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PUBLICATION'S FUTURE
GROWTH —
PAGE 27**

tip

The Independent Publisher



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IFPA
INDEPENDENT FREE PAPERS OF AMERICA
September 2015



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OFFICERS FOR 2014-2015

BOB MUNN
President

1 Memminger Ave.
Wheeling, W. VA 26003
(304) 639-8810
Fax (304) 845-4312
bobmun@mac.com
term expires September 2015



BRIAN RUSHING
Vice President

The Weekly Want Ads
6160 W. Park Ave.
Houma, LA 70364
(985) 868-7515
Fax (985) 873-9009
brian@weeklywantads.com
term expires September 2015



MARK HELMER
Director of Finance

Helmer Printing
N. 6356 740th St.
Beldenville, WI 54003
(715) 273-4601
Fax (715) 273-4769
mark@helmerprinting.com
term expires September 2017



DAN BUENDO
Director

Reminder Publications
280 N. Main St.
E. Longmeadow, MA 01028
(413) 525-6661
Fax (413) 525-5882
Dan@TheReminder.com
term expires September 2017



DOUG FABIAN
Director

Reminder Publications
280 N. Main St.
E. Longmeadow, MA 01028
(413) 525-6661, ext. 144
doug@thereminder.com
term expires September 2015



KATIE THOMAS
Director

Exchange, Inc.
P.O. Box 490
Fayetteville, TN
(931) 433-9737
Fax (931) 433-0053
katie@exchange-inc.com
term expires September 2015



RENA REISER
Director

New Mexico Market Place
PO Box 92800
Albuquerque NM 87199
(505) 888-0500 Ext 102
Fax (505) 888-1078
rena@nmmarketplace.com
term expires September 2015



JANE MEANS
Director

Kapp Advertising
P.O. Box 840
Lebanon, PA 17042
(717) 273-8127
janem@themerchandise.com
term expires September 2017



DEBORAH PHILLIPS
Immediate Past President

The World
403 US Rt. 302 Berlin
Barre, VT 05641
(802) 479-2582
Fax (802) 479-7916
dphillips@vt-world.com
term expires September 2015



EILEEN CURLEY
Sergeant-at-Arms

The Shopper
924 E. 162 St.
South Holland, IL 60473
(708) 271-8957
Fax (708) 333-9630
general@myshopper.biz
term expires September 2015



DANIELLE BURNETT
Assistant Director

CADNET
13157 Avocet Street NW
Coon Rapids, MN 55448
(866) 224-8151
Fax (866) 864-2051
danielleburnett-ifpa@live.com



DOUGLAS FRY
Executive Director

Headquarters
104 Westland Drive
Columbia, TN 38401
(931) 922-4171
Fax (888) 450-8329
douglas@ifpa.com



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"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

— Victor R. Jose
IFPA Founding Conference
September 20, 1980

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The cover photo is of Milt Helmer, Bill Helmer, Jenny Helmer Blank, Scott Helmer, and Mark Helmer.





What Happened?

By Bob Munn

This term as President has been a lesson in how quickly two years can pass.

"Life is what happens while you're making other plans." —John Lennon

Did everything get done? No

Did things go as I expected? Not really.

Is IFPA stronger and ready to move forward? Absolutely.

Thanks to strong veteran leadership both within and outside the Board, innovative responses to change...and most importantly, the rock solid foundation upon which IFPA continues to stand, this organization is even more battle-tested and ready to move forward.

What do I mean by Veteran Leadership?

From its beginning, IFPA has been blessed to have strong, visionary, volunteer leadership. Not simply in the obvious positions, but throughout the organization. Some of them people we know. Some had awards named for them. Others fade slowly into memory. This organization's history would not have extended beyond the 1980s, were it not for people whose commitment and passion for the industry drove IFPA's progress.

...

For years, we've endowed the Bob Wright Scholarship Fund to provide educational financial assistance to IFPA's extended family. Any family member of any staff member of any IFPA member is eligible to compete for one of these

annual scholarships that generally provide over \$1000 per year per recipient, depending on investment returns.

Great program, but it grew stagnant over the years. Participation was minimal. Until IFPA past President Valerie Stokes took charge. Valerie staffed the judging with an elite corps of knowledgeable educators. She revamped the promotion. And most importantly, her efforts made the Bob Wright Scholarship program a more vibrant, competition worthy of its name.

Valerie breathed new life into it. It wasn't a job she needed to do, but she saw it as a job that needed doing.

At its best, that is the IFPA Way.

...

Joe Nicastro is decades removed from his presidency and Distinguished Service Award. He has more than done his bit for IFPA, but he never stops looking for ways to move this industry and our association forward. The story of the innovative, new enterprise he and Mary are building can be told another day. For these purposes, I'm reminded of a phone call I received shortly after being nominated for this second term.

Joe's topic that day was the Ad Awards. Specifically, why in the 21st century were we still submitting entries and judging virtually same way we did it in 1981? When I can't answer a question like that, I lateral it someone smarter than me. So I called Douglas Fry and asked him.

Turns out Douglas had attempted digital Ad Awards before, but found it unwieldy. Joe's interest renewed everyone's curiosity. VERY long story short...IFPA's Ad Awards featuring digital submissions and digital judging have reached a new level of participation and

excellence. It's never been easier for art departments to gather entries throughout the year. We've never had more submissions. The judges have never had it easier.

That innovation is a testimony to Douglas Fry's ingenuity, but I'd be willing to bet that if Joe Nicastro doesn't pick up the phone that day, you would still be pasting tear sheets on poster board. Always looking for ways to improve...another example of the IFPA Way.

...

Let's talk about that rock solid foundation for a minute. When I took this job, two years ago, my speed dial list was...my wife, my daughter, three pizza shops and Gary Rudy. Gary had been IFPA's first and only Executive Director since most of you still had waxers in your art departments. One call to Gary generally fixed anything.

The good news was that when Gary decided to retire, the burden of replacing him didn't fall on the President. It went to the committee of three immediate Past Presidents: Deborah Phillips, Dan Buendo and Doug Fabian.

The better news was that they quickly and seamlessly created an arrangement, blending the formidable talents of Danielle Burnett and Douglas Fry to administer the association.

The Past Presidents are a vital resource, and we used them to the max.

Earlier, we enlisted them when Bob Cole, whose leadership as IFPA's Financial Director had been crucial, accepted a new employment opportunity precluding continued service on our Board. Less tested organizations might

Continued on page 10



Helmer Printing: Three Generations, One Mission

You still hear stories about high school sweethearts, long term relationships and the families they raise and inspire. Clayton and Gertrude Helmer took that premise to another level

Straight out of high school, Clayton learned the printing craft from the publisher of the Prescott Journal. Gertrude brought administrative skills acquired in

high school business courses. In 1940, they established a small town printing company and weekly subscription newspaper, the Beldenville Reporter, out of their home. Two generations later it is a printing, publishing and marketing juggernaut in western Wisconsin.

IFPA Past President Milt Helmer describes the fruit of his parent's original vision, "The company has several divisions, 7 shoppers, one print-

Above, Left to Right:

Milt Helmer

Bill Helmer

Jenny Helmer Blank

Scott Helmer

Mark Helmer



Scott, scheduling jobs.



Jenny, at her computer.



Kris edits the news.

ing division in Stillwater Minnesota, a Direct Mail house in Hudson, Wisconsin and a marketing division at the corporate headquarters in the tiny hamlet of Beldenville, Wisconsin."

Mark Helmer, IFPA's current Director of Finance, points to the company's headquarters (pictured on this edition's cover) noting that aside from numerous additions and reno-

vations over the past 75 years it was his grandparents original home. The nearest business district is over 5 miles away. (Yes, that's a cornfield in the background.) *Continued, next page*



Helmer Printing, continued

Mark explains, "They chose this location, because they could afford nothing else. Then they built a business." The early Beldenville Reporter and their sheet fed print shop served the rural area and the two neighboring towns of River Falls and

serve both competing towns without taking sides.

Add remote location to the challenges faced by any small business created in the shadow of the depression, and then there was World War II. When Clayton was called to serve in the Navy, Gert ran the business AND raised their two sons Milt and Bill. The two boys became useful quickly and performed critical work in the business during their junior high school years.

Bill Helmer | Ellsworth both of which already had at least two paid weeklies. Back in the day these small towns were fiercely competitive with each other and no love was lost between these rivals. Their Beldenville location was actually an asset, because it allowed them to

And there was plenty of work to do. Until 1960, the technology of the day was letter press. Every publication and print job that went out of the Helmer household—which is what it was—involved hot lead.



John is a veteran of HPI.

Cory, designing the paper.

Newer Heidelberg in production.

In 1959, Milt graduated from high school and the family acquired a second weekly, the Hammond News. Milt became the youngest managing editor in the state of Wisconsin but probably not the least experienced.

Bill continued to focus on operations which demanded: quicker, faster, and better quality. In other words, a transition of every aspect of the business to the offset printing process. Without which most of this

industry's later growth would have been impossible.

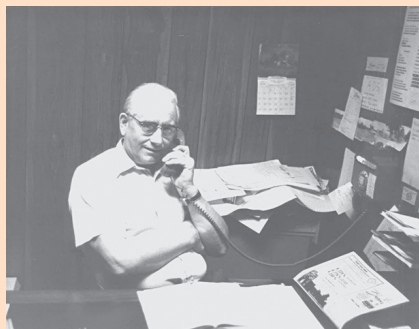
In 1965, yet another addition to the Helmer homestead put a roof over the Goss units that would fuel the

next years of growth.

At this point in the story, a common thread to the Helmer's success—aside from their commitment to back breaking work—begins to appear. The heart of Helmer Printing culture is finding customer problems and solving them.

For example, the Ellsworth Shopper.

In mid-twentieth century America, fast cycle businesses knew they needed more than traditional media could offer. Clayton envisioned what smaller local businesses could achieve if someone provided them with the ultimate advertising tool. In concert with two local grocers, he created what today is called “shared mail.” And the Ellsworth Shopper was born.



| Left: Clayton Helmer. **Right:** Gertrude, Bill and Milt Helmer

In Milt's words, “It grew like a dividing cell to the 7 papers serving 52,000 homes in eight counties of Wisconsin and Minnesota today.” That's what happens when an entrepreneurial spirit focuses on customer needs.

That's also when Milt decided his heart was in advertising rather than editorial. He returned to sell advertis-

ing full time, and the family made a conscious decision to focus on the shoppers and deemphasize the paid newspapers. Paid newspapers weren't solving customer's needs.

Talk to the Helmers today about the business decisions that evolved from Clay and Gert's kitchen table, and they appear to be a variation on the same theme.

The Marketing Division that helps small businesses think strategically about their needs and provides the execution; The Direct Mail operation they acquired 8 years ago; The Minnesota printing operation that feeds the presses in Beldenville; The Web Design Company that white labels Site Swan and helps their clients actually make their websites productive (because, as Milt points out, “Not everyone takes it that far.”) And the



Promotional Products division that produces banners, t-shirts, hats, and anything else a customer that “Keeps the merchant visible in a strategic way.”

It seems in their part of the country, when a customer expresses a need red alarm bells go off at Helmer Printing and they start pursuing ways to fulfill it.



| Jenny Helmer Blank

Mark, Scott and Jenny continue following the formula that made the company successful. Mark is in charge of sales and marketing; Scott is the production coordinator and finance expert; Jenny is in charge of the delivery system, HR department and Corporate secretary.

Somewhere out there is another customer with a need, and the answer probably lies next to that cornfield in Beldenville.

| The Heidelberg in action.



Graphic Hooks

by
Ellen
Hanrahan



Vector, or Illustrator art... is so versatile, so scalable and so easy to use. A couple of months ago I purchased some vector art from *Mighty Deals* and I have chosen a "Back to School" scene to take parts of the scene to apply to column headings or art that can be used in an ad.

The artwork, shown below, is pretty well filled with a lot of simple, yet effective pieces that can be used for my purposes. The idea is to take simple shapes and pair them with a heading to support the visual message. I still work in the Adobe Creative Suite Series (6) and have not moved to the "Cloud." Since I don't need the latest and greatest, I personally have not seen the benefit to switching... yet—who knows.

It was fairly easy to open the original and just copy the appropriate pieces to a new page. I placed them all on the same page with the right amount of space to allow for the individual sizing. I left the colors as in the original scene, however, there were some shadows that I was able to remove easily with the "direct selection" tool in Adobe Illustrator.

Since most of these graphics are simple, they would work well in one and two-column ads. I am also able to experiment with different typefaces as well because the text is pretty concise.

The text and graphics could also be saved into a library, to be used multiple times. This would be an ideal way to create classified ad headings.

Unifying Principles

Even simple headings like these require the use of the principles of design. Most use a **symmetrical balance** because the space is limited. Even the "Sports Watch" is closer to symmetrical than asymmetrical, because the art and text appear "stable."

There isn't much **rhythm** established because we don't have a lot of space to work with. So not all the principles of design are used in equal amounts... that's why design can be so fluid.

There is however, lots of **unity**. The artwork and text appear to belong together as there are strong visual cues. Not all the text is boxed off because in some cases the white space acts as a defining edge for the heading. Because I was doing all headings, I chose to add some tinted boxes to help define the area a little more. Check out how these headings will look on the page and make your decision as to whether to create a tinted area is necessary for your work or not.

No matter what, you have to appreciate the flexibility of vectors!



USED
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SALE



Find it
in the
AUTO
SALES

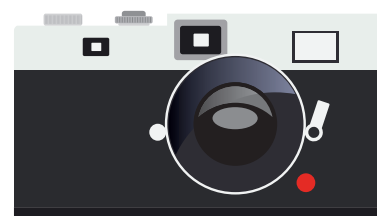
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with easy
102



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Oops...
time to go...

Ellen Hanrahan hanrahan.in@att.net ©2015

Sales Moves



By Jeffrey Gitomer

1. How come people don't call me back?

People not calling you back is not a problem, it's a symptom.

Here are some of the real reasons people don't call you back:

1. Boring message
2. Insincere message
3. Sales message not a value message
4. Self-serving message
5. No humor employed
6. Non-compelling message

How should you leave a voicemail?

Answer:

- Give your name and number first
- Offer facts and valuable information on what they want to hear (not what you have to sell) – 30 words or less and ASK for a callback or text
- Give your name and number AGAIN

NOTE: If you have nothing of value to say, don't bother picking up the phone.

2. Why is cold calling a waste of my time?

The three-word definition of a cold call is—*waste of time*.

No one likes cold calls. Not the salesperson who makes them. And surely not the prospect who receives them. "Cold calls are a necessary evil of selling" is a false statement. "Cold calls are a necessary evil if you don't employ the correct selling strategies" is a true statement.

Here's what waits for you at the other end of a cold call:

- You're calling people who don't want what you've got.
- You're calling people who don't know what you've got.

- You're calling people who don't want to be bothered.
- You're calling people who resent being interrupted.
- You're calling people who resent intrusion.
- You're calling people who resent your call.
- You're calling people who will get angry at you or your company.

It's not a "cold call." It's an intrusion

contain the word BEST that you must self-evaluate in order to discover why the sales takes place, or why not.

KEY POINT OF UNDERSTANDING:

"It's not a 'cold call'. It's an intrusion without an invitation. A gate-crash. And if handled poorly, will ruin future chances for a legitimate sales call."

without an invitation. A gate-crash. And if handled poorly, will ruin future chances for a legitimate sales call.

Let's see...poor timing, having a tough time getting through, and when you do – you fight for attention. 95% of those who get through are wholly untrained and incapable of selling anything anyway. What's the point? Isn't there a better way? Look at the other side – *there is no worse way*.

3. What is the BEST WAY to make a sale?

The easiest way to make a sale is lower your price to a point that you make no profit. Not a good option.

REAL ANSWER: There is no BEST WAY or EASIEST way to make a sale. BUT there are several elements that

Selling is NOT manipulating. Selling is harmonizing.

Oh, you can occasionally make a manipulative sale. But if you're still in the 1970s trying to "find the pain," or "sell an up-front contract," or "make a cold call," or "close the sale," you're toast. Sales toast.

Here are a few of the BEST ways to make a sale:

- The best way to make a sale is to have your reputation precede you by word-of-mouth from your Google ranking, and from your business social media presence.
- The best way to make a sale is to be known as a valued resource before you start.

Continued on page 16

What Happened?, continued

not have had the bench strength to respond. Fortunately, IFPA had Mark Helmer to continue his family's long service to IFPA by accepting responsibility for its finances.

...

Speaking of IFPA's financial foundation and the value it returns to its members. Is there any investment you make that generates a greater annual return than your IFPA dues?

Every benefit IFPA delivers is subsidized by your support of Classified and Display networks. They are administered by Danielle Burnett and led and evangelized by Past President Dan Buendo. IFPA dues would be in four figures per member if it were not for those programs, which from the outside seem to run smoothly. IFPA continues

on a much more sound financial footing because of their efforts.

Soon, Jane Means will become your Vice President and then your President. I have already advised her that she will be operating under a significant disadvantage as President. She won't have Jane Means as a Board member. In an organization famous for volunteerism, I have never seen or heard an individual step up to take on more tasks than she did during my first year as President. Her attention to detail and enthusiasm are a hidden asset in IFPA's balance sheet.

...

Finally, I come to your next President Doug Fabian. And I don't know how to say this without embarrassing him...which doesn't bother me at all. The consistent theme to the foundation

at the heart of IFPA is high functioning people serving our industry, because they see work that needs doing. Sometimes it requires a sacrifice of time. Sometimes it requires a sacrifice of money or attention to our core businesses. But in the thirty-five years I've been around this outfit, I have never seen anyone put so much on the line for IFPA as Doug did these past two years.

He was a much better Board member and friend than I ever was a President.

This started out to be a recap of the past two years. Somehow it turned into a love letter to some of the people who make IFPA strong. Looking back on two years, that's what I'll remember most.

Onward, through the fog!

Mobile Apps...Follow The Money

For 40 years, the words "Goin' Mobile" meant the seventh track on the "Who's Next" album. Then it became a strategy. Now it's a necessity.

"Mobile Marketing is the most powerful media ever invented," says the New York Times

J.W. Owens' 2013 presentation "Make Your Sales Team an iPad Army" continues to be one of 20/20's most popular sessions. This September, he turns his considerable attention to the revenue opportunities in mobile Apps.

His theme: The marketer who knows how to leverage mobile, and can keep up with its explosive growth, will own their audience.

Are you that marketer?

**Join Us Monday, September 21
Register Here:**

<https://attendee.gotowebinar.com/register/1996219804093296129>



IFPA 20/20
Training Webinars



by
Bob Berting

"If you don't know your true value, how will you be able to translate it to your customers?"

Don't overlook this question in your sales meetings. You're telling your prospects and customers that you are the best newspaper in town or if you're the only newspaper, you're the best media choice in town. Then you go on to say you have the best customer service in town. But what is your core value? What is the value you bring to the marketplace that no one else can bring? What impact does that value have on the prospect, not intellectually, but emotionally? What value do you bring that will compel your prospect to ask you to fix their problems?

PSYCHOLOGY OF CONTEMPORARY SELLING

The act of "selling" in the traditional sense of the word weakens your place in the buyer-seller negotiation. Cut down on selling emphasis and begin using psychology and philosophy to translate your value. When you stop

selling, your prospect will feel prone to open up and give you the reasons why he or she needs you to fix his or her problems. Isn't that what we want anyway? Salespeople who sell hard and relentlessly sometimes don't understand human nature—and it costs them. Ask questions about their problems and existing conditions. "What conditions exist in your company that caused you to be interested in our publication?"

NEVER UNDERESTIMATE THE PROPENSITY TO PURCHASE

A prospective advertiser will balk at spending \$1500.00, then turn around and spend \$2500.00 with a competitor. Why? Because the belief was there. The energy was there. The money is always there. Money is conceptual. Many times, the danger is that salespeople will make decisions for the prospect before they do. Don't make the decision for the prospect before they do. Don't make the decision for the prospect about anything, especially

money. Also, sometimes the more one pays for something, the more value they attach to it—providing the value is actually there. The world is full of buyers who have bought half a solution only because of the salesperson's fear to talk in larger terms that would have solved the entire problem of the prospect or customer.

NEVER LET YOUR FEARS AFFECT YOUR SELLING

Often, we won't ask the question because we're afraid of the answer. The prospect is telling you about a severe problem he has. You need to ask: "Why haven't you learned to solve this before?" By asking, you will be finding out an important part of his values—his own fear. From that, you can determine the best corrective action to take.

DON'T OVERWHELM YOUR PROSPECT

You have tremendous knowledge about your publication—type styles,
continued on page 20

117
million
visitors per month

* Data provided by Quantcast (www.quantcast.com/top-sites)

TownNews.com's network serves more visitors than NYTimes.com, CNN.com and WordPress.com combined.*

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Lawsuit Permitted Despite Prior Waiver

by Laura Mallory, lmallory@kingballow

The U.S. Court of Appeals for the 5th Circuit recently reversed a lower court which held that two employees were barred from asserting Fair Labor Standards Act (FLSA) claims based on a settlement agreement reached in a prior case which did not involve any allegations of a FLSA violation.

In the prior case involving the same parties, the employer filed a lawsuit against the employees for breach of a non-compete agreement, as well as nine other causes of action against the employees. That matter ultimately settled, and the employees entered into a private settlement agreement which included a release of the employer for all claims that arise from the employees' employment with the employer.

The employees subsequently filed a lawsuit and alleged that the employer failed to properly compensate them for overtime worked, which is a requirement of the FLSA. In response, the employer sought dismissal of the employees' claims, asserting that the employees entered into a valid and enforceable agreement and waiver of future claims in the prior action, which released the employer of all claims the employees may have as a result of the parties' employment relationship.

The lower court dismissed the employees' complaint based on the language of the release that was entered into from the prior lawsuit. The employees appealed the dismissal of their complaint.

Fair Labor Standards Act

The FLSA requires that certain

employers compensate their employees with a pay rate of at least one and one half times an employee's regular rate for all hours worked over forty in one week. In a prior FLSA case, a private settlement that constituted a compromise over the amount of hours worked in a FLSA claim was reached. In that case, the Court held that parties are permitted to enter into private settlements concerning FLSA claims where there is a bona fide dispute as to the amount of compensation due or the amount of hours actually worked. In that case, the parties could not validate the number of hours claimed by the workers for unpaid wages.

Here, the employees argued that the same reasoning should not be applied to the present matter as that case which approved of a settlement waiving rights to future FLSA claims is distinct from the present matter. Specifically, the employees first argued that, the settlement in this case is centered on a dispute concerning a non-compete agreement and not a settlement that was reached as a result of a FLSA lawsuit. Secondly, the employees are not disputing the amount due and the number of overtime hours claimed, rather here, the employees maintain they did not receive any payment for FLSA compensation in the prior settlement.

The Court agreed with the employees. Generally, FLSA claims cannot be waived. However, settlements concerning a bona fide FLSA dispute as to the hours worked or compensation owed have been enforced in situations where the employee does not waive the claims but instead receives compensation for



from
King & Ballow



As a result, the Court held the prior settlement could not prohibit the employees from bringing their FLSA overtime claims.

the disputed hours or amount owed. Here, because the prior settlement did not involve the FLSA, and the issue of overtime compensation was never raised in the settlement negotiations, there is no guarantee that the employees would be compensated for the overtime wages they are allegedly entitled to under the FLSA. As a result, the Court held the prior settlement could not prohibit the employees from bringing their FLSA overtime claims.

Reprinted from "Comment," a publication of the law firm of King & Ballow, Nashville, TN. Mark Hunt is our consultant with King & Ballow and he can be reached at (615) 726-5497 or mhunt@kingballow.com. The foregoing column is explanatory in nature and is not intended to provide legal advice as to particular situations.



You live in the land of the free.

"Our liberty depends on the freedom of the press, and that cannot be limited without being lost." Thomas Jefferson

The liberty we enjoy in this country came about because ordinary citizens stood up against the big guys. They gathered together to read how others were doing the same. How did they do that? By reading their local community paper. We, too, stand up against the big guys to bring the best our community has to offer each issue. Free community papers continue to connect us in ways other media can't. We are free. We are available to everyone. We are local. Our liberty depends on the freedom of the press. We will continue working hard so that all our freedoms can be preserved.

Free Papers
Working For You

Imagine it's the middle of winter and you are here.

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-Sioban Gatrell, Fostoria Focus

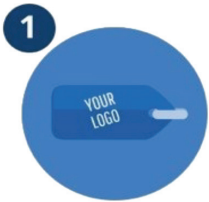
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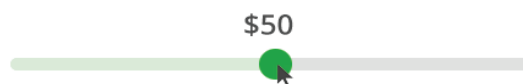
Profit Calculator

Set your own prices and generate upfront and residual income on every site you sell. The recurring income you create will continue even if you no longer sign up new accounts. Use our potential profit calculator to see how much you can make.

How much will you charge for Setup / Design?
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How much will you charge per month?
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25	\$9,975	\$1,250/mo.	\$15,000
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100	\$39,900	\$5,000/mo.	\$60,000
200	\$79,800	\$10,000/mo.	\$120,000
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IFPA Book Club

Title: **7 Habits of Highly Effective People**

Author: Steven Covey

Date of Publication: 1989

Reviewed By: Bob Munn

When did you first read this book?
1992

How would you describe this book's message?

Covey built an empire by outlining seven practices most conducive to reaching goals and achieving satisfaction in life. He refers to them as "true north" principles

- Be Proactive
- Begin with the End in Mind
- Put First Things First
- Think Win-Win
- Seek First to Understand, Then to be Understood
- Synergize
- Sharpen the Saw

As with most wisdom, superficially, they seem obvious. But in Covey's words, "...what is common sense, isn't common practice." These principles represent mostly untapped opportunity to make for a profound impact on readers' lives.

What did you like most about the book?

Habits 4 and 5 are fundamental to an effective sales process, as are—to varying degrees—the others. However, my initial reading focused more on time management and Habit 3 "Put First Things First." I must not have been alone, because a few years later, Covey brought out a separate book and training initiative, "First Things First," in 1994, focusing primarily on that topic.

What will be your lasting impression of the subject? Covey's work popularized the traditional concept of the Urgent/Important Matrix, a device that has personally provided me with hundreds of "mental resets" over the years when events inevitably

Sales Moves, continued

- The best way to make a sale is to be friendly before you start.
- The best way to make a sale is to meet with the CEO or actual decision maker.
- The best way to make a sale is not to be salesy, or cocky, or condescending.
- The best way to make a sale is to find some common ground before you start the selling process.

3.5 How did my mother help me make sales?

Mother's rules make for great salespeople.

I know this sounds hokey, but if you want to be a great salesperson, you should have listened to your mother.

Your mom said it best. As a child, when you were fighting or arguing with a sibling or friend, your mom would say, "Billy, you know better than that! Now, you make friends with Johnny."

Here are two major sales tips right out of mouth and memory of your mother:

Make friends. There's an old sales adage that says, "all things being equal, people want to do business with their friends." I say, "all things being not quite so equal, people still want to do business with their friends." Your mother never told you to use the alternative of choice close or the sharp angle close on Johnny.

begin to overtake capacity.

Please share a quote or two from the book.

"I am not a product of my circumstances. I am a product of my decisions."

"Begin with the end in mind."

"We become what we repeatedly do."

She just said make friends. That may have been one of the most powerful sales lessons you ever got.

Say nice things. Your mother told you, "If you have nothing nice to say, say nothing." I'm certain she only told you this a hundred times. Somehow, after you got your business cards printed, that lesson was lost. Especially when you begin speaking about your competition. I'm sure your mother would approve of referring to them as, "My worthy competition."

More motherly advice and answers next time...meanwhile, wash behind your ears.

Jeffrey Gitomer is the author of twelve best-selling books including The Sales Bible, The Little Red Book of Selling, The Little Gold Book of Yes! Attitude, and 21.5 Unbreakable Laws of Selling. His real-world ideas and content are also available as on-line courses at www.GitomerVT.com. For information about training and seminars visit www.Gitomer.com or www.GitomerCertifiedAdvisors.com, or email Jeffrey personally at salesman@gitomer.com.

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"If we keep doing what we're doing, we're going to keep getting what we've been getting."

Why would you recommend it to others?

Covey's "true north" principles are simple truths stated plainly. At troubling times, I've generally regained my path by revisiting them. Highly recommended.

Sometimes All It Takes Is A Smile

by
Douglas
Fry



It was the summer of 1971. I was 15 years old when a friend and I decided to ride our bicycles to Canada and back. Before you think I was some kind of Ironkid you need to know that it was only 350 miles round trip. Devin, the aforementioned friend, and I poured over maps determining the best route, where to camp, and how to avoid freeways where two kids on bicycles weren't welcome.

We obtained permission from our parents to undertake our adventure. To this day I believe my parents were hoping I would get lost thus resulting in one less mouth to feed. Be that as it may, I had them write a note stating that we were not runaways and that we had their permission to get a sore rear riding and camping on our way to Vancouver, British Columbia, and maybe a return trip.

The days in the saddle were amazing. The scenery was beautiful. Most motorists tried to give us a wide path, we crossed bridges over picturesque tidal rapids, we passed acres and acres of tulips in bloom, it was a magical time.

When we arrived in Blaine, Washington to cross the border into Canada the agreeable Canadian agent looked at our bicycles loaded with camping gear, our eager faces and simply waved us through. We had done it! We rode our bicycles to Canada. We found that Canadians are, as whole, much more friendly toward kids on bikes and each other.

After our tour in Canada it came time to cross back over the border into the United States of America. Our experience crossing back was not nearly as friendly as the event exiting the country. The US Customs gate agent noted our bicycles load with gear and jerked his thumb toward a building telling us we needed to

go there. We parked our bikes and entered a large hall full of grumbling, complaining "hippies" with all their backpacking gear spread out for search and inevitable seizure.

I didn't want to have to go through that inconvenience and decided to try talking to someone to see what could be done to facilitate our entrance back into the US. I showed a very nice agent the letter my parents

had written, made sure she noticed my short trimmed hair, told her it was my birthday (which it was), and instead of grumbling I simply smiled and asked what we needed to do.

She told us to follow her. We exited the building, picked up our bikes and were told to have a great trip.

Lesson learned. A smile beats grumbling every time. Try it.

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"Kevin Kamen works relentlessly. Whenever he speaks about the publishing business or companies, I pay close attention."

—Paul Tash (Mr. Tash is Chairman of the Pulitzer Board and Chairman/CEO of the *Tampa Bay Times*)

"Kevin Kamen is one of the world's best known and most prolific brokers of media properties and companies."

—Gypsy C. Gallardo, CEO/Publisher, *The Power Broker Magazine*

Past Presidents Gathering

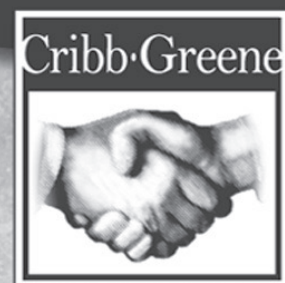
IFPA Past president Joe Nicastro decided that his pool needed cleaning and the grass needed cutting so he called upon some past IFPA presidents and their spouses to do the job. Joe had the work done before we arrived, which just made it a great weekend gathering of "old" friends with a lot of IFPA memories. Left to right, Tom Aird and wife Sharon, Martinburg, WV, Joe Nicastro, wife Mary and best friend Jimi, Budd Lake NJ, Joe Duval and wife Lyn, Willamantic CT, Gary Rudy and wife Bea, Cape May, NJ.



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Dead at Deadline!

Emergencies are just part of the game in our business



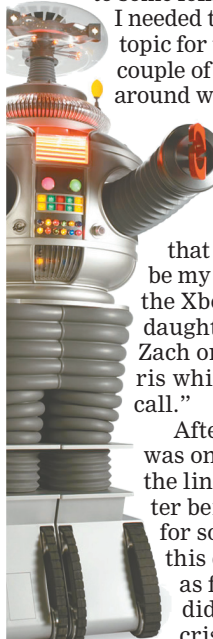
Kevin Slimp
The News Guru

kevin@kevinslimp.com

In retrospect, I love the email subject line: “Dead at deadline.”

The email came to me at 6:15 last night, just as I was getting ready to take my two teenagers out for dinner. It was from Joe, a publisher at a small weekly who, like many newspaper publishers, has become my good friend over the past 20 years.

Before I tell you more about the email, let’s step back in time to yesterday afternoon when I mentioned to some folks in my office that



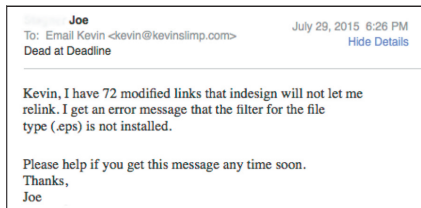
I needed to come up with a topic for today’s column. A couple of ideas were tossed around when, finally, I said, “Don’t worry. Something will come up. It always does.” I just didn’t know that “something” would be my friend, Joe. I threw the Xbox remote to my daughter and said, “Take Zach on in a game of Tetris while I make a phone call.”

After a few rings, Joe was on the other end of the line. It’s funny how, after being in this business for so long, things like this don’t seem nearly as frantic as they once did. We’ve all faced crises at deadlines, and we’ve all lived to tell the tale. But this was a tough one.

Seems there was a big storm yesterday that knocked out the power at Joe’s paper for a while. When the lights came back on, Joe and his staff opened InDesign to finish laying out the pages. That’s when the problem arose.

As Joe went to open the InDesign file he had been working on before the storm, the words “Cannot place this file. No filter found for requested operation” popped up on the screen. It might as well have said, “Danger, Will Robinson,” because, just as in the old TV series “Lost in Space,” Joe had a major problem on his hands.

He was, as he so eloquently penned,



“Dead at deadline.”

After a couple of decades as a consultant, I’ve learned a few important skills that help at times like these. The most important task at deadline is to get the paper out. Figuring out the exact cause of the problem can come later.

Once, while training the staff at The Columbus (Ohio) Dispatch, a pressman ran into the room shouting, “We need you now!”

It seems the plates were on the press, it was a few minutes past deadline, and there was one page that wouldn’t go through the RIP (the processor that sends the files to the plate-maker). We could have spent precious time trying to determine the cause of the problem. But no one was very interested in the cause. They just needed a plate. I made some adjustments to the PDF, sent it to the RIP, and we figured out the cause of the problem later.

Back to Joe’s problem. We could figure out the cause of the issue later. Right now, we just needed to get those ads on his pages so the PDFs could go to the printer.

The first course of action is to get the easy stuff out of the way. After learning he had already tried restarting the computer, I suggested he go ahead and try creating PDFs from the pages, even though it was doubtful they could be used.

He did. And they couldn’t be used. All of the ads were pixilated throughout the pages.

Next, since it seemed like an InDesign filter problem, I walked Joe through creating a “package” of the InDesign file, which he then sent to another computer. It was doubtful that two computers would have the same filter missing in InDesign.

You guessed it. When he opened the InDesign file on the other computer, Joe saw the same dire warning on the screen, “Cannot place this file. No filter found for requested operation.”

What were the chances that two different computers would lose the same filter during a thunderstorm?

This had all taken place within about

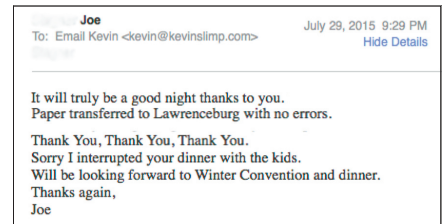
15 minutes. My next idea was to walk Joe through the art of creating a Photoshop “action” that would take each of his ads and convert them to another format, perhaps TIFF or JPG.

That’s when things got really interesting. Photoshop could not open the files. You guessed it. A different warning appeared, letting Joe know that the files were corrupt.

I know what you’re thinking. What about the backup files? None. What about Time Machine (a built-in function on all Macs since 2008 that periodically “remembers” everything done on a computer and saves it for future use)? Joe’s staff was working on Windows-based computers, so there was no Time Machine.

It wasn’t the time for a lecture on backing up. It was deadline. And by now, 30 minutes had passed.

I asked Joe if he had the original InDesign files in which the ads were



created. He did. I thought for a moment about replacing the original links with the InDesign files (you can place an InDesign file on another InDesign document), but there was too great a risk of font and link issues within those files.

Finally, I told Joe he had two choices. The first was to go with the pixilated PDF he was able to create. The second option, I explained, was to open each InDesign ad file, export them as PDF files, then hope for the best. Joe decided on the second option.

At 9:29 p.m., I received this message from Joe: “It will truly be a good night, thanks to you. Paper transferred to printer with no errors. Thank You. Thank You. Thank You. Sorry I interrupted your dinner with the kids. I can’t wait to buy you dinner at the next convention.”

Yes, the kids and I did have dinner. I did most of my work with Joe while we drove to and from Abuelo’s Mexican Restaurant. On the way to the restaurant, I apologized to my kids for being on the phone during the drive.

My daughter, who doesn’t miss much, remarked, “I noticed you were taking the long way to Abuelo’s.”

Sales Principles

printing press capability, demographic statistics, website benefits, etc. You feel good about what you know and you want to start spouting all this information to the prospect. Many times, the reaction to all this rhetoric is actually wearing the customer out. Never wear out the one with the check.

THE OLD FASHIONED WAY OF SELLING CAN BE CHANGED

I'm still surprised at advertising salespeople who still sell the old fashioned and out of date way. The scenario is that they have to sell the customer an ad every time they see them. This includes pressuring them into a special promotion, showing a spec layout, etc. This idea is to be always armed with something to

show them and giving a customer a reason to buy that day. If they have no reason, they hope the advertiser has an idea for an ad.

This is why advertising salespeople get into a rut, because they realize they are just becoming order takers. The most effective way is to sell a long range program or at least a long campaign, where the customer signs a contract or commits to a long range program. The key word is COMMIT. This makes it easier for the salespeople to work with their customers, who are committed and believe the publication is the absolute key player in their media mix.

They now don't feel pressure to give the salesperson an ad or an idea every time the salesperson sees them, because they have accepted all the reasons to build a successful, long range advertising program. This

means the planned themes, headlines, art, and copy can be shown in several ads that can be projected over several weeks at a time, which actually cuts down on the time to meet each month.

In conclusion, you know everything there is to know about newspaper advertising, but many times you don't know the customer's compelling problems that need to be solved—and you need to know them.

Bob Bering, newspaper marketing consultant, has published his new e-book for sales professionals in the newspaper industry entitled "Advanced Selling Skills For The Advertising Sales Pro." Salespeople can learn more about this publication by using the link www.adsalespro.com and see the table of contents as well as reading the complimentary first chapter. Payment of \$19.95 to download the 34 page e-book.

Bob can be emailed at bob@bobbbering.com or 800-536-5408. He is located at 6330 Woburn Drive, Indianapolis, IN 46250.



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On the following pages are the nominating committee recommendations of the slate of officers for 2015-2016. Membership will vote on these recommendations at the San Antonio Business Meeting. Although the candidates' faces are familiar to conference attendees the following profiles will help you get to know each one a little better.



DOUG FABIAN - PRESIDENT

Doug Fabian is with Reminder Publications of East Longmeadow, MA, and has been in the business for 30 years. His email address is doug@thereminder.com

What do you see as the biggest challenges facing our industry right now?

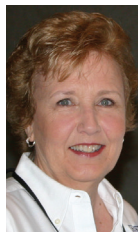
Combating Print is dead and digital ad dollars.

How can IFPA help our members be successful over the next few years?

Communication and sharing. Back to basics.

What is something that is working well at your company right now that our members might find useful in their market?

New and different projects. Monthly lifestyle magazine.



JANE MEANS - VICE PRESIDENT

Jane Means is general manager with Kapp Advertising Services, Inc. in Lebanon, PA. She has been in the business for 32 years. Her email address is janem@themerchandiser.com

What do you see as the biggest challenges facing our industry right now?

Continually educating local business people that they should evaluate advertising effectiveness for their market rather than listening to the experiences of national companies.

Meet the 2015-2016 Candidates

Community papers are doing GREAT!

How can IFPA help our members be successful over the next few years?

Help us train our sales staffs to sell newspaper campaigns; that's what works for the client and that's our bread and butter.

What is something that is working well at your company right now that our members might find useful in their market?

Our entire sales team is getting in front of local chambers, civic organizations and as many business decision makers as possible to tell the story of Free Community Newspapers. Our print products are the most powerful and cost-effective method to reach our communities, period.



MARK HELMER - TREASURER

Mark Helmer is with The Shopper, The Free Press, and Helmer Printing in Beldenville, WI. He has been in the business for 42 years. Mark's email address is Mark@helmerprinting.com

What do you see as the biggest challenges facing our industry right now?

Digital competition.

How can IFPA help our members be successful over the next few years?

Share ideas that are working

What is something that is working well at your company right now that our members might find useful in their market?

Back to basic promotions. Treating digital competition much like we trained our staff in the past to combat

YELLOW PAGE competition.



RENA REISER - DIRECTOR

Rena Reiser is vice-president and sales director with the New Mexico MarketPlace in Albuquerque, NM. She has been in the newspaper industry for 14 years. Her email address is rena@nmmarketplace.com

What do you see as the biggest challenges facing our industry right now?

One of the biggest challenges (as it has been for a few years now) is the mindset that "print is dead." Print isn't dead -- but print done poorly is dead. Now, more than ever, advertisers are expecting to be able to measure the return on their investment. We have to be responsible for their investment, and offer results, whether it be with solutions in print, digital, or internet advertising.

How can IFPA help our members be successful over the next few years?

We can help build meaningful connections between our members. Not everyone attends conferences, Publishers Summit or Boot Camp. We need to make sure that those members who need help are able to connect with others like themselves. Fostering the relationships and building a community will help members know who to reach out to when they are having a problem, or when they're looking for ideas in their own market.

What is something that is working well at your company right now that our members might find useful in their market?

We're seeing an increased interest

Meet the 2015-2016 Candidates

in our products that offer even more targeted response than our direct mail publication. Advertisers are having success with us using detachable address label cards, targeted inserts, stand-alone direct mail (EDDM) campaigns, and online advertising campaigns with Google AdWords and retargeting. They like being able to choose their audience.



KATIE THOMAS - DIRECTOR

Katie Thomas is Director of Sales with Exchange Media Group of Fayetteville, TN and has been in the business for 8 years. Her email address is katie@exchange-inc.com

What do you see as the biggest challenges facing our industry right now?

The perception we are not as an effective advertising medium as we use to be in our markets.

How can IFPA help our members be successful over the next few years?

One aspect of IFPA's focus should be on how technology can help our businesses operate more efficiently.

What is something that is working well at your company right now that our members might find useful in their market?

Our classified website and local auto portal are gaining traction and providing results. Pairing our direct mail product with a classified website has strengthened our brand.

DAN BUENDO - DIRECTOR

Dan Buendo is with Reminder Publications of East Longmeadow, MA. He has been in the business since 1992, or 23 years. His email address



is Dan@TheReminder.com

What do you see as the biggest challenges facing our industry right now?

I believe the biggest challenge our industry faces right now is the perception that people do not read papers anymore. Plus, local community papers are getting lumped in with the dailies and all of the challenges and layoffs they are facing. Business owners often have this "print is dead" perception and think that all they need to market their business is a website or Facebook page. Meanwhile, we know our papers still get results and are perhaps more effective than ever in reaching every home in a community.

How can IFPA help our members be successful over the next few years?

IFPA is facing challenges in regards to declining classified network sales like most of the other Associations. However, in my opinion, IFPA can best help our members by bringing us together to share ideas and success stories. IFPA events such as the Publisher Summit, the Fall Conference and the monthly 20-20 Webinars are all excellent opportunities for members to share valuable ideas.

What is something that is working well at your company right now that our members might find useful in their market?

We launched a monthly magazine last fall called Go Local that is really taking off with both our readers and our advertisers. The magazine is distributed to some of our core towns as well as several new towns

we never reached before.



EILEEN CURLEY - DIRECTOR

Eileen Curley is manager with The Shopper in South Holland, IL. She has over 20 years in the business. Her email address is general@myshopper.biz

What do you see as the biggest challenges facing our industry right now?

I see the balancing act between digital media and a printed newspaper as a challenge. Such as deciding which one is a primary focus without forgetting or dropping the ball on the other. When both can have a major impact on the bottom line it is difficult to split a publisher's attentions and give each the dedication they deserve. Also, putting more resources toward the one that needs it, may sacrifice the resources for the other.

How can IFPA help our members be successful over the next few years?

The IFPA Board cannot solve everyone's problems, but we CAN give each member the opportunity to get together with other publishers who have probably face the same issues that they are facing. Together they can solve each others problems. We offer the conference, summit, vendors and other opportunities to meet the people who have your solutions. Our strengths are in our members.

What is something that is working well at your company right now that our members might find useful in their market?

We are taking the time to reconnect with our former customers. So much has changed in the past few years. There has been tremendous labor turnover, businesses closing and new ones opening. Even our business looks different than it did 3 years ago. We are reintroducing the community to our paper and our benefits.



JOE MATHES - DIRECTOR

Joe Mathes is vice president of Delta Publications, Inc. in Kiel, WI. He has been in the industry since he was a young lad. Now he's just an older lad. You can reach Joe via email at joe@deltapublications.com

What do you see as the biggest challenges facing our industry right now?

The perception we are not as effective an advertising medium as we use to be in our markets. This idea has even been adopted by major newspapers that "Print Is Dead" to their discredit. Nothing could be farther from the truth. We are relevant, reliable, and responsive.

How can IFPA help our members be successful over the next few years?

Educating our members and their staff members on how to leverage print with online and other media will help everyone most. We can't buy into the myth that we aren't important or that we are no longer connected to our readers.

What is something that is working well at your company right now that our members might find useful in their market?

We have worked hard to position ourselves as the "go-to" source for all things print and digital. Our email newsletters to readers, subscribers, and the industry in general position us as the professionals in the market.



RICK WAMRE - SARGEANT-AT- ARMS

Rick Wamre is publisher of Advocate Media and has been publishing monthly magazines in Dallas, TX for 24 years. His email address is rwamre@advocatemag.com

What do you see as the biggest challenges facing our industry right now?

Quickly identifying and implementing strategies to compensate for the changing way people are consuming our products and spending their money.

How can IFPA help our members be successful over the next few years?

There's virtually no way an individual publisher, salesperson or editor can keep up with industry changes these days. IFPA has been a valuable source of ideas, and the conventions provide a great opportunity to hear what is working — and what isn't working — for other publications. I've saved a lot of money listening to how others have struggled, and I've made some money listening to and adapting good ideas from other IFPA publishers.

What is something that is working well at your company right now that our members might find useful in their market?

We are using an inexpensive software called Woobox, discovered by one of our designers (Emily Williams), that offers an affordable way to conduct online contests, which we promote in our publications and on our websites and social media sites. It has been an effective, cost-effective way to get readers engaged and solicit opt-in email addresses for the online products we sell.



DEBORAH PHILLIPS - PAST PRESIDENT

Deborah Phillips is co-publisher of The World in Barre, VT. She has been in the newspaper business for more than 41 years. Her email address is dphillips@vt-world.com

What do you see as the biggest

Meet the 2015-2016 Candidates

challenges facing our industry right now?

There are so many different advertising options for our customers and their advertising budgets are stretched. So rather than including the media that has always worked for them — print — they think they need to try every new thing that comes along. And when you discuss their advertising needs they just want to talk price. The real challenge is getting them to focus on what works and to make an effective plan that includes social media, radio, maybe TV and a hefty dose of print.

How can IFPA help our members be successful over the next few years?

The sharing of ideas and having a great network of people has always worked for me. I know publishers are watching every penny they spend, but missing an IFPA conference is missing an opportunity to learn and share ideas with your peers.

What is something that is working well at your company right now that our members might find useful in their market?

Last year in my profile I said we were going to go from door-to-door delivery to newsstands only. It has been 8 months and I am happy to say that our readers have been adapting well to picking up the paper every week. My business partner had less confidence in this change than I did and ended up in the hospital from the stress. But I am happy to report he is feels a lot better when he sees 15,000 papers picked up and read every week.



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Attention Publishers and Sales Managers!

Your sales managers drive the success of your business. They often represent the first point of contact a potential advertiser has with your organization. Wouldn't it be helpful if your sales manager could S.H.A.R.E. the knowledge of others in the publishing industry to stay up-to-date on the best practices?

The IFPA is forming the sales managers Share Help and Resource Exchange (S.H.A.R.E.) peer group, and we know it will be one of the most valuable benefits you – and your sales manager – will receive.

What Is It?

Every sales manager faces day-to-day challenges that are unique to leading a sales team. "How can I grow my team while still being an individual contributor? Why is finding good sales people so difficult? How do I stay motivated and motivate my team? Where can I go to learn from my peers, or when I have challenges?"

The S.H.A.R.E. peer group will enable a group of 8 to 10 front-line sales managers to work together as a team to develop their skills, share best practices, and solve common problems – while making each other more successful.

Who Is It For?

This S.H.A.R.E. peer group collaboration is meant for sales managers in the free community paper industry. Sample topics for monthly group meetings include:

- QTD and YTD numbers: What are the challenges? What are you struggling with? What do you want help with from the group?
- Compensation Plans: What have you tried? What seems to work best?
- Measuring Success: What metrics do you measure? How do you conduct employee reviews?
- Technology: How are other publications outfitting their reps in the field? How is new technology onboarded?

How Does It Work?

The S.H.A.R.E. sales manager peer group will be limited to 8 to 10 members. Monthly hosted telephone conference calls (59 minutes max) will be conducted with planned agendas, plus time to address member requests. Skills development, networking and shared successes will be the focus. The connections will continue beyond the monthly calls with email groups, and direct communication between the members is encouraged.

When?

Our introductory conference call will be October 21, 2015 at 11 a.m. EST. In this "get acquainted" initial call, we'll determine the best dates and times for future connections.

After the initial introductions, we'll jump right in on sharing some best practices for holiday advertising promotions and successful digital sales staff designs. Bring your ideas – and your questions – to share with your peers!

What's the Catch?

There's no catch – simply the shared knowledge and experiences your sales manager can gain from his or her peers who are fighting similar battles. Instead of investing in more after-hours chamber networking functions, invest in your sales manager's future with your company.

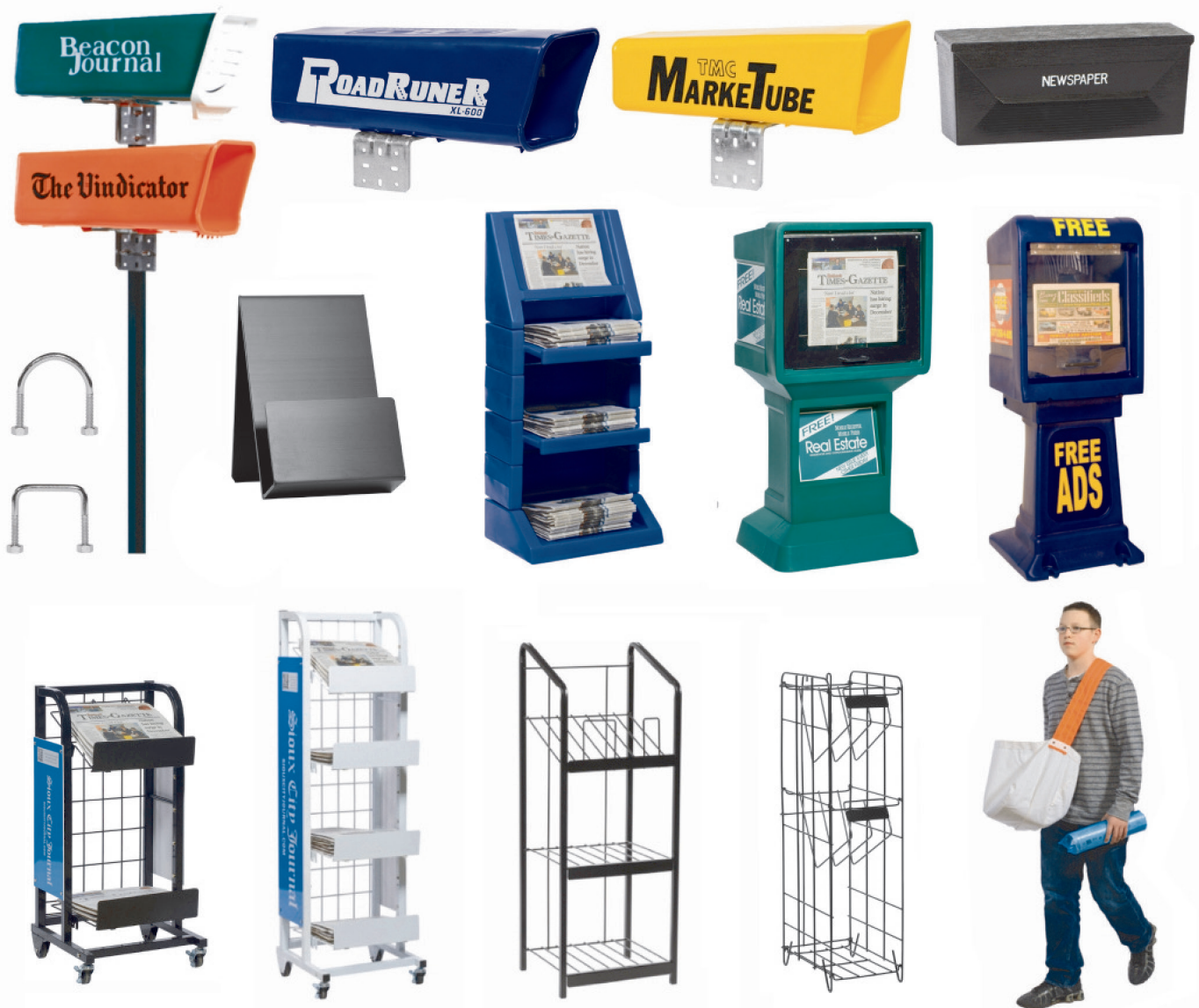
There is NO CHARGE for the first 10 members to sign up. Imagine, unlimited access to the peer group for FREE! But sign up quickly, because space is limited!

If you're not sure this is a GREAT opportunity, pass this info along to your sales managers and see what they think.

How do I Sign Up?

Watch your email for the sign up connection. S.H.A.R.E. will also be shared with you at the Fall Conference in San Antonio. See you then!





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1000 HEDSTROM DR • ASHLAND, OH 44805 • (800) 321-0350 PH • (330) 797-2947 FX • WWW.SCITY.COM