



Community Papers of Michigan

INFORMER

April 2016

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Buy Nearby Bigger and Better in '16

Buy Nearby Bigger and Better in '16



Fashion/Merchandising students from Eastern Michigan University were among the many who posed for photos with the Buy Nearby mascot at the Lansing Gift Show in March.

Look for an even bigger and better “Buy Nearby” campaign this year from Michigan Retailers Association.

The year-round, statewide campaign to promote local shopping all across Michigan will double the size of its signature fall event by expanding it from the first Saturday in October to the entire first weekend in October.

The fall weekend celebration also will get a new, more brand-friendly name: I Buy Nearby Weekend.

In addition, campaign mascot Buy Nearby Guy plans to increase his number of community visits that help spread the Buy Nearby message.

Last year the mascot made 61 visits, double the number from the year before. He racked up more than 8,000 miles traveling to communities, also more than double the number in 2014.

A giant shopping bag in the shape of the State of Michigan, the mascot is a highly visible reminder to shoppers that when they buy from businesses that have invested in Michigan, their local communities and Michigan’s economy benefit.

“Our organization feels good about the

success of Buy Nearby and is working to keep it growing,” said MRA President and CEO James P. Hallan.

“We want more shoppers to hear the Buy Nearby message and make a personal commitment to support their local communities and Michigan’s economy.”

Fourth Year

Buy Nearby is in its fourth year. The campaign encourages all Michigan residents to explore the great shopping in Michigan and to understand the economic importance to their communities and state by buying from businesses located in Michigan.

Economic research commissioned by MRA shows that if everyone in Michigan practiced Buy Nearby, the state economy would grow by more than \$9 billion and create nearly 75,000 new jobs of all types.

The campaign runs year-round and encourages Michiganders to buy nearby where they live, work, vacation or visit. Borrowing a page from the American Express Small Business Saturday project, Buy Nearby holds an annual celebration in October to focus greater attention on the overall campaign.

The celebration was previously called “Get Caught Blue-Handed Day” to encourage shoppers to go out with friends and relatives and enjoy “getting caught” supporting their communities and businesses in Michigan.

Expanding the event to the full weekend gives more residents the opportunity to plan a fun shopping event instead of having to work it into a busy autumn Saturday full of sports and other important activities, Hallan said.

“Also, changing the name of the celebration to I Buy Nearby Weekend draws a stronger, more immediate connection to the campaign and the shopper’s personal commitment to Michigan’s future,” he said.

All retailers are encouraged to offer special merchandise and promotions to make the weekend even more attractive to

shoppers. In some communities, the promotions can be tied into a local fall festival.

MRA again this year will offer free materials, such as posters and merchandise tags, to retailers to display leading up to and during the weekend.

The campaign is counting on continued strong support from members of Community Papers of Michigan, said MRA’s Tom Scott, who oversees day-to-day activities of Buy Nearby.

“CPM members have done a great job in the past with special advertising sections built around the Buy Nearby theme,” Scott said.

“The sections provide great value to shoppers, retailers and CPM members’ publications. The entire community comes out a winner because of the papers’ participation.”

Community Visits

The mascot made his first appearance of 2016 at the Lansing Gift Show during the first weekend in March. He posed for photos with dozens of retailers attending the buying show.

Communities and retailers can request a visit by completing an online form on the BuyNearbyMI.com website.

There is no charge to the community or requesting organization for a mascot visit, said Scott.

The costs of the campaign are offset by Michigan Retailers Association and contributions from the sponsors.

Sponsors for 2016 include title sponsor DTE Energy and supporting sponsors Pure Michigan/Michigan Economic Development Corporation (MEDC), Discover, AT&T and Retailers Insurance Company.

The campaign also has received small donations of more than \$1,000 for this year from individual Michigan Retailers Association members.

Additional information is available at BuyNearbyMI.com and on Facebook.com/BuyNearbyMI.

Small ads can be very challenging. Two-column by two inch ads require planning, but even scarier, is an ad that is only...

One Column



Apparently I have a thing for small space ads! I guess the challenge is to see what can be done with the information. Sometimes I'm very lucky and get to create "fill" ads for our paper—which means that there is a lot of freedom in putting the info together. Other times the customer needs to get his message across in a specific way.

The first two ads below are totally different, yet there are similarities because of the sizing. I don't like to mess with borders in these skinny ads because I need all the room I can get! I use contrast to my advantage—to call attention to the space and to confine the information. A condensed typeface is also pretty much a given and I like to make the info as large as I can. By the way, the "snow plowing" ad is very appropriate for our part of the country!

I try to avoid thin and decorative typefaces as they can become too "anemic" for the small space. All the ads shown on this page share the same attributes—they need to be bold! Small space doesn't mean you have to shy away from a pattern either. The blood donor ad shows that patterns can work well in a small space.

KC Hall
**SEAFOOD
BUFFET**
Serving 4:45-8:30pm

Friday, Nov 21
featuring Live Music by
Gary Cross
6:00pm-10:00pm
BAR OPEN 4:00PM

**\$100
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TAPPERS**

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555-444-9898
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**Tim's
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555-888-1515 cell
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Be a hero!
Make an appointment to
donate blood
at **West Bend Blood Center**
555 Valley Avenue

Monday Tuesday
Wednesday Thursday
8:00 am to 7:00 pm

Friday
7:00 am to 1:00 pm

Saturday
7:00 am to 12:00 noon

1-555-BE A HERO

The Blood Center 1-555-222-4776
Fixed site hours are subject to
change. We advise you make an
appointment.

Donors must be at least 17
and in good health.
Bring donor card or a picture ID.

Sometimes the ad is really wide

Headers can be quite a problem. We want to unite all the advertisers, but we usually don't have much room. The header below (yes, I realize it's more of a "footer," but pretend it's at the top) offers a bit of flexibility as well. For example, the original width is 61 picas (slightly more than ten inches) but this arrangement allows for the width to change if you need to fill just half the page. The reader still knows the ads are grouped and what they are about. This header is slightly less than an inch tall, yet it acts as a unifying element without feeling too confined.

COUPONS SPRING COUPONS SPRING COUPONS SPRING COUPONS SPRING COUPONS

Many of these coupons are available online www.booster-ads.com



Sometimes the ad is really short



**TIME AND
TEMPERATURE**
262-670-TIME
[262-670-8463]

We do have our fair share of odd spaces left over in our paper and this is a good place to promote other services; payment methods, web site info, etc. Most of our "fill" ads ran without changes.

Our "paginator" had a "fill" library.

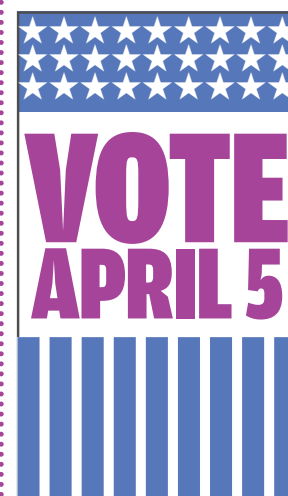
Sometimes the ad is flexible

In the "vote" ad, the pattern has another advantage—it can be stretched or shortened depending on the space available. By the way, this ad can also be use in a horizontal format as well. Using symbols, like stars and stripes, evoke a feeling of patriotism to allow us to display our message in a graphic and eye-catching manner. And, since this year there will be lots of political ads, you may want to put this one in a library!

We depend on our little "fill" ads to run consistently and with some flexibility to give our pages an overall organized look.

"Elements" in advertising

Line, space, shape, texture, size, value and color



**VOTE
APRIL 5**

are the elements of design that we use over and over. How to use these elements is the function of the principles of design—balance, emphasis, unity, and proximity to help to keep that information organized so that the reader has a clear understanding of the message.

These elements and principles of design come together in all of the ad samples.

Add some punch to the little ad

Don't be afraid to go bold and add pattern to the small space ad. Keep everything in balance and you will be fine. In the meantime, try using your own ideas...

I write for *The Independent Publisher, SAPAtoday and CPM*. For more info, PDFs of any articles, or have ideas, e-mail: hanrahan.ln@att.net Ellen Hanrahan ©2016

5 Secret Questions Successful People Ask Daily



By Dr. Joey Faucette
Raleigh, NC

While studying Great Depression businesses created by successful entrepreneurs, I discovered five core practices that were daily habits for them. They asked themselves five questions daily that charted their course to success.

You become a successful business person, also, by asking yourself these same five questions daily. The five questions to ask so you become positively successful are:

What Am I Thinking?

Success starts and stops in your head.

Your thoughts guide your every action, relationship, and sale. Your thoughts either help or hinder your journey through the current economy. Your business either succeeds or sucks because of your thoughts.

Positively successful people guard their thoughts religiously, insuring that they only rent space to positive ones. They place border guards around their mind that maintain a singular perspective: focus on the positive and filter out the

negative. They have little patience with purveyors of negativity—think 24/7 news channels—and constantly feed their minds mentally positive nourishment.

Who Am I Attracting?

While success begins in your head, it bears fruit in relationships with customers, clients, suppliers, team members and others with whom you invest time. As Jim Rohn reminded us so well, “You are the average of the five persons with whom you spend the most time.”

Success starts and stops in your head.

Positively successful professionals guard their relationships like their thoughts, insuring they invest time only in positive ones. They have firm social boundaries that limit availability to negative persons—“Eeyore Vampires”—and focus on attracting ideal customers, clients, team members, and suppliers. They know it costs too much to do business with some people and delete their contact databases accordingly.

Why Am I Working?

Success begins in your head, and reflects back through relationships into your heart. “Why am I working?” clarifies your purpose and desire. Successful people engage emotionally on a passionately positive level with their labor. Their work matters.

This positive engagement fuels their

imagination and frees them emotionally to discover solutions to customers’ problems in innovative, added-value ways. Such creative expression satisfies their “Why?” and furthers their success journey.

How Am I Doing?

Positively successful business people understand that the what, who, and why questions beg for reflection, i.e., “How am I doing?” The key is to acknowledge areas for improvement while accelerating what’s moving forward now.

Their singular focus is, “How am I best and strategically acting on my what, who, and why?” This positive focus is the clear pathway to successful achievements.

Where Am I Going?

These Great Depression gurus understood that once positive results emerge from their positive mental, social, and emotional achievements, the successful path requires sustaining. You must keep going.

They discovered that what serves them best is to serve others. They ethically acted in the best interests of their team and community, giving servant leadership to improve others’ lives daily. Gratitude for their achievements fueled their philanthropy.

So how’s your work? Ask yourself these five questions daily and enjoy success as you Work Positive!

Dr. Joey Faucette is the #1 best-selling author of Work Positive in a Negative World (Entrepreneur Press), Positive Success Coach, & speaker who helps business professionals increase sales with greater productivity so they get out of the office earlier to do what they love with those they love. Discover more at www.GetPositive.Today.



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Work Family

By **Bob Berting**
Berting Communications



At a publication seminar I conducted, attendees talked about internal company friction and how staff members didn't seem to have respect for each other. Enmeshed in this problem is a list of demands on staff: deadlines, dealing with other departments, dealing with other co-workers, and pleasing management.

Although most of them thought of themselves as likeable, good personality, warm smile, etc, they were still having problems in their relationships with others. What is the answer to this situation? What has to be done to create a proper atmosphere of trust, understanding, respect and just plain courtesy?

The answer is to realign your vocabulary. It's not just a smile or a simple "how are you?" that gets an office aligned. Rather it's about understanding how simple expressions can help human relations.

Here are 7 points that will change things in inter-office relations:

"I admit I made a mistake"

How many times have you honestly made a mistake and were afraid to admit it—to a customer or co-worker?



People are usually amazed to hear a comment like this and have a great deal of respect for someone who has the proper attitude and courage to say those important words. Taking responsibility for your actions encourages others to do the same.

"You did a good job"

Salespeople need encouragement and praise. These simple words can have a big impact on the emotions of people you deal with. Isn't it nice to be recognized for what you do.

"What is your opinion?"

Asking someone's opinion is the mark of a great team player who truly respects others and can be very helpful in brainstorming sessions. This action increases ownership to new ideas.

"Would you please"

This simple phrase is very appropriate in stressful situations and can be effective also in dealing with customers. The word "please" costs nothing to use, yet it buys so much.

"Thank you"

How many times do we forget to say those two words. We would have a better work environment as well as building better relationships with our co-workers.

"We"

The most important word. This key word is the foundation of team effort. It is effective in giving presentations to major account prospects, including media buyers.

"I"

The least important word. This is a word that unfortunately dominates our conversation and can cause bad vibrations if used too often. This word is good for taking responsibility but not when discussing a positive team effort. How many sports professionals would be successful if they said "I won the ball game"?

In closing...Think about these words and the impact they have on employee relations—and customer relations. Think about these appropriate words and use them during your workday for the situations that cause any friction between you and your co-workers.

kevin@kevinslimp.com

Making Things Right

Doing the little (and big) things right is the key to success



Kevin Slimp
The News Guru

The past four weeks have been a blur. I remember driving along a beach in Florida, using a snow shovel for the first time during a blizzard in Minnesota, eating pizza with old friends in Des Moines and standing in front of audiences in both Rochester and Saratoga Springs, New York.

As blurry as the weeks seem, there are several moments that were memorable. At one newspaper in Florida, the plan changed from leading classes to gathering the entire staff together for several hours of brainstorming, changing the editorial and design workflow in the process.



Sharing opinions at *Coastal Breeze News* in Marco Island, Florida.

While at the offices of *Coastal Breeze News* in Marco Island, Florida, I had the chance to meet Gary Elliot. Gary has been everything from president of the Chamber of Commerce to board member of the island's realtors' association. Val Simon, publisher, invited local writers and advertisers to stop by and meet me while I was at the newspaper, and Gary took her up on the offer.

As we visited, Gary took the opportunity to share why *Coastal Breeze News* is so popular in a town with three newspapers.

"People want local news," Gary told me. "The big daily doesn't carry local news like the [Coastal] Breeze. People who live here pick up this paper, see the faces of the writers and say, 'I know him' or 'I know her.' It makes a real difference. That's why people love this newspaper, and that's why advertisers want their ads in this paper."

The following week, I found myself in Des Moines, Iowa, speaking at one of my favorite conferences. Imagine my surprise as the group kept growing to the point where we had to add seats. We even had a full house for the early Saturday session.

What seemed to interest attendees the most? Improving the quality of their papers. I didn't hear any talk of reducing staff sizes or cutting costs. This group seemed to know the secret: Improving quality. Quality of design. Quality of writing. Quality of service.

Do you want to increase readers, advertisers and profitability? The first and most important step is improving quality.

The year 2015 was the "year of blizzards" in my life, but I dodged the weather bullet in 2016 ... or so I thought. In Kasson, Minnesota, my next stop after Des Moines, I woke up to find my car buried under a mound of snow.

We almost cancelled the trip due to the approaching weather. We agreed at the last moment I would board the flight in Knoxville and head to Minnesota, arriving just before the storm.

We spent three days running press tests, holding classes and discussing workflow. I love it when a staff wants to learn. The group in Kasson asked me to stay late each day so we could look at their individual workstations, find solutions to technical problems and discuss hardware upgrades and improvements.

Imagine my thrill a week later, when I heard from one of my new Kasson friends.

"Everyone is singing your praises," she began. Apparently the press called to report the printing quality of their newspaper had improved drastically.

"They said the pictures are crisp, the dot gain is perfect and the color settings are right on target."

Borrowing an old line from Ford, "Quality" really "is job one." Reduce quality, and the result is fewer readers. Reduce readers, and the result is fewer advertisers. Reduce advertisers, and the result is fewer pages. Reduce pages, and the result is even fewer readers. It's a never-ending cycle.

Finally, there was The Empire State. I made stops in New York to speak at two newspaper conferences over the past eight days.



Checking out the dot gain and color settings in Kasson, Minnesota.

In Rochester, I spoke to the entire group about my latest research. Afterwards, one publisher after another stopped me to tell me how the research mirrors what is happening at their own papers. The key, most everyone seems to agree, is improving, not cutting.

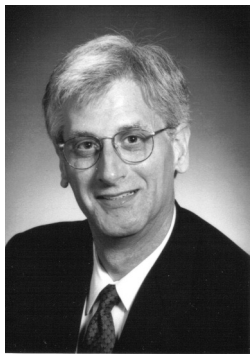
A few days later, in Saratoga Springs, I led eight classes for editors, designers and others. Between each class, I found publishers waiting in the lobby, wanting to ask my advice about where they should take their papers. Some were from tiny papers. Some owned large groups.

In my travels, I was also able to meet with an industry executive from a major group in Europe and a newspaper industry leader in Canada. Both talked to me about the danger of ever-growing groups of national corporations buying their papers and stripping them down.

I am concerned the newspaper industry in Canada is already in great danger of collapsing under the pressure of corporate ownership. Fortunately, in the United States, there are far fewer newspapers owned by large corporations with only 16 percent of papers owned by large national or regional groups compared to a much higher number in Canada.

Want your newspaper to grow? Resist the short-term fixes, and look toward the long-term. Quality is what matters. Content is what matters. Service is what matters. Cut those, and you can be sure you will cut readers.

How to ooze credibility



By John Foust
Raleigh, NC

Perry is the marketing manager for a real estate company. I had an interesting conversation with him about his experiences in dealing with different media sales people. “My all-time favorite is Brenda, who works with our local paper,” he said. “She oozes credibility.”

Perry went on to say that the strategy of most advertising sales people is to dump a bucket of data on him. “I’ve met with them all,” he said, “broadcast, print, online, outdoor, you name it. They come in here with their spreadsheets and their slick brochures. And they give their canned sales pitches on how their company is the best place in the world to advertise. Their pitches are pretty much the same.”

Brenda is not like the others, he explained. “She is a walking encyclopedia of advertising. She knows as much about her competitors’ products as she knows about her own. When we talk, I don’t feel like she is trying to make a sale. She’s just addressing my current concerns with information on how to use available

resources. I trust her judgment completely.”

Brenda is like veteran sportswriters who collect details about games and athletes. Even if they don’t cover football, they can tell you who won last year’s championships. They can tell you who won back-to-back World Series in 1992-93. They can tell you the differences in the playing fields in the NFL and CFL. And they can tell how many majors Jack Nicklaus won in his career. That’s credibility.



Learn industry specifics. What types of campaigns work best in your client’s specific industry?

It’s also a sign of credibility to know where to find answers. If those sportswriters don’t know an answer, they know where to look.

Perry trusts Brenda, because she “oozes credibility.” Isn’t that what advertising sales

should be about? If you want to sell something, you first have to win trust. And a good way to build trust is to demonstrate that you know what you’re talking about. Here are some things to consider:

1. Learn your company’s product. Of course, it’s important to learn all you can about your product. But don’t let it become your only topic of conversation. You don’t want the Perrys in your market to complain that you are dumping buckets of data on them.

2. Learn advertising in general. What are your prospect’s primary media choices? What are the implications of total market coverage? What is the importance of reach and frequency? What is pay-per-click advertising? By percentage breakdown, where do different age groups get their news? What is search engine optimization? What is native advertising? What benefits are your competitors selling? How does co-op advertising work?

3. Learn industry specifics. What types of campaigns work best in your client’s specific industry? Are they impacted by the thin market? Who are the marketing superstars in their industry – and why are they so highly regarded? What were the results from your client’s previous marketing efforts? How did your paper figure into those results?

Learning is the key to credibility. And credibility is a cornerstone in selling.

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

DO IT ANYWAY!

by Joe Bonura , CSP



Sometimes

Sometimes I do not want to write this e-zine article, but I do it anyway. Sometimes I do not feel like making sales calls, but I do it anyway. Sometimes I do not feel like getting on a plane and flying across the country, but I do it anyway. Sometimes I do not feel like getting out of bed at 5:00 AM or walking in the morning, but I do it anyway. Sometimes I do not like watching what I eat, but I do it anyway.

It Is Not Always Easy

Success comes to those who do the necessary tasks anyway. I have learned that the actions that make us successful in business and in life are never easy. That explains why so few people succeed and why so many people fail. The late motivational giant, Earl Nightingale, related in "The Strangest Secret" that of 100 men and women starting out in business at the age of 25, only five will be financially independent by the time they reach 65.

Pick The Fruit

Isn't it interesting that 95 of those people would rather blame circumstances rather than blame themselves for their inability

to retire financially independent in this land of abundance? This would be comparable to being in a jungle with low hanging fruit and starving to death because you do not want to make the effort to reach up and pick the fruit. I like what national speaker Jim Rhone said: "Success is simple, but it is not easy." And I add to the quote: It takes deliberate effort to succeed.

Beginning Is Half Done

I have also noticed that when I do it anyway, it becomes easier as I progress. Success can be achieved by just beginning. Recently, I looked longingly at the lake in my back yard and thought about going fishing. My subconscious mind was urging me to put the boat in the water and go fishing, but my conscious mind was telling me that I would have to change clothes, get out the fishing tackle, tie the lure on the line, etc. etc. etc. I decided not to do it anyway when my oldest son called and wanted to fish together. We went fishing and caught 12 fish between us. If he had not called, I would not have done it anyway, and I would not have enjoyed the thrill of the catch.

That Is What Friends Are For

Think of ways that you can motivate yourself to do those necessary tasks that you should be doing but you are putting off. Form a partnership with an associate or family member, and every time you are tempted to procrastinate, call your accountability partner to encourage you to do it anyway.

Pick One

Make a list of 10 things that you really do not want to do, and put a different one in ten envelopes.

Each day for the next 10 days, select one envelope and make a commitment to do that one thing that you most want to

procrastinate. When you make the commitment, do not abandon the task.

One Box At A Time

Our basement is a disaster area because there are boxes everywhere and lots of stuff that can be discarded. This morning, I made a commitment to eliminate one box a day for the next 30 days. I began this morning, and in less than 30 minutes, I removed one full box of things that we will never use. I did not feel like going through the box, but I did it anyway. Tomorrow I will repeat the process, as I will do every day for the next 30 days. I know I will get it done because my accountability partner, my wife, has read this article.

If It Is Going To Be, It Is Up To Me

Since no one is going to empty those boxes for me, I will have to do it myself to get the job done. What are you putting off that only you can do? Seriously think about it, and set an appointment with yourself to begin. Practice with small tasks, and then you can work up to bigger ones. Believe me, the reward of discarding that full box of useless trash gave me a sense of real accomplishment.

Make The Right Call

Making targeted, focused, and skillful sales calls will, not only give you the sense of accomplishment, but will put cash in your bank account and will help others succeed by using your product or service.

So you still do not feel like following the advice in this article? Do it anyway!

*Joe Bonura & Associates, Inc.
407 Landis Lakes Court
Louisville, KY 40245
(502) 553-1746
joe@bonura.com*

Retail Sales and Forecasts Rise Ahead of Spring

Michigan retailers boosted their three-month sales forecasts after posting improved sales in February, according to the latest Michigan Retail Index survey, a joint project of Michigan Retailers Association (MRA) and the Federal Reserve Bank of Chicago.

The survey found 92 percent project their sales will improve (68 percent) or be as good as (24 percent) the same period last year. That figure rose from 85 percent in January.

In addition, 66 percent of retail businesses reported February sales were better (44 percent) or as good as (22 percent) the same month a year ago. That rose from 54 percent.

“February’s performance ended a two-month decline and provided some positive

momentum for the spring season,” said MRA President and CEO James P. Hallan. “Economic conditions – including the state unemployment rate dropping below 5 percent – remain strong and encourage consumers to make purchases more freely.”

Across the U.S., core retail sales rose 0.2 percent in February, according to the U.S. Commerce Department. But overall sales, which include autos and gasoline, dipped 0.1 percent and January’s 0.2 percent increase was revised to a 0.4 percent decrease.

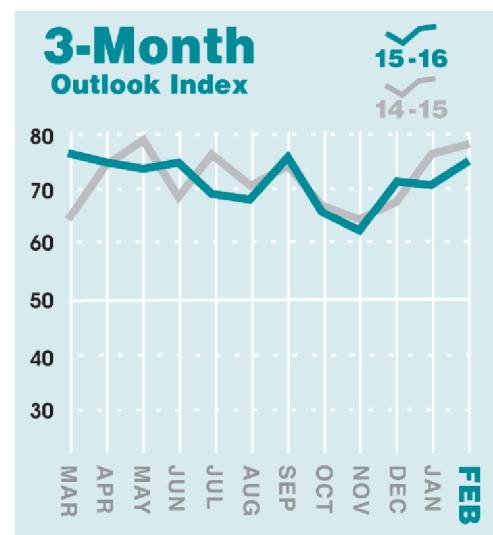
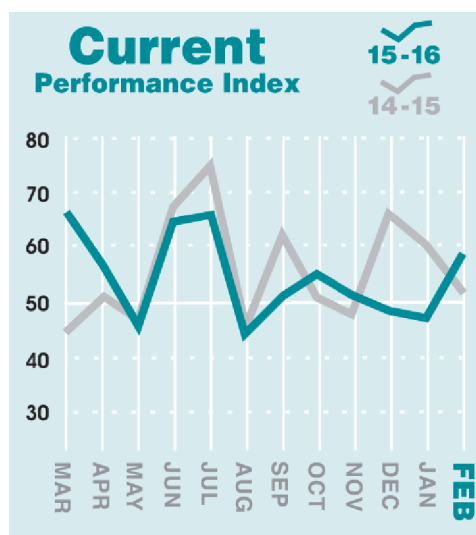
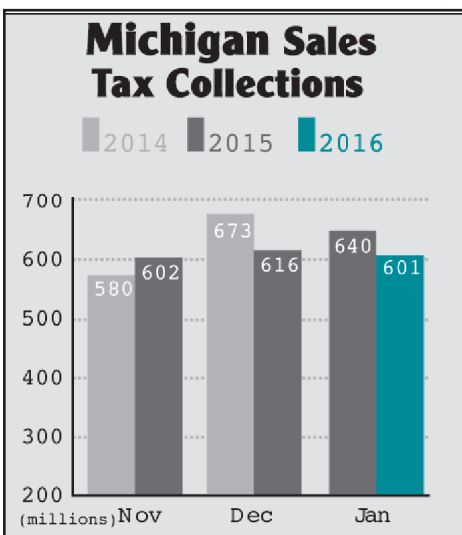
The February Index survey found 44 percent of Michigan retailers increased sales over the same month last year, while 34 percent recorded declines and 22 percent reported no change. The results create a seasonally adjusted performance index of 58.7, up from 47.1 in January. A year ago February the performance index stood at 41.7.

The 100-point index gauges the performance of the state’s overall retail industry, based on monthly surveys conducted by MRA and the Federal Reserve Bank of Chicago’s Detroit branch. Index values above 50 generally indicate positive activity; the higher the number, the stronger the activity.

Looking forward, 68 percent of retailers expect sales during March–May to increase over the same period last year, while 8 percent project a decrease and 24 percent no change.

That puts the seasonally adjusted outlook index at 75.2, up from 70.5 in January.

Complete results of this month’s Michigan Retail Index—including data on sales, inventory, prices, promotions and hiring—are available at www.retailers.com/mra/news/michigan-retail-index.html. The website includes figures dating back to July 1994.



Seasonally adjusted diffusion index, calculated by adding the percent of respondents indicating increased sales and half the percent indicating no change, and then seasonally adjusting the result using the U.S. Census Bureau’s X-11 Seasonal Adjustment procedure. Index values above 50 generally indicate an increase in activity, while values below 50 indicate a decrease.

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Cell: (269)208-9223
Fax: (616)897-4809
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Elaine S. Myers
Director
C&G Newspapers
13650 11 Mile Road
Warren, MI 48089
Phone: (586)218-5012
Fax: (586)498-9631
Cell: (248)672-0998
emyers@candgnews.com



Don Rush
Vice President
Sherman Publications
666 S. Lapeer Rd.
Oxford, MI 48371
Phone: (248)628-4801
Fax: (248)628-9750
Cell: (810)636-3798
don@shermanpublications.org



Marty Bennett
Director
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
shoppersguide@sbcglobal.net



Terry Roby
Past President
6534 VanBuren
Hudsonville, MI 49426
Cell: (616)490-3989
mybarfarm@gmail.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



Fred Jacobs
Sec./Treasurer
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



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



Bettie Watson
Director
Salesman Publications
102 N. Main Street - P.O. Box 205
Concord, MI 49237-0205
Phone: (517)524-8540
Fax: (517)524-8570
Cell: (517)740-9461
ads@salesmanpublications.com



5000 Northwind Drive - Suite 240 - East Lansing, MI 48823

Phone: (800)783-0267 • Fax: (517)333-3322

Jack Guza, Executive Director EMAIL jackguza@cpapersmi.com

Dana Risner, Office Manager EMAIL danarisner@cpapersmi.com