose, multiplatform, university-style training program as part of the AFCP education initiative. The concept was to develop The Leadership Institute (TLI) to provide industry specific sales and management training for the community publishing industry.

Rob Zarrilli set out to develop a unique and different training program that would inform, inspire, entertain and challenge the membership. Rob knew this undertaking would require the support of a large group of qualified sales trainers to ever become a reality.

“ *I knew the only way to launch a one of a kind program like this was to surround myself with people much smarter than I am, individuals who understood the importance of this initiative and were ready willing and able to make a difference. With that in mind, I called Jim Busch, Elaine Buckley, Charlie Delatorre, Jon Cantrell, Bill Osborne and others to support this effort.”*

The Leadership Institute has established itself as one of the focal points of AFCP's member benefits with



Rob and Marlen on their anniversary in 2015.

hundreds of classes presented at National, State and Regional conferences over the years to thousands of industry professionals. Today TLI has a curriculum of more than 75 classes covering all aspects of the sales and sales management spectrum.

That being said, for Rob and the entire TLI faculty, the road to the present has been paved with challenges. The classroom has been in many cases replaced with computers and mobile devices; even the most popular universities must offer their curriculum online, which now includes live streaming, online classes, webinars, blogs and podcasts to train and develop; an expensive undertaking for an organization like AFCP dealing with declining resources.

Committed to the initiative, AFCP made the investment and expanded TLI's parameters to include a digital component to their already extensive offering. Rob oversaw the development of TLI's digital offerings that now includes 7 online classes and a video library of over 30 five-minute podcasts making it easy for publications all over the country to utilize this industry specific training in a virtual world.

Looking back over the many turns in Rob's career, Rob has no regrets and is appreciative of all the opportunities and successes that he has experienced along the way.

“ *We have all had to reinvent ourselves to some degree using the lessons we've learned from the relationships we've developed to guide us. Life is all about change as I said in a recent podcast, while we fear the unknown, we must embrace change moving us out of our comfort zone and enabling us to learn and grow; change in life is inevitable.”*

Rob Zarrilli continues as the Dean of TLI to spearhead AFCP's efforts in developing and maintaining curriculum for the classroom and online offerings while also preparing for national events. He guides a faculty of experienced, knowledgeable training professionals every year at our national conference which represents the cornerstone of AFCP's annual sales educational offerings. He is quick to tell everyone that much of the heavy lifting is done by the amazing volunteer faculty who deliver maximum effort to provide the best training forum any industry has to offer – digital or otherwise.

In 2009, Rob was recognized for his contributions to both The Association of Free Community Papers and the entire free community publication industry over the years by being awarded the AFCP Distinguished Service Award. This award celebrates not only his time commitment and unwavering dedication to the industry he LOVES, but the thousands of industry professionals whose professional growth and performance has been directly impacted by Rob.

It would be remiss to not recognize that Rob has two passions in his life, his family and his work – in that order. Rob describes it as being blessed with a blended “Modern Family” of 5 children, 8 grandchildren (all under the age of 7) along with his beautiful, successful wife Marlen. He is quick to share that his family remains his primary source of inspiration and purpose in his life.

We are all fortunate that Rob Zarrilli's long and winding road passed through the heart of the free community paper industry! ■

ACP Member Benefit For Your Employees

Bob Wright Memorial Scholarships

Have your student apply for one of four scholarships!

Scholarship Requirements:

- Parent, guardian or grandparent must work for a community paper that is a current member of the Association of Community Publishers (ACP).
- Applicant must be a high school graduating senior or current college student.
- Applicant must be attending a 4 year college, vocational trade school or community college.
- Application must be received by April 1, 2024



DOWNLOAD APPLICATION AT:
www.communitypublishers.com/scholarships

THINKING ABOUT CONFERENCE



MACKENZIE MCGRAIN

What's better than meeting new, like-minded individuals in the same field as you, offering stimulating, fresh ideas?

My first experience at an ACP Conference was last year in Charlotte, North Carolina. Being my first year in the Rising Stars program, I didn't know what to expect, what materials to bring, and who to speak to so pre-planning for the conference was a challenge (just like anything brand new!). Once we arrived, the members of ACP were incredibly helpful in guiding the Rising Stars to classes, networking opportunities, engaging games, and so much more.

The special speakers that attended last year's conference spoke about several different topics; A.I., print vs. digital advertising, creative design, communication/networking, sales tips & tricks – the list goes on! I would strongly suggest researching the speakers beforehand to ensure you're prepared with thoughts, questions, suggestions, and ideas. Planning what sessions/classes you want to attend is crucial because a 3-day conference can be jam packed and move quite quickly.

Another benefit I found as we were approaching the conference was looking into the local area. When I researched where we would be staying it gave me insight as to what we could do as a team and other networking possibilities. Anyway, who doesn't want to know what's going on around the area they will be staying in for a few days?

If you're headed to this year's ACP conference in Norfolk, Virginia, be sure to do some digging on your speakers, the available classes/sessions offered, and the local area. You want to soak in & retain all the benefits this conference will give you! ■

Membership has its benefits - benefits you need!

EDUCATIONAL PROGRAMS
TLI CLASSES
PROFESSIONAL CERTIFICATIONS

REVENUE IDEA SHARING
IDEA EXCHANGES
OPEN PUBLISHER DISCUSSIONS

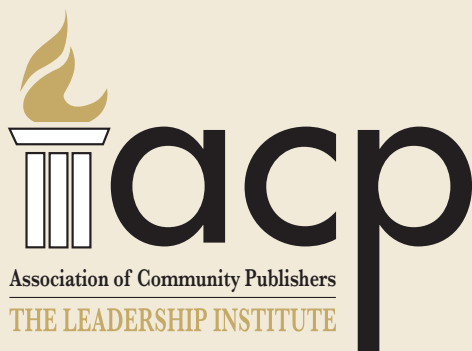
CIRCULATION AUDITS FROM CVC
BI-ANNUAL CIRCULATION AUDITS

INDUSTRYWIDE NETWORKING
VIRTUAL AND IN-PERSON EVENTS

acp
Association of Community Publishers
AND MUCH MORE JOIN TODAY!

Association of Community Publishers - 877-203-2327

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



**OVER THE LAST
16 YEARS**

Over 2,500

INDUSTRY PROFESSIONALS
HAVE PARTICIPATED

140

CERTIFIED ADVERTISING
EXECUTIVE CERTIFICATIONS
AWARDED BY ACP

To learn more about taking advantage of TLI classes, the new-hire training sequence or Power Sales University through ACP, contact the ACP office at 877-203-2327.

“ Everything has to come to an end, sometime.

— L. Frank Baum

BY JIM BUSCH

After almost two decades this will be my last column in Publish Magazine. I have decided that is time for me to step back and let a younger person share their thoughts with our industry. As a dedicated apothegmatist, I must to admit I have enjoyed writing this piece first for Free Paper Ink and more recently for Publish. An “apothegmatist” is a collector of apothegms, of pithy sayings and quotations. I have always found them a good tool for focusing my thoughts. I hope that the readers of this column have found these bits of borrowed wisdom useful and motivating.

This column grew out of a cocktail party conversation with former ACP Director Craig McMullen. The idea was to create a vehicle to promote the Leadership Institute. At that time I was in my 50s and very active in the day-to-day operations of the Pittsburgh Pennysaver. Now several decades on, I am 71 years old, have been retired for almost a decade and, sadly, Craig McMullen is no longer with us. I have decided that it is time for me to step back and let younger people share their thoughts with our industry.

My father used to tell a story about a boy who was born without a body; he was just a head. As a child, I never questioned how someone could live without a body. His mother would set him in the window to watch the other kids play baseball across the street. In the story, my Dad said that one day his Fairy Godmother appeared to the poor boy and offered to grant him a wish. Of course, the boy asked for a body and “POOF” he suddenly had a healthy boy’s body dressed in a baseball uniform complete with a glove and bat. The excited boy ran out of the house to join the game across the street. In his excitement, he didn’t look as he crossed the street and was run down and killed by a speeding truck! The moral of my Dad’s story: “Quit while you’re a-head!”

That is just what I want to do, quit while I’m ahead. I have shared my thoughts on close to a 1,000 quotes and I believe it’s time to let someone share their ideas. I am looking forward to reading future editions of Publish and I am also looking forward to watching the direction of our industry in the coming years. Over the last several decades I have met so many impressive young people in my TLI classes that I know our industry is in very good hands indeed. In closing, I’d like to thank the members of the association for their support and especially for their friendship over the years. Thank you for reading. ■

FOUR WORDS FOR AD PROFESSIONALS: “OH, YEAH? PROVE IT.”



BY JOHN FOUST
RALEIGH, NC

Once encountered a car dealer who took advertising puffery to new levels. They publicized themselves as being number one in every conceivable category. Their general advertising theme was, “We’re number one.” Their new car slogan was, “We’re number one in new cars.” Their used car slogan was, “We’re number one in used cars.” Their service department’s slogan was, “We’re number one in service.” And of course, their logo featured their name inside a number one.

That approach must have simplified their advertising strategy meetings: “Let’s just tell everybody we’re number one in everything.”

I’m not legal expert, but I suspect that they could not have been prevented from using that exaggeration, because saying “we’re number one” is like saying “we’re the best.” It’s just too common to be taken as a serious deception.

The more important issue is in the fact that the ads had no credibility. There was no proof to back up the claims. Consumers were never presented with any reasons to believe what the dealership was saying.

I thought of that old ad campaign recently, when I saw a series of ads for another car dealership. Like the old dealership, they were marketing themselves as a preferred place to buy a car. But unlike those old ads, these claims were on solid ground, because they were supported by evidence. The ads showed long-time customers holding up fingers to represent the number of cars they had purchased from the dealership. It was an attention grabber – a simple and effective way to sell the dealership’s longevity and reputation.

Unsubstantiated claims are lazy. It takes practically no effort to write a headline like, “We’re number one”

or “Best deals in town.” On the other hand, it takes some creativity to come up with the right kind of supportive evidence.

The work is worth the effort. While consumers ignore exaggerations and unsupported claims, they respond to relevant promises and offers that are backed up by evidence.

When you’re writing an ad or making a sales presentation, it might help to imagine someone sitting on the other side of the desk with arms crossed, saying, “Oh yeah? Prove it.”

There are many forms of proof – statistics, photographs, and testimonials, for example. Here’s how evidence can help:

“Our new widget is the best on the market” has no muscle. It’s better to say, “According to XYZ research, our widget has a 95 percent durability rating.”

“Our paper is better than any other advertising option” is an empty statement. It’s better to write, “Let me tell you about the great results that Retailer X gained from advertising in our paper. Their sales increased by 27 percent during the first month.”

“Our customers love us” is weak. It’s more effective to say, “Here’s what our customers say about us.”

Just because we believe something doesn’t make it believable to others. There is power in proof. Make that imaginary skeptic on the other side of the desk smile and you’re on the right track. ■

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

Graphic Hooks

By Ellen Hanrahan

hanrahan.ln@att.net © 01/2024

I attended some of the 2023 **ACP Fall Virtual Learning Sessions** on Friday, October 27. This particular Graphics Session was *Print Design Tips* presented by **Cory Regnier** and **Jayde Vogeler**. About half way through the session, Jayde referred to something called “Funeral Boards.”

I did not realize that was a “thing,” because I can remember doing a few as far back as 2001 (24x36” because we had a large format printer, although they were a lot more time-consuming to create back then). I also created some “Wedding Boards” for my daughter and son-in-law in 2004! I was going to go back and show examples, but as I was “researching,” I found a number of other printed samples. So as we start a New Year, I am going to present a look back at other examples of printed materials...

Calendars

Although customer advertising was our focus, we also did other types of support materials. In 2010 and 2011 we created a fund-raising campaign for a local high school’s cheer leading squad (once the format was developed it was just a matter of getting the right photos).

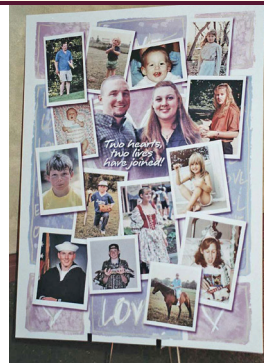
We also created calendars for the general public— but with a more limited amount of images (below). This is when I began to really rely on “libraries” to save art that I would use over and over!



You'll never know when a simple comment can get you searching for the most unusual items!

Posters/Signage

Again, the fact that we had a large format printer in the early 2000s helped us create advertising without the expensive process of printing.



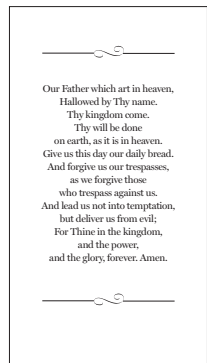
Wedding Board

While I didn’t find Funeral Boards, I did run across the board for my daughter’s wedding in 2004. The plus-side for these boards is the fact that you can size the photos (and maybe even touch-up the image); the down-side is that it is slightly more time-consuming... (hence the use of libraries!)



Funeral Cards

Even back-in-the-day, families were looking for a more personal way to remember loved ones.



Our Father which art in heaven,
Hallowed be Thy name.
Thy kingdom come.
Thy will be done
on earth, as it is in heaven.
Give us this day our daily bread.
And forgive us our trespasses,
as we forgive those
who trespass against us.
And lead us not into temptation,
but deliver us from evil;
For Thine is the kingdom,
and the power,
and the glory, forever. Amen.

Labels/Placemats

We even did “Syrup Labels” for a local group of avid (and maybe a bit crazy) folks who liked to spend their time sitting around a campfire during Feb–March... and you just might need a placemat to serve pancakes and waffles loaded with that syrup.



Final thoughts...

I am still going to look for samples of the Funeral Boards, but I now know that I have a bit more cleaning up to do of my files— so will probably spend 2024 deleting old files that will never work with my software. Plus, there are still a lot of changes that have happened in the publishing world, so I guess I will have to look into that as well.

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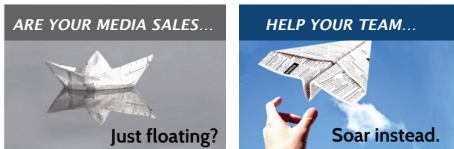
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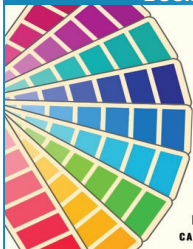


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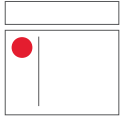
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