

*March* 2024  
**INFORMER**



**Community  
Papers of  
Michigan**





## Some points of order and much, much more!

*From The Executive Director, Don Rush*

The Community Papers of Michigan, your trade association, is working to maintain and grow the community paper industry in our state. Aside from seeking answers members may have, we help membership by selling display advertising, pre-print inserts and classifieds into member publications.

You probably didn't know (because I didn't until the Board of Directors asked me to find out at our quarterly board meeting March 5) how much advertising revenue CPM secured for our members?

In 2023, CPM brought in \$194,086 worth of display ads, pre-prints and classified revenue.

CPM takes a commission of between 10 and 15 percent on these transactions.

From that \$194,086, CPM paid member publications 89 percent of those sales: \$173,249.

Not bad for a one and half member staff!

### If you don't run our MegaMarket classifieds you're missing out

While the above numbers are a nice bit of revenue for CPM, the engine which drives our train up and down the tracks of Michigan is our statewide classified network called MegaMarket. Many of our member publications run these classifieds weekly, however some do not. If you are not currently running these classifieds, please consider doing so.

### Why?

If you do, it's a win-win situation. CPM sells the MegaMarket ads and keeps 100 percent of the revenue (which allows us to sell ROP, pre-print and classifieds into your publications). I am a firm believer "salting" your own classifieds with MegaMarket ads helps build your classified ad count and your bottom line.

Recently a member publisher told me a local businessman bought a full-page ad because of the liner ads he saw in the classified pages published – which include MegaMarket. The publisher believes in supporting CPM, likes when we sell advertising into his publications and he believes in MegaMarket.

Also, publications which run the MegaMarket classifieds receive a Publisher's Rebate at year's end. In 2023, CPM returned \$7,500 back to member publications as part of the Publisher's

Rebate program.

Some publications flow the MegaMarket ads in with their own classifieds, others box them into a display classified ad. It's easy! If I've piqued your interest, please contact myself or CPM Office Manager Dana Risner via email, DanaRisner@CPapersMI.com and we'll set you up.

### Membership dues, member circulation

This month Dana is sending out dues notifications to membership. Your dues are based on your circulation. For publication(s) with up to 65,000 circulation the cost of membership is \$200. Every thousand circulation over 65,000, the cost goes up \$1.

It is important to report accurate numbers. This helps us when a potential advertiser wishes to market in your publication. The more we know about your publication, the easier it is to sell into your publication. These numbers will also be used to update our annual Membership Directory. As a side note, this year we are going to add to your listing any social media you may use and if you produce podcasts. Please include this information.

### Introducing Cindy GG!

Cindy Gaedert-Gearhart was welcomed to CPM's Board of Directors at the March board meeting. Cindy is the Owner/Publisher of *The County Journal & Flashes Advertising & News* in Eaton County.

"I live in Vermontville. I'm married to Tal Gearhart and have two boys Carter, 22, and Dawson, 18. We also have our BIG cat Noodles," Cindy said. "You can call me Cindy GG."

The board quickly nominated, and Cindy accepted, the position as Board Vice President.

"Cindy's the perfect candidate for this position," *Lowel Ledger* Publisher and CPM Secretary/Treasurer Jon Jacobs said when making the nomination. "She's a fantastic publisher and a natural for the position."

### So, who is Cindy GG?

"I grew up in the business. Newspapers are in my blood. My grandfather Dale Cloar started the *Charlotte Shopping Guide* in Charlotte,

back in the 1940's. My dad John Gaedert and Gordon Sparks bought it from him in the 70's. They sold it to Phil Powers in the late 80's. In 1997, I started working as a salesperson at *The Charlotte Shopping Guide & Eaton Rapids Community News*. In 2005, Phil powers sold the papers to Gannett. In 2006, we got my dad out of retirement and started *The County Journal* together. He passed away in 2012 and we are still going on. I have many hats from salesperson, publisher, working in the design and circulation departments and much more. I'm very involved in the communities we serve and so are my employees. From being on boards, working with non-profit groups and volunteering.

"I love working with my customers, which have become my second family. Watching their promotions succeed, their businesses grow and helping with their printing needs. If they don't succeed neither will we. It's all about supporting the businesses that support us.

"I love going to concerts. I love traveling. My happy place would be somewhere warm on the beach with a drink in my hand or on a boat with family and friends. I'm also a part-time travel agent in my spare time!"

Welcome aboard, Cindy and thanks for your service to CPM and the community paper industry!



CPM's new Vice President Cindy Gaedert-Gearhart (*County Journal, Flashes Advertising & News*) and President Marty Bennett (*Community Shoppers Guide*)

# Where did my email go?

Five ways to help make sure people get your messages

By Kevin Slimp

When checking my email a few days ago, I came upon a curious message from a publisher in Missouri:

Kevin:

Just checking in to see if you received my previous emails.

Bill

You guessed it. I hadn't. Thankfully, Bill sent this latest message to an alternate email address, which appeared in my inbox. Taking a quick look at my email host server, I located Bill's earlier messages in spam folders, meaning they never even made it to the spam folder on my computer. I'd like to say I was surprised, but nothing about email surprises me anymore. As someone who receives hundreds of emails each day, not to mention thousands of messages in my spam folder, I spend a lot of time trying to make sure I see the messages people send to me and, just as important, trying to be sure the messages I send are received.

I've gotten a lot of positive feedback about lists in my recent columns, so I will strike while the iron's hot. This month's list is *Kevin's Five Ways to Keep Your Emails From Ending Up in Someone's Spam Folder*:

**1 Don't use JPG or other graphics in your email signature.** I can hear some of you now. "But my newspaper logo looks so good under my name!" A few months ago, when I had hundreds of emails returned by spam filters on the same day, I contacted my email host, one of the world's biggest (and best). I wanted to know how this happened. There were two potential problems. One was my email signature, which included a JPG version of my company logo. I quickly learned that spam filters don't like those. Or maybe they do. Either way, the result can be a message in a spam folder.

**2 Don't use email shorteners in your email messages.** I learned this during the same phone call with my email host. That was a bigger problem than my signature,








and I didn't realize it. I had used a shortener – [msb.press.com](http://msb.press.com) – for years with no problem. Suddenly, almost every message I sent with a URL that included [msb.press.com](http://msb.press.com) was returned from a spam server, meaning it never made it to the intended inbox (or even the spam filter, for that matter). Even though URLs can get long, I resist the urge to use a shortener.

**3 Create an alternate email address to use with essential messages.** Now, when I have a crucial message to send out to someone who isn't a frequent email correspondent, I send the same message from my standard and alternate email addresses. Most often, I use Gmail for my alternate addresses. This means the receiver might receive two identical messages, one from [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com) and one from [kevinslimp@gmail.com](mailto:kevinslimp@gmail.com). Sure, it's an extra message in the inbox, but it's a much better option than the message getting lost on a spam server. I've yet to receive a complaint from someone who received two messages.

**4 Attachments are big red flags for spam filters, especially if you add too many.** Emails with too many attachments are unlikely to reach recipients' inboxes. To keep this from becoming an issue, I've turned to [Dropbox.com](https://www.dropbox.com) to store files, sending the [Dropbox](https://www.dropbox.com) link in an email.

**5 Keep email subjects short, without using special characters.** Use only letters and numbers in the subject area of an email. Never use percent symbols, exclamation points, or other special characters. Chances are messages with subject lines using these characters won't make it to the inbox.

It probably doesn't surprise you that spammers send billions of unwanted messages daily. It sometimes feels like half of them end up in my email folders. Spam filters are necessary to search through emails to protect recipients from malicious cyber attacks. In response to the rise in email fraud and phishing, advances in artificial intelligence

Mailboxes – kevinslimp.com	
▶  Inbox	32
▶  Flagged	
▶  Drafts	5
▶  Sent	423
▶  Spam	14,211
▶  Trash	34
▶  Archive	

**Overstuffed spam folders are common. Users should check their spam folders daily for misplaced messages.**

have made modern spam filters more sophisticated and accurate. The downside is that they are blocking more messages by becoming more aggressive.

I could have created a list of 10 or 15 ways to keep your emails from landing in someone's spam folder. If I had written a longer list, it would have included hints like:

- Don't carbon copy more than a few people on the same message
- Don't use trigger phrases like "Big Sale!" or "50% Off!" in your messages
- Be sure your "From" line includes your name (or company name)

I'm nearing my 800-word limit, so I'll leave you with this list of five. You can thank me later.



Kevin Slimp is a popular consultant, advisor and trainer in the newspaper industry. From 1997-2018, Kevin directed The Newspaper Institute of The University of Tennessee. He currently serves as CEO of Market Square Publishing and Chief Guru at [NewspaperAcademy.com](http://NewspaperAcademy.com).

Kevin Slimp, "The News Guru"

[kevin@kevinslimp.com](mailto:kevin@kevinslimp.com)



I entered free paper publishing in 1981—so have been a part of many changes. Some good, some bad, but have always learned to “carry on.” This month we have both St. Patrick’s Day, and Easter, so let’s see how we can...

# Compare ads

I have slowly been going through my files and advertising to either delete or update. Many processes have changed, but it’s been great for lots of giggles!

I joined the Booster in 1981—talk about hysterical, I mean historical, we didn’t have all this wonderful technology! There were very specific “departments.” The process started in the **Layout Department** where we composed the ads using a non-printing blue pen, or non-repro pen, standard issue. The layout was then handed off to **Typesetting** where another person was responsible for all the text and copy to be set according to our specifications (my worst nightmare because I could never “spec” type precisely—every font was different—just be glad that’s ancient history!).

Let’s see, **Layout, Typesetting**, ah yes, **Paste-up**, where we cut and glued (pasted) the text, art and borders onto our layout—Exacto knives (careful) and initially rubber cement (we progressed to spray-fix—a bear to clean off floor and tables—and then the waxer, much less of a mess). Nothing beats the smell of rubber cement in the morning... hopefully I survived the health risks associated with this process.

Everything was cut and applied by hand. We cut the artwork out of books which supplied the art in various sizes, but it always seemed that the size you needed was either bigger or smaller than all the assorted sizes provided! Hello copy machine!

Photos? Don’t make me laugh! The photos were given to the **Camera Department**... yep, someone else was responsible for shooting the photo, developing it, and having it ready a couple of hours later (this was a huge camera so the photos were done in “batches”!).

Adhesive black tape (in a variety widths) defined the edges of the ad space. Really thin borders were tricky because applying border tape could be very taxing, not to mention almost impossible to keep precise. The thicker border tapes were much easier to control.

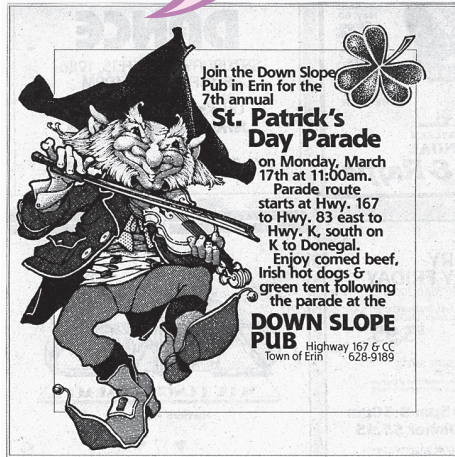
Let’s also hope that there were no misspelled words because you had to have someone reset the word(s) and paste over the error (sometimes it was just easier to reset the whole paragraph). It was not uncommon for words, letters and parts of the ad to “fall off.”

Those were the days, plus once all ads were done, they went to the **Pagination Department** where they were hand-placed on pre-waxed pages and then back to the **Camera Department** where the pages were “shot”—then the films were ready to be packed and taken to the printer! Easy, breezy... Not!

In the next column I found an ad from 1986! I had to scan them because there is no original and our archival system was newspaper!

So grateful for today’s process!

## Ad Talk with Ellen Hanrahan



The ads above are presented at 50% of original size (made the non-tech way). They are very similar, but a few minor changes makes the bottom add a bit more effective because the text is easier to read and key points are separated. The top ad runs the text too close to the art, everything is bold (sort of shouting for attention which means the focus is lost) and the shamrock points down so the shamrock stem seems to point to an empty top right corner.

The text in the top ad is not as organized; it doesn’t have to be large and bold to demand attention and it needs the white space around the text (as in the bottom ad) to “quietly” sort the info and make it easier to read. Remember, this was done in 1986 (no technology to rely on!) and everything was done by hand so I’m thinking the bottom ad also made better use of time—especially in **Past-up!**

However, good design is good design... in a product, clothing, building, advertising, etc.

Knowing what works best helps no matter what the production process is.

## Easter Services Ad

The ads below are reproduced at 73% of their original size. This ad needed more than a few simple changes because it was lacking in both readability and legibility.

I added color to bottom ad, but this would still be great as black and white, just replace the color with a gray screen. I used color only in the heading and in the artwork area. Too much color and you could start to diminish any contrast.

One of the biggest problems with the original ad is the use of bold and regular typefaces, size changes and even the choice of the font is a problem because of the thick and thin serifs.

Choosing typefaces for smaller ads can make a big difference in the readability—as well as legibility—of the information presented. I used my go-to font of **Myriad Pro** because there are many options within this type family.

Your eye does not “bounce” between bold and regular, and the san-serif face is easier to read at smaller sizes.

I did shift some of the text to make the event and time stand out and I moved the Sunday Breakfast below the worship service. The info is there for the reader but the Worship Service, I felt, deserved top billing.

There are other ways to make the small 2x2 ad stand out...the use of other reverse areas. However, to use reverse effectively requires a lot more information, so I will table that for another time.

**Easter Services**

**Maundy Thursday** Service of the Cross in Fellowship Hall  
with Holy Communion 7:00pm

**Easter Sunday** Breakfast 9am · Family Worship  
with Holy Communion 10:15am

**St. John’s United Church of Christ**  
REVEREND EDWARD FREESE  
228 WEST STATE STREET · HARTFORD

**Easter Services**

**MAUNDY THURSDAY 7:00PM**  
Service of the Cross in Fellowship Hall  
with Holy Communion

**EASTER SUNDAY 10:15AM**  
Family Worship with Holy Communion  
Breakfast 9:00am

**ST. JOHN’S UNITED CHURCH OF CHRIST**  
228 WEST STATE STREET · HARTFORD · REV. EDWARD FREESE

## Final Thoughts...

No matter what process you use, effective design always starts with the best way to call attention to the space and to get the message across to the reader in a unified, easy-to read manner.

## Until next time...

I was a student, an art teacher, a graphic designer, a writer and again a student. For info, PDFs of articles, or have ideas or comments, e-mail: [hanrahan.ln@att.net](mailto:hanrahan.ln@att.net) Ellen Hanrahan © 03/2024





By  
Mark W.  
Rummel  
Fenton, MI

**YOU'D BETTER SHOP AROUND:**

**Old advertising ideas  
from 100-plus years ago  
still make sense**

Charles Austin Bates (1866-1936) was a prolific author and founder of a successful New York City ad agency.

Community papers carried occasional "Short Talks On Advertising" by Bates in the 1910s-20s, as this sample shows. He wrote these to explain how ads work and to encourage folks to buy and use ad messages.

**Even 100-plus** years ago, publishers wanted to give advertisers every possible reason to try display ads in their pages. It shows our ancestors faced many of the same problems today's operators do, getting more customers to say "yes" to our ad buys.

Bates wrote a dozen books on advertising and marketing in that era... and this is a reminder that things haven't really changed: publishers will always need as many advertisers as possible!

**Short Talks On Advertising**  
By Charles Austin Bates.

No. 25.

I talked the other day with a man who had failed in the drug business. He said that he didn't believe that advertising a drug store paid, and that it was so different from other businesses that advertising could not possibly help it. He said that his store had been an exceptionally good one; that the location was very fair, and that the stock was above reproach, but there were two other drug stores nearby which had been there for some time before he came. The people round about were acquainted with them, and to some they were just a little bit more conveniently situated than the new store.



My friend, the druggist, didn't try advertising. That is the way he knows that it does not pay. He said: "People do not realize that there is a difference in drugs—that the paregoric they get in one drug store is better than that which they get in another."

Advertising would have saved that man's business. By advertising he would have introduced himself to the people, and they would have become acquainted with him and his store in that way. By advertising he could tell them that there were different grades of paregoric, and that he kept the best grade; but he didn't try it, and so he knows positively that advertising doesn't pay.

Maybe he would have had to advertise three or six months, or possibly for a year, before he would have found that he was gaining actual profit on his advertising expenditure. Advertising a new business is, to a certain extent, like advertising in the dull season. It is the after-effect that must be looked at and not the immediate returns. Even if a new man were to meet his prospective customers personally, it would be some time before he would make actual buyers of them.

It is this way with a traveling salesman.

The first few trips in a new territory do not consume very many pages of his order book. In the mean time he is getting acquainted—advertising. He is letting people know who he is and what he is doing, and what he wants. If he is pleasant and courteous and persistent, he will win trade, but it will take time.

Do not expect an ad to do more than a man.

Copyright, Charles Austin Bates, New York.

Advertising ideas  
in The Unionville  
(MI) Crescent of  
Oct. 24, 1919

**Go After Business**

In a business way—the advertising way. An ad in this paper offers the maximum service at the minimum cost. It reaches the people of the town and vicinity you want to reach.

Try It—It Pays

Don't Take It For Granted

that just because you are in business everybody is aware of the fact. Your goods may be the finest in the market but they will remain on your shelves unless the people are told a word about them.

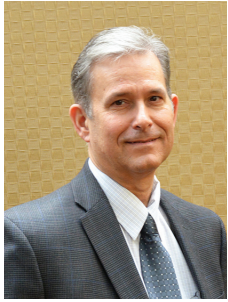
ADVERTISE

If you want to move your merchandise. Reach the buyers in their homes through the columns of THIS PAPER and on every dollar expended you'll reap a handsome dividend.

*"The paregoric they get in the store is better than that they get in another."*

Mark has worked on all sides of papers since 1972. He and wife Sally even worked for The Walt Disney Co. Contact him at : [MarkWRummel@gmail.com](mailto:MarkWRummel@gmail.com)





# BUILDING MAIN STREET NOT WALL STREET



## 9 Steps to Community Revitalization

by John Newby

Revitalizing a small community's economy and vibrancy requires a multi-tiered approach that utilizes its strengths, addresses weaknesses, and fosters sustainable growth. Over the years, many studies and practices have shown there are common denominators to turning a community around. Here are a few of the most common practices that successful turnarounds have utilized in their quest to grow and become a greater version of itself.

Encouraging entrepreneurship within the community can spur economic activity and create jobs. According to the Small Business Administration, small businesses account for 99.9% of all U.S. businesses and employ 47.1% of the private workforce. Providing support such as business incubators, mentorship programs, and access to capital can empower aspiring entrepreneurs to start and grow businesses locally.

Tourism can inject new money into the local economy and create jobs in various sectors including hospitality, retail, and entertainment. For example, a study by the U.S. Travel Association found that every dollar invested in tourism promotion generates \$8 in economic impact. Communities can leverage their natural attractions, historical sites, and cultural events to attract visitors and boost tourism revenue. There is no better ROI!

Infrastructure improvements, such as roads, bridges, enhanced internet capability, and transportation can enhance connectivity and facilitate economic development. According to the American Society of Civil Engineers, every \$1 billion invested in infrastructure creates 13,000

jobs. Moreover, improved infrastructure can attract businesses, support tourism, and increase property values, leading to long-term economic benefits. Strengthening the local agricultural sector can provide economic opportunities while promoting food security and sustainability. According to the United States Department of Agriculture, small farms account for 90% of all farms and manage over half of farmland in the U.S. Investing in agricultural education, infrastructure, and marketing initiatives can help small farmers thrive and create jobs in related industries such as food processing and distribution.

Developing a skilled workforce is essential for attracting and retaining businesses in the community. According to the National Skills Coalition, 50% of U.S. jobs are considered "middle-skill," requiring education beyond high school but not a four-year degree. This approach is ideal for smaller communities, by investing in vocational training, apprenticeship programs, and adult education, they can equip residents with the skills needed to fill local job openings and support economic growth.

Embracing innovation and technology can drive productivity improvements and create new economic opportunities. According to a report by the Information Technology and Innovation Foundation, every 1% increase in broadband penetration leads to a 0.2-1.5% increase in GDP. Communities can support tech startups, provide access to high-speed internet, and offer training programs to promote digital literacy and entrepreneurship.

Revitalizing downtown areas can attract

visitors, stimulate commerce, and enhance the overall quality of life for residents. According to the National Main Street Center, for every dollar invested in Main Street revitalization, \$33.56 of new investment is generated. Implementing beautification projects, supporting small businesses, and hosting community events can breathe new life into downtown districts and create a vibrant local economy.

Relying on a single industry can make a community vulnerable to economic downturns. Diversifying the local economy by attracting businesses from multiple sectors can provide stability and resilience. According to a study by the Economic Development Quarterly, regions with diversified economies experience faster recovery from economic shocks. Offering incentives, infrastructure, and workforce support to attract businesses in emerging industries can help diversify the economic base. (Continued on page 7)







## 9 Steps - From previous page

Collaboration among local government, businesses, nonprofits, and residents is essential for implementing effective economic development strategies. Engaging residents in the planning process, fostering public-private partnerships, and leveraging local assets can maximize resources ensuring initiatives align with the community's priorities.

Reversing the downward economic conditions in a small community requires a comprehensive and collaborative approach that leverages local strengths, fosters entrepreneurship, and promotes sustainable growth. By implementing the strategies outlined above, communities can create a more vibrant and resilient economy that benefits residents and businesses alike.

---

*John Newby is a nationally recognized Columnist, Speaker, & Publisher. He consults with Chambers, Communities, Business & Media. His "Building Main Street, not Wall Street," column appears in 60+ newspapers and media outlets. As founder of Truly-Local, he assists chambers, communities, media, and businesses in creating synergies that build vibrant communities. He can be reached at: [John@Truly-Local.org](mailto:John@Truly-Local.org).*

**(Editor's Note: these steps listed by the author are also opportunities for community papers, not only to strengthening their communities, but also their bottom lines. Put your thinking caps on and I am sure you can find a way to make money – maybe a farmers market page, or a help wanted page. Where there is a will, there is a way. – Don)**



# Ad - Libs

BY JOHN FOUST

## Know When to Stop Talking

Jonathan told me about his friend Dave's sports car. They rode around in it in high school, and although it was old even then, they loved the car and didn't let its mechanical eccentricities bother them. Through the years, after they had started families and relocated through their work, they stayed in touch. One evening, Dave called and said he was planning to sell the car and asked if Jonathan was interested.

What a great opportunity, Jonathan thought. I'd love to restore that beauty. After preparing a list of all the things he could say to convince his wife that buying the car was a good idea, he walked into the kitchen and said, "Honey, Dave called. He's selling his Triumph." Without hesitation, she said, "I think you should buy it." "I was shocked," Jonathan remembered. "There I was with a thoroughly rehearsed presentation, and she bought the idea right away. To be honest, I almost said, 'Wait a minute. Don't you want to hear all the reasons?' But that would have killed the idea."

Jonathan bought the car, took it to his home in North Carolina, worked on it, and drove it for many years. To this day, he talks about it with a feeling of nostalgia.

There's an important sales lesson in Jonathan's story. He was wise enough to know that he should stop talking as soon as his wife said "yes" to the car. Sadly, there are too many salespeople who keep talking after their prospects indicate they're ready to buy. Those indications are called "buying signals," and they tell us to know when to S-T-O-P talking and bring the sale in for a landing.

Buying signals can be verbal or non-verbal. If a prospect asks when the

ad campaign can start, requests an adjustment in the body copy, or refers to the proposed ads as "my ads," that's your cue to move immediately to closing language. Other positive cues include nodding in agreement with your sales points, leaning forward, or asking to see the advertising contract or approval form.

Thomas manages an ad sales team. "It's all about meeting people where they are," he said. "We encourage our team to put a lot of work into their presentations. But we don't want them to feel like saying, 'Wait, I haven't gotten to the good part yet.' They know they should be ready to shift gears at any time. The last thing we need is for them to talk themselves out of a sale."

"We all know it's important to listen to what the other person is saying," Thomas explained. "It's also important to look for unspoken clues that the other person is close to a buying decision. They are sending you a message to: 'Get on with it.' Paying attention to that will help both sides – the salesperson and the advertiser."

Whether you're driving a sports car or a sales presentation, it's smart to read the signs and keep things moving in the right direction.

---

(c) Copyright 2024 by John Foust. All rights reserved.

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. Email for information: [john@johnfoust.com](mailto:john@johnfoust.com)





**Marty Bennett**  
 CPM President  
 Community Shoppers Guide  
 117 N. Farmer - P.O. Box 168 Otsego,  
 MI 49078  
 Phone: 269-694-9431  
 Fax: 269-694-9145  
 Cell: 269-370-9469  
 info@communityshoppersguide.net



**Wes Smith**  
 Director  
 View Newspaper Group  
 1521 Imlay City Rd.  
 Lapeer, MI 48446  
 Phone: 810-664-0811  
 Fax: 810-667-6309  
 Cell: 810-338-7888  
 wsmith@mihomepaper.com



**Cindy Gaedert-Gearhart**  
 Vice President  
 County Journal, Flashes  
 Advertising & News  
 241 S. Cochran Ave.,  
 Charlotte, MI 48813  
 Office: 517-543-1099 Ext.225  
 Cell: 269-209-3532  
 Fax: 517-543-1993  
 CGWING@county-journal.com



**George Moses**  
 Director  
 The Marketeer  
 110 E. North St., Suite A Brighton,  
 MI 48116  
 Phone: 810-227-1575  
 Fax: 810-227-8189  
 Cell: 517-404-7807  
 gmoses@georgemosesco.com



**Jon Jacobs**  
 Secretary/Treasurer  
 Buyers Guide  
 P.O. Box 128  
 Lowell, MI 49331  
 Phone: 616-897-9555  
 Cell: 269-208-9223  
 Fax: 616-897-4809  
 Jon@lowellbuyersguide.com



**Jeff Demers**  
 Director  
 C&G Newspapers  
 13650 11 Mile Road  
 Warren, MI 48089  
 Cell: 586-291-1874  
 Fax: 586-498-9631  
 jdemers@candgnews.com



**Fred Jacobs**  
 Director  
 J-Ad Graphics  
 1351 North M-43 Highway  
 Hastings, MI 49058-0188 Phone:  
 (269)945-9554  
 Fax: 269-945-5522  
 Cell: 269-838-0881  
 fred@j-adgraphics.com



10120 Hegel Road, Goodrich, MI, 48438  
 Phone/Fax: (800)783-0267 • mifreeads.com



**Don Rush**, Executive Director  
 donrush@cpapersmi.com



**Dana Risner**, Business Manager  
 danarisner@cpapersmi.com