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Named Publisher of the Year

**Elaine Buckley**  
Honored for Distinguished Service

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Receives Gladys Van Drie Volunteer Award

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**“From the Basics  
to the Innovative”**

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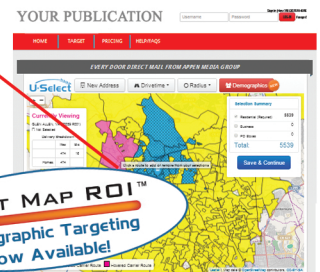
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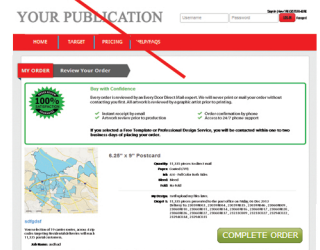
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*Dave Neuharth*

DAVE NEUHARTH  
**EDITOR**

# Sharing some conference Gems

**SELLING MEDIA PACKAGES IS THE** norm today.

Finding good sales reps remains the key to success.

Have an easy sales package for your outside reps to sell. One of the keys is to let your advertisers know that many of their clients depend on the print ad. Others that don't read the print version may pick it up on the web. Bundle your rate packages.

Have a college in the area? Find a way to let the graduates know that there is an opportunity in the print and free paper business. Too many college professors are telling their classes that "Print is Dead."

One paper offers a \$500 recruitment fee to their staff if they bring in a sales person who is hired. The company pays \$250 up front, with the remaining \$250 being paid after the new employee successfully completes 90 days of employment.

One publisher reported handing out business cards when someone he met while out in public seemed particularly sharp and bright. The back of the card reads, "If you ever consider changing careers, please contact me."

Depending on your situation in the workplace, it may be too much to keep up with Facebook, Twitter and the changing times. Consider hiring someone for this purpose.

Remember that the new generation looking for jobs is going to be searching on the web. Place a link on your website where prospective employees can fill out an application for employment.

Yes, publishers are in the print business. But with the changing times we are also in the modular digital business. What hasn't changed is that we all need new customers. Our papers' clients need

new customers.

As one publisher pointed out, when it comes to sales reps, it's easy to spend too much time with the lousy reps who need training and help. Don't forget your good and veteran reps – a pat on the back goes a long way.

An innovative idea is to take a look at the history of your market. Readers are always interested in and recall the good old days.

Have someone write a column on historic events, on the veterans and doctors and others who have served the community. What some of these persons recall makes great reading material. You can find an advertiser to support this column. After enough columns have been written, put them in a book and sell them to the public. You have the media outlet to promote the books.

The above are a few notes from the recent Association of Free Community Papers (AFCP) and Southeastern Advertising Publishers Association (SAPA) joint conference held in Savannah.

As usual, AFCP provided another great conference with numerous training sessions. If you were able to attend each session and take detailed notes, you could fill an entire newspaper.

Some small colleges may not have the firing power for training that AFCP provided. How about 47 classes and 27 presenters? This includes TLI, the keynote speakers and the tracks for management, ideas, open mikes, workplace aps, niche products, you name it – the opportunity to learn was available.

Add in "The Best of the Best" awards, the awards presented for volunteer service, a great trade show, Club AFCP and the Savannah Pub Crawl, and your investment to attend was worth every cent! **INK**

# Postal Service Responds to the PRC

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

## SO MUCH FOR PRAYERS AND PREDICTIONS.

The USPS filed this announcement stating it plans to implement the revised CPI rates for all mail, subject to PRC approval, on May 31, 2015. My column was written before this announcement. I still believe that two price adjustments in a short period of time could be disruptive, and will advocate for only one price adjustment if the Court of Appeals upholds the PRC Exigency Decision and Order requiring a roll back of rates sometime this summer.

The Postal Service today filed a response to Postal Regulatory Commission (PRC) Order No. 2398, in which the Commission remanded proposed rates for Standard Mail, Periodicals, and Package Services. The Postal Service's response contains adjusted pricing and further explanation consistent with the Commission's Order.

The scheduled implementation date for the new pricing is May 31, 2015, pending PRC approval. All competitive and previously-approved market dominant prices would be implemented at the same time, with the exception of one promotion, noted below, which will be implemented earlier. It is the Postal Service's intention to provide pricing-implementation webinars after the PRC has made a decision on our response.

Additional information will be provided through an Industry Alert at a later date.

As indicated above, the Postal Service Governors have decided to move forward with the Earned Value promotion, effective May 1, 2015 through July 31, 2015. Registration for this promotion has been underway since March 15 and will end on April 30, 2015. This promotion allows mailers to earn postage credits based on receipt of First-Class Mail reply pieces; the postage credit can be redeemed later this year on First-Class Mail and Standard Mail mailings.

All other USPS promotions are expected to move forward on their previously scheduled dates, with the exception of the Advanced and Emerging Technology Promotion, which will be delayed one month. This promotion now is scheduled to run from June 1 to November 30, 2015.

For more information regarding the Postal Service's response to Order No. 2398, please visit the PRC's website at [www.prc.gov](http://www.prc.gov). **INK**

For further information on the Saturation Mailers Coalition, contact SMC Executive Director Donna Hanbery at 612-340-9350 (voice), 612-340-9446 (fax) or e-mail: [Hanbery@hnclaw.com](mailto:Hanbery@hnclaw.com).

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# Full Speed Ahead!

by Lee Borkowski, Conference Committee Chair



Lee Borkowski

**Wow! WHAT A GREAT WEEK WE** had in Savannah! Personally, I enjoyed every minute of the AFCP/SAPA conference and hope that you did as well.

I was pleased to witness a high level of participation from all attendees. Sessions were well attended, there was a great flow of ideas, lots of laughter and plenty of relaxed social interaction.

In his closing keynote speech, David Marquet, author of "Turn The Ship Around!" talked about leadership. Un-

der his leadership everyone on board the Santa Fe was allowed, encouraged and challenged to contribute. That's the same leadership model that Loren Colburn, AFCP executive director, and Greg Birkett, the AFCP president, employ. Through their leadership, eight distinct individuals came together to function as a true team. We worked hard, we learned new things, and we had fun.

I thank each of you for allowing me to be a part of the 2015 conference team. **INK**

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# Gladys Van Drie Remembers

*Editor's Note:* When the Gladys Van Drie award was announced at the AFCP conference (see the related article on page 10), we asked her to provide some background material. She provided INK with the following article.

**"FROM THE FIRST ISSUE OF THE AMES ADVERTISER,** located in Ames, Iowa, the State and National Trade Associations were an instrumental part of our success.

"My husband, Rudy Van Drie, started our papers in 1958. In 1959 he attended his first conference of the National Association of Advertising Publishers, NAAP (now AFCP). It was held in Des Moines Iowa. Kay Fox was the president and encouraged Rudy to go. Our first child was born shortly before that meeting so I did not attend.

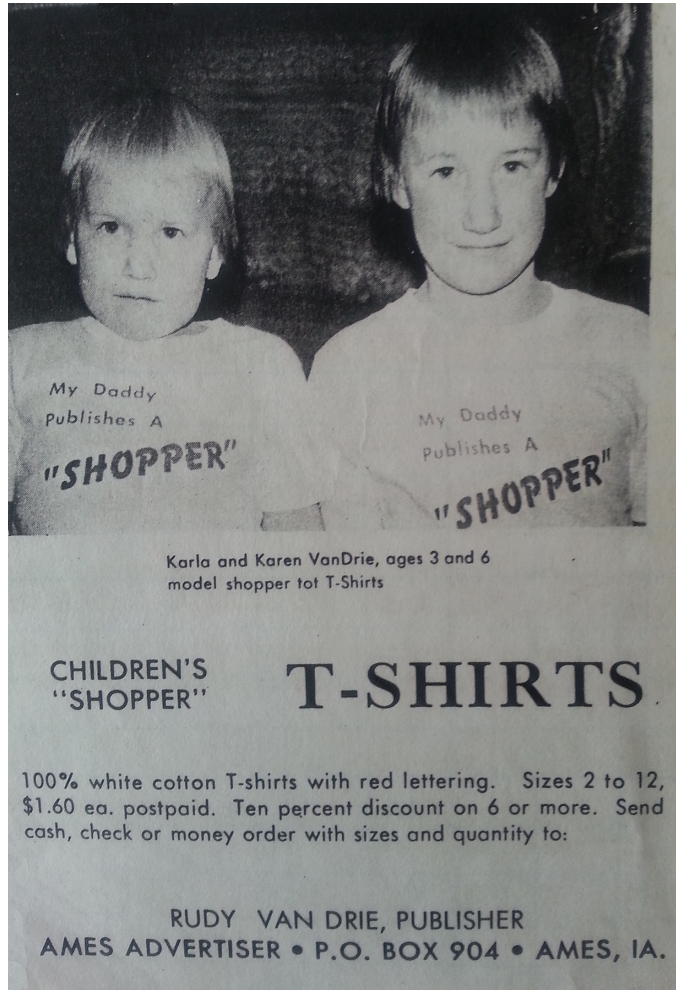
"The next year the conference was also in the Midwest. Money was tight so we drove to the meeting and because we could not afford hotel rooms, we dozed and tried to sleep in chairs in the hotel lobby, attended meetings that second day and then drove home.

"Those early conferences were always a stretch for our budget so Rudy came up with the idea to sell T-shirts to pay for our trip. The T-shirts read, "My Daddy Publishes A Shopper." They were a huge hit. He just felt it was that important to attend the conferences and found ways to make sure we could attend.

"As the Ames Advertiser became more successful, Rudy purchased the Boone County Shopping News, Boone, Iowa. He also attempted to start a publication in Marshalltown, Iowa, but that was not to be. Many of the state and national publishers became close friends and later Dick Luzadder, past AFCP president, and Rudy purchased a third paper, The Knoxville Reminder in Knoxville, Iowa.

"In 1976 at the age of 45, Rudy suffered a fatal heart attack on a tennis court. I was 40 and had two girls to raise and put through college. Before marriage and in early marriage, I had been an elementary teacher and then a stay-at-home mom. After the funeral, Dick and Sue Luzadder stayed with me for a few days and as they were getting ready to return home, Sue said to me, "Gladys, Monday morning go to work and pretend you know what you're doing." I did that and it gave me a reason to get up, and it gave direction to my life.

"After the first month, I met with the employees and told them that I would continue publishing the paper and that I would need their help. Much of our continued success can be attributed to very loyal and competent employees. I also made a list of my



strengths and my weaknesses and hired strength where I was weak.

"I had attended every convention as a spouse but at the first conference after my husband's death, I brought and introduced the first Rudy Van Drie scholarship winner. Many young men and women were given a year's scholarship to Iowa State University's school of business because of contributions from friends, employees, the Ames community and state and national members of the Free Community Papers. I also brought Vic Jose to the Iowa State School of Business. We organized a two-day session informing students about the Free Paper Industry.

"From that point on I was very active at the state level and at the national level, contributing wherever I was needed and could help. I served as president

*Continued on page 10*

# Gladys Van Drie Honored

## THE GLADYS VAN DRIE VOLUNTEER AWARD

was initiated by the Association of Free Community Papers (AFCP) at their recent annual conference in Savannah, Ga.

In announcing the award AFCP Executive Director Loren Colburn said, "This organization has accomplished some amazing things over the years. The most important component of every one of those accomplishments has been the volunteers who gave freely of their time, their talents and their energy to the betterment of the association, the members and the free paper industry.

"The AFCP Board of Directors is pleased to announce the newest award designed to recognize those individuals who have gone above and beyond expected contribution levels to ensure that our members receive the best experience possible from the association.

"Two years ago when this task first started, the Board had to deal with coming up with a name befitting the importance and significance of this award. We quickly and unanimously determined it should be named after a person who has exemplified those volunteer qualities and at a level deserving of this prestigious award. A person who continually put the good of our members first and foremost in their tireless efforts, year after year.

"That person happens to be here with us today and we would like to have her come up to receive a com-



Gladys Van Drie accepts a plaque from AFCP Executive Director Loren Colburn commemorating the AFCP Award named in her honor for exemplary volunteer service to the association.

memorative plaque of this newest AFCP Award named in her honor, the Gladys Van Drie Volunteer Award." **INK**

# Gladys Van Drie Remembers

*Continued from page 9*

of Shopper's Guides of Iowa. During my term as national president, the executive director resigned. It was at that time that we moved our office to Chicago to the Smith Bucklin firm. They managed trade associations and we felt that was a positive move.

"During my years of ownership, so many publishers were instrumental in my success. Past Presidents John Holmes, Tom Wallace, Tom Karavakis, John Morgan, Vic Ianno and Jim Crosby, as well as Lee Borkowski's grandmother, Reva Murphy, Karen Sawicz's parents and Craig Trongaard all served as mentors and were there if I needed advice or

help. They and their spouses were lifelong friends. We celebrated life's good times and sad times.

"As a past president, a real highlight for me has been observing the changes that have taken place. The Leadership Institute, the Rising Stars program, the diversity of the members and the papers, the NANI program, greater participation of employees of papers, creative ideas to get the members more involved with the vendors, a great website, a great magazine, delicious meals, the informal dress code, are all positive changes since my presidency.

"Even though I am retired and my daughter, Karla, is involved in

a different industry, we both came home this year with ideas from The Leadership Institute and the keynote speakers that we could immediately apply to our respective activities. Lee Borkowski, conference chair, and Greg Birkett, president, are to be congratulated on a very successful conference.

"I want to thank the board of directors for the great honor they gave me by naming the new Volunteer Award the Gladys Van Drie Award. How could you not give back to an organization that gave so much to our family? The organization is in very capable hands. Executive Director Loren is perfect for this

# Alexander is First Van Drie Recipient

**GAYLE ALEXANDER WAS NAMED THE FIRST** recipient of the annual Gladys Van Drie Volunteer Award at the recent Association of Free Community Papers (AFCP) annual conference in Savannah, Ga.

In making the presentation AFCP President Greg Birkett said, "It gives me great pleasure to be able to award the first Gladys Van Drie Volunteer Award for a couple of reasons. Gladys is a fellow Iowan and a former president of SGI, now MFCP, just like I am. And I am so proud that she and her husband, Rudy, blazed the trail for many of us in this industry, especially from the Midwest.

"The other reason that I am proud to give this inaugural award is because the first recipient is someone that is so deserving of the recognition that comes with this honor, and is someone I call a friend, and she is a friend to so many in this room.

"Our recipient has worked tirelessly to make sure that little and big details are taken care of at the AFCP conferences each and every year for the past 11 years. That's right. She has been involved with conferences since the last time we were here in Savannah!

"When she was asked by Steve Harrison to help with that conference, little did she know that over 35,000 meals later she would still be worrying and fussing over each and every plate.

"Because of her attention to detail we have been enjoying some of the best breakfasts, lunches, dinners, snacks, and yes, cocktails.

"She also is a volunteer extraordinaire in her own community, hosting many events for area non-profits including their local hospital. She and her husband, Dan, own and operate Denton Publications in the Adirondack Mountains in New York.


"Please help me welcome Gayle Alexander to re-



AFCP President Greg Birkett presents Gayle Alexander with the first Gladys Van Drie Volunteer Award at the recent conference in Savannah.

ceive the Gladys Van Drie Volunteer Award."

Gladys Van Drie added, "I would like to congratulate Gayle Alexander for being the first recipient of the AFCP volunteer award. Gayle exemplifies the dedication of AFCP members who work tirelessly to make sure the annual conference is a great experience for those who attend. Planning menus and working with the staff of each conference hotel is a huge job. Gayle's meals are always delicious, nutritious and beautifully presented. That Pirate dinner this year was awesome.

"Since the award is in my name, I am so glad you were the first winner. I consider you a friend and someone I deeply respect. Thank you, Gayle, for your years of volunteering and for all you do for AFCP." 

organization. His passion, knowledge, and warmth make everyone feel like they are a part of the family. Along with two very personable and capable office helpers, our organization is in good hands. With leaders like Greg, Shane, Charlie, Michael and Karen all climbing the chairs, I have no doubt that the organization will continue to progress.

"Members, leaders, past presidents, and vendors of AFCP should be very proud. Many of you will never know the contributions you made

to ensure the success of someone's paper. Keep sharing ideas, mentoring and having fun. That is my definition of a successful person and a successful organization."

Van Drie served as president of Shopper's Guides of Iowa, vice president of the Ames Chamber of Commerce, and was elected to and served as a trustee on the Ames, Iowa, City Council. She served as chairperson of the American Heart Association Campaign for Story County, receiving an award from the

state. Her county had the highest percentage increase in contributions for that year. She also served as vice president and president of NAAP from 1981-1983. She received the Robert Green award for contributions to that association.

After she sold her papers she retired to Estes Park, Colorado. Active in her community again, Gladys served as president of the Newcomer's Club, and president of the Rotary Club of Estes Park. At *Continued on page 12*

# Awards Aplenty in Savannah!

**THE APPEN MEDIA GROUP IN ALPHARETTA, GA.,** edged The Post Newspapers in Medina, Ohio., for the most number of awards received in the Association of Free Community Papers (AFCP) Best of the Best Awards competition held at the recent conference in Savannah, Ga.

Appen Media Group received 26 awards including 12 first place honors. The Post Newspapers received 25, including six first place honors.

Tower Publications in Gainesville, Fla., made a strong showing with 20 awards, including four for first place.

All Island Media in Edgewood, N.Y. earned 16 awards including six first place honors.

Picking up 10 awards each were Katy Magazine in Katy, Texas, and the Big Green Umbrella Media in Johnston, Iowa. Katy Magazine earned four first place awards and Big Green earned three.

The Arcadia News in Phoenix, Ariz., earned nine awards including two for first place. Snyder Communications in Norwick, N.Y. also earned nine awards with one for first place.

Picking up eight national honors were El Clasificado in Norwalk, Calif., including five first place honors, and the Florida Mariner in North Port, Fla., including three first place honors.

Three publications earned seven honors each:

Iwanna USA in Asheville, N.C., including three first place awards; Denton Publications, Elizabethtown, N.Y., including two first place honors; and The Merchandiser, Clifton Springs, N.Y., including one first place award.

The most improved publication on glossy paper was Big Green Media. Most improved with 0-9% editorial content was the Genesee Valley Penny Saver, and the most improved with 10-25% editorial content was the Community Papers of Western N.Y.

Katy Magazine received the top honors for General Excellence on glossy stock. El Clasificado earned top honors for 0-9% editorial content. For 10-25% editorial content, first place honors went to The Shopper in South Holland, Ill. Top honors for 26% or over editorial content went to the Coastal Breeze News in Marco Island, Fla.

The General Excellence award for single advertising category publications went to the Florida Mariner.

The Best of Show honors for the most overall points earned went to Appen Media Group, followed by The Post Newspapers and Tower Publications.

In the advertising design contest to design a series of Veterinarian ads, first place honors and \$300 was awarded to David Brown of Appen Media. Second place and \$200 went to A.J. McNaughton of Appen Media. Third place and \$100 was awarded to Jimmy Young of The Post Newspapers. **INK**

## Gladys Van Drie Remembers

*Continued from page 11*

the Rotary District Conference she received an award for Outstanding Club President. She served as a board member of the Estes Park Hospital Foundation, and trustee of the Estes Park Hospital Board. She also volunteered her time as a victim's advocate.

Gladys has two daughters. Karen, her oldest daughter, did her under graduate work at Houston University and received her master's degree in library science from the University of Iowa. Karen lives in Istanbul, Turkey, and has served as an English librarian in a Turkish school where 99 percent of the students are Muslim. She is presently teaching English to

employees of Turkish corporations that need help with their English.

Karla, her youngest daughter, graduated from Cosmetology School and from Regis University in Denver, Colo., with a degree in business. She lives in Estes Park and is a hair stylist. She served as president of her Rotary Club and is serving in other leadership capacities in the community.

Gladys also has two grandchildren. Karen's daughter, Allison Goldthorpe, the oldest granddaughter, graduated from the University of Wisconsin in three years with a bachelor of science degree in agriculture and natural resources. She is employed as Instructional Content Developer of Software at Zendesk.

Her husband, Brian Harris, graduated from the University of Wisconsin with a degree in computer engineering and is employed at the University of Wisconsin.

Karen's other daughter, Kelly Goldthorpe, graduated from the journalism school at the University of Missouri. After graduation she and eleven others were selected out of 1,200 applicants to drive the Oscar Mayer Weiner Mobile for a year. Kelly will graduate this May with her master's degree in marketing from the University of Wisconsin. She has a job waiting for her in Chicago.

"Needless to say, I am a proud mother and grandmother," said Van Drie. **INK**



# Savannah Conference is In The Books!

by Greg Birkett

**I REALLY ENJOYED** going back to Savannah last month for the AFCP and SAPA joint conference. Not only was the

city beautiful – and I heard so many great comments about being right on the river in Savannah – but our attendees were energized too. Along with our mix of returning conference attendees, we had a great amount of first timers! I think they were impressed and I bet they will be coming back.

A special congratulations to Elaine Buckley, Vinnie Grassia, Gladys Van Drie and Gayle Alexander. There will be articles elsewhere in this edition of INK with full details, but I wanted to add my congratulations to all of these outstanding individuals.

Elaine was awarded the Craig S. McMullin Distinguished Service Award for her long-term commitment to the association as a TLI faculty member, former board member and membership committee member. Elaine brings a level of enthusiasm that is unrivaled. Her upbeat personality makes her a conference attendee's favorite, and her TLI classes are well attended.

Vinnie was awarded the Publisher of the Year award for his willingness to help AFCP whenever possible. He was a delight to work with as the conference chair at St. Pete Beach and during his three years on the conference team. He is always willing to help out and he has offered very sound advice to many of us. He currently serves on the NANI board and is chair of the new AFCP marketing committee.

A new award to recognize outstanding volunteers was introduced this year and named

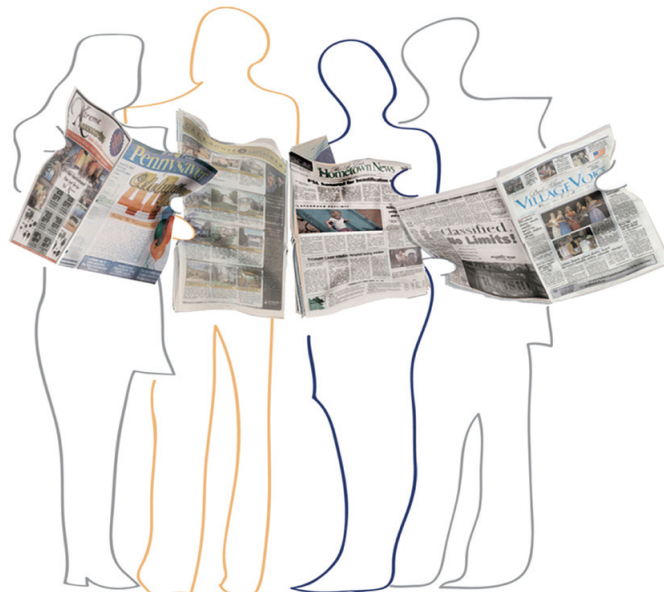
after Gladys Van Drie, a past president and forever volunteer of this association. Gladys has always been willing to lend a hand when called upon. She has been coming to conferences for many years; and even after retirement, she still comes to conference and actually sits in on sessions! I know she was very honored to have this award named after her. She was also honored that Gayle Alexander was named the first recipient. It was so fitting as Gayle has been helping with conferences for 11 years now, since the last time AFCP was in Savannah! She is the reason that everyone enjoys the meals at AFCP conferences. She works tirelessly to get all the components right in a meal, especially making sure those with dietary needs have a good experience.

In addition to the award winners, we had a new class of TLI graduates and a bunch of young folks in the Rising Stars program too. Congratulations to all award winners, graduates and Rising Stars.

Speaking of the Rising Stars program, I would like to publicly thank Gary Gerlach and Kacie Conner for their generosity in establishing the Bill Welsh Memorial Rising Star Scholarship program. Also thanks to Rich Paulsen for his efforts in working with Gary to put this together. More details will be found elsewhere in INK.

I also want to thank the Rising Stars for putting together our first ever silent auction to raise funds for the program. Because of the generosity of the donors and the buyers, we were able to raise over \$6,000.00! Special thanks to Wendy Murray and Charlie Delatorre for upping their contribution by giving away an extra week in their condos if the second place bidders would step up and pay the winning bidder's

*Continued on page 14*



# The **Bill Welsh Memorial –** **Rising Stars** Scholarship Fund



**THE BILL WELSH** Memorial – Rising Stars Scholarship Fund was announced at the recent Association of Free Community Papers (AFCP) conference in Savannah, Ga.

In making the announcement AFCP President Greg Birkett said, “I don’t believe anyone who has attended an AFCP event over the last 25 years

doesn’t appreciate the impact that Bill has had on our association, our members and our industry.

“In recognition of that contribution, we are pleased to announce the establishment of the Bill Welsh Memorial – Rising Stars Scholarship Fund made available through the generosity of Kacie Conner and

Gary Gerlach. They have committed an initial donation of \$10,000 to endow the program.

“They believe in supporting stipends in the name of Bill Welsh for young professionals to attend conference whose character displays the same natural enthusiasm for the industry, courageous problem solving, willingness to lead and love of people that was so much a part of Bill. Bill’s special love of AFCP makes this a most appropriate place to honor his name for years to come.

“To challenge all of us in the association, in addition to the initial \$10,000 contribution – if we can raise \$20,000 to add to their initial contribution – they are willing to add another \$10,000 to raise the total fund to \$40,000 in Bill’s honor. We appreciate Gary and Kacie’s generosity and commitment to this program in Bill’s honor. And we would also like to recognize the efforts of Rich Paulsen who was instrumental in getting this all put together.”

At the conference the Rising Stars initiated a silent auction which raised over \$5,000. **INK**

## Savannah Conference is **In The Books!**

*Continued from page 13*

price! What a cool idea.

I need to thank the entire conference team for putting on such a good conference. Lee Borkowski did an awesome job as conference chair and we all enjoyed working with her. Her great sense of humor and leadership skills made for a good time and a good conference. John Draper has so many responsibilities as Rising Stars chair, yet he found time to contribute to other areas of the conference and to serve as trade show chair. Wendy MacDonald, who helps with the trade show, did a super job

making sure our trade show partners were taken care of. Will Thomas was our awards chair. He not only emceed the “Best of Best” show but also put on a session on “Apps in the Workplace” along with Douglas Fry, which was well received. Also, to all who helped in any way, thanks!

Leaving the best for last – the AFCP office! They did an incredible job again this year. The conference gets better each and every year due to the hard work of Alix Browne, Cassey Recore and Loren Colburn. What a team. Rest assured we are already hard at work planning for next year’s conference in San Diego. Mark

your calendars now so you don’t plan anything for April 28-30, 2015.

Lastly, thanks to all who attended the conference. All this is done so you will have an enjoyable time and take some great money-making ideas back home to make your company better. **INK**

GREG BIRKETT  
**AFCP PRESIDENT**  
DUBUQUE ADVERTISER

# Rising Stars Plan Successful Silent Auction

by Amy Hansen, 2014 Rising Star

**WHEN I THINK OF ONE WORD THAT COMES TO** mind about the AFCP/SAPA conference, that word is “success.”

As a Rising Star, I was very proud of the work that was accomplished this year in Savannah, Ga. I think the Rising Stars can all give ourselves a pat on the back for the first-ever Rising Stars Silent Auction that was held during the conference.

Numerous Rising Stars helped contribute to the silent auction from its inception to the last name and bid that was marked down during the final minutes.

I was thrilled to see numerous items that were donated, including autographed baseballs, pounds and pounds of delicious candy, timeshare packages, Wisconsin cheese baskets and “Georgia On My Mind” themed packages. That’s just to name a few items.

What really thrilled me was the silent auction was able to raise more than \$5,000 in item bids. That money will go back to the Rising Stars program to help with funding scholarships for young industry professionals.

When it comes to planning an event for the first time, I believe you set a goal; but the results could be anywhere in between when the final total is tallied.

I believe all of our hard work more than paid off this year, and I can count 5,000 reasons why.

Rising Stars contribute greatly to the annual confer-



ence by taking attendance at TLI (The Leadership Institute) sessions, working on the Daily INK, taking photos, working at the registration desk, taking meal attendance and helping host Club AFCP during the Friday evening of the conference.

TLI classes aid us in career skills and working toward being TLI-certified. Club AFCP allows everyone to bond together for an evening and have some fun, especially when it’s Savannah and pirate themed.

These are just a few ways we can help give back to an industry that does so much for our professional careers.

However, it was rewarding to have a silent auction project that was completely our own. The planning sessions allowed us to work together for an ultimate goal and trade ideas on what would be best overall for the conference.

The success of the silent auction shows just what the Rising Stars can accomplish when we work together as a team. I’m already looking forward to next year. **INK**



2015 Rising Stars

# Vincent Grassia Named AFCP Publisher of the Year

**VINCENT "VINNIE" GRASSIA WAS NAMED THE** recipient of the annual Association of Free Community Papers (AFCP) Publisher of the Year award at the recent conference in Savannah, Ga.

The award recognizes an individual who, during 2014, invested their time and talents toward the good of AFCP.

Grassia is the chief executive officer (CEO) of Iwana Division of Fayetteville Publishing Co. located in Asheville, N.C.

In making the presentation, last year's recipient, Charlie Delatorre, said, "This year's recipient happens to be a personal friend I have watched volunteer countless hours to both AFCP and other free paper associations.

"He has served in the past on the AFCP board of directors and has been active in the association's activities for a number of years. He has served in the conference chairs for AFCP and was the chair of the successful joint AFCP & Community Papers of Florida (CPF) conference held in St. Pete Beach in 2011.

"Our recipient is currently on the NANI board and is active on the AFCP Marketing Committee as the vice chair.

"He was active in CPF for a number of years and served on their board of directors. His significant contributions and dedicated volunteer service earned him the CPF Presidential Award.

"Our recipient was one of the first members of



Last year's AFCP Publisher of the Year, Charlie Delatorre, presents this year's award to Vincent Grassia.



Vincent Grassia's wife and sons were on hand to surprise him as the award was presented.

the PaperChain Committee. As a direct result of his efforts, PaperChain established a relationship with the March of Dimes which led to national publicity for both the March of Dimes and the entire free paper industry.

"He has a history of success in the publishing business. Prior experience includes being employed at The Advisor of Middletown, N.J., as ad director of the Greater Media weekly publications in Brunswick and as general manager of the New Jersey Marketeer on Staten Island.

"In 1998 he moved to Florida and assumed the role of general manager of the Jacksonville Shopping Guide. He later was promoted to group publisher of several publications in the Florida market.

"He is a graduate of Rutgers University where he received a Bachelor of Arts degree. Married to Holly, the couple have two children, Nick and Vincent Jr.

"Please join me in congratulating the 2015 AFCP Publisher of the Year, Mr. Vincent Grassia." **INK**



# Elaine Buckley Honored for Distinguished Service

**ELAINE BUCKLEY WAS NAMED THE RECIPIENT** of the annual Association of Free Community Papers (AFCP) Craig S. McMullin Distinguished Service Award at the recent conference in Savannah, Ga.

The award is presented to an individual that, through the years, has volunteered time and significant efforts to advance the free paper industry.

Buckley is currently the national account executive for the PennysaverUSA in California, owned by Open Gate Capital. The 35-year veteran of PennysaverUSA is responsible for large national and major local accounts in a footprint of approximately seven million circulation across the state.

In making the presentation, Greg Birkett said, "Last year's recipient of this award, Scott Patterson, could not join us. As the recipient the previous year, it provides me with the honor and privilege of presenting this year's award.

"This year's recipient has served on the AFCP board of directors and chaired the AFCP Membership Committee from 2012 to 2014. This person continues to serve on the Membership Committee as well as serving on the industry-wide PaperChain committee.

"She is also a member of the Southwest Association of Community Publications (SACP) and has served in a variety of key roles including a term as their president.

"She was a cornerstone participant, designer and advocate for The Leadership Institute (TLI) from the very beginning 10 years ago. She has written and presented numerous TLI classes throughout that time to literally hundreds of industry sales professionals. Her enthusiasm for the industry and the free paper products it offers has made her classes some of the most well attended and professionally rewarding classes TLI has to offer.

"She has conducted numerous TLI training programs for members of the free paper industry around the country as well, presenting at SACP, PNAWAN, FCPNY, WCP and CPF just to mention a few. All of this tremendous contribution has been performed on a volunteer basis and focused solely on improving the sales skills of free paper professionals across the country. Always willing to share her cus-




AFCP President Greg Birkett presents the 2015 Craig S. McMullin Distinguished Service Award to this year's recipient, Elaine Buckley.

tomized information for sales training programs, she has a reputation as a dramatic speaker, dedicated sales coach and the country's number one distributor of sales enthusiasm!

"As one of 10 siblings, she is quick to tell you that having a large family gave her a strong competitive spirit. This is also why one of her favorite topics to train on are ways to be more competitive in our selling environment and have a better understanding of competition.

"Her competitive nature is revealed in one of her side activities. As an active card player, she has entered and won some poker tournaments.

"Please join me in congratulating the 2015 AFCP Craig S. McMullin Distinguished Service Award winner, Elaine Buckley!" 

# AFCP's Annual Conference

CONFERENCE NOTES



# The LEADERSHIP Institute

by Jim Busch

The Leadership Institute is a structured sales and sales management training program sponsored by the Association of Free Community Papers.



To date, 1,814 free paper professionals have attended classes at the AFCP, state and regional conferences, earning over 10,935 class credits in 66 different course curriculums. A total of 81 people have completed all the requirements and been certified as Associate Advertising Executives (AAE) by the AFCP Board!

***"I am only an average man, but by George, I work harder at it than the average man!"***

**– Theodore Roosevelt**

PSYCHOLOGISTS HAVE FOUND THAT THE WORDS PARENTS use to praise their children have a big impact on their kids later in life. When a child brings home an "A," the parent who tells the child, "You're so smart!" may be setting the child up for failure as an adult. The parent who says, "I'm proud of how hard you studied to get this grade," is delivering a valuable lesson.

The subtle difference between these two messages is "agency." Agency in this sense is defined as, "the capacity, condition, or a state of acting or of exerting power." People who have a sense of agency believe that their actions have a direct impact on their circumstances. The opposite of agency is fatalism, the belief that our fate is predetermined and we can do nothing to change the outcome.

Telling a child that they are "smart" links their success to a natural gift. They were lucky to be born "smart." If they run into a problem that they can't easily solve, they are likely to decide, "This is beyond my capabilities. I might as well leave it to someone smarter than me."

A person who believes in their own agency will think, "This is a tough one. I'll really have to work hard to figure out a solution." This is why successful people invariably exercise agency over their circumstances. They refuse to make excuses or shrug their shoulders and say, "That's just the way things are!"

Theodore Roosevelt is a shining example of what taking charge of one's life can do. Roosevelt was a sickly asthmatic child. His doctors believed he would not live to adulthood. His father would hold young Teddy on the front of his saddle as he galloped his horse to force air into his son's lungs. His father finally told him that if he was to live, he needed to take charge of his health.

In spite of his spindly body and his shortness of breath, he began exercising. He constantly pushed himself to the limits of physical exhaustion, but gradually his body grew stronger. By the time he reached college, he excelled on the boxing team. Later in life he became a cowboy, a military hero and one of the most active Presidents in American history.

To be successful in life, we must, by George, take responsibility for our own actions, our own circumstances and our own lives. **INK**



# MFCP Past Presidents Attend Conference

SEVERAL OF MFCP/SGI'S PAST PRESIDENTS were able to attend the recent Spring Conference and 60th Anniversary Celebration at Prairie Meadows in

Altoona, Iowa, held March 13-14, 2015.

The past presidents in attendance, along with the year they served, are shown in the photo below. **INK**



Seated left to right: Jack Mathews, Grinnell, IA (1997-98); Peter Gardner, Belmond, IA (1999-2000); Gladys Van Drie, Estes Park, CO (1979-80); Fran Blair, representing her husband George (Sid) Blair, Marion, IA (1980-81); Helen Dudley, representing her husband, Corwin Dudley, Rockwell City, IA (1964); Gary Dudley, Rockwell City, IA (1992-93); Kelly Hulke, Mankato, MN (2013).

Standing (middle) left to right: Greg Birkett, Dubuque, IA (1991-92); John Loveless, Cresco, IA (2004-05); Claudia Lovin, Boone, IA (2011); Robin Noth, Sparta, WI (2007); John Holmes, Iowa City, IA (1960); Julie Hermsen, Norfolk, NE (2010); Linda Hawk, Mason City, IA (2008-09); Joni Worden, Belmond, IA (1996-97); Rich Paulsen, Creston, IA (2002-03); Mona Garwood, Vinton, IA (2001-02).

Standing far back, left to right: Steve Fisher, Platteville, WI (2014-15); Greg Kytola, Waukee, IA (2003-04); Bob Hulstein, Orange City, IA (1989-90); Deb Weigel, Oelwein, IA (2000-01); Joel Klaassen, Hillsboro, KS (2012).

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# MFCP's 60<sup>th</sup> Anniversary Conference

**MFCP HELD ITS 60TH ANNIVERSARY CONFERENCE** in Altoona, Iowa, on March 13-14, 2015, enjoying great speakers like Rob Zarrilli and Kevin Slimp and celebrating by bringing back past presidents of SGI and MFCP.

The President's Memorial Award For Distinguished Service was given to Mona Garwood of the Vinton

Livewire for her many years of service to the organization and to the Free Paper Industry. See the related article on page 22.

Advertising Awards were given to 34 papers and annual Scholarships were recognized at the awards Banquet. **INK**



# Garwood Receives MFCP'S DSA Award

CONFERENCE NOTES



**MONA GARWOOD WAS NAMED THE RECIPIENT OF THE MIDWEST FREE Community Papers (MFCP) President's Memorial Award for Distinguished Service at the association's Spring Conference.**

In making the presentation, last year's recipient, Joni Worden, noted that among her many accomplishments, Garwood always made sure everything was spelled correctly, and was always willing to create a piece to promote SGI or MFCP. She has sold all aspects of the industry and is currently in management of shoppers and newspapers with the Vinton Livewire.

Garwood joined the MFCP board of directors in 1987, held the position of secretary for many years and later served as the association's president.

Worden said she is, "Always ready to work hard and play hard....Once Fun Factory 'Deb' gets the party going, she is ready for a dance and very quick to produce a cooler and a can koosie!"

In 1978 she married Gary, the love her life, and started working for the shopper industry at the Vinton Livewire. In 1998 she move to the Cedar Rapids Gazette, then in 2008 went full circle back to the Vinton Livewire with added duties of the Vinton Newspapers. She and Gary have three children,

Lucas, Chelsea and Logan. She is a devoted wife, mom and grandma, now with four grandchildren.

Worden noted that Garwood is always, "Providing help and advice to all. We are happy to call her our friend." **INK**

## Whose voice do industry leaders seek?

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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 CEO/Chairman of the Tampa Bay Times.), August 1, 2014

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

— Gypsy C. Gallardo, CEO/Publisher of The Power Broker Magazine, July 30, 2014

## Whose judgment do they trust?

"Kevin Kamen correctly predicted as far back as 2010 that a buyer would be willing to pay \$42 million to \$51 million for The Journal ... 'They paid about \$4 million to \$5 million more than they should have,' Kamen told WPRI.com ... Kamen suggested Gatehouse was motivated to pay a premium in part to ensure a competing newspaper chain didn't get The (Providence) Journal instead."

— Ted Nessi, WPRI 12, Providence, Rhode Island, July 23, 2014

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By utilizing the tools available through the MultiAd Co-op Program, you can be efficient and successful in driving new business using co-op funds. The key is understanding co-op and the most effective ways to make it work for your customers.

To that end afcp offers its members free access to this powerful program positioning your sales team as experts and assisting your customers in making the most of their advertising dollars.

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# ATTENTION to Detail

by TIM BRENNAN, MultiAd

IT'S BEEN SAID THAT THERE'S MUCH LESS co-op advertising money available these days than in the past, but those saying that aren't the manufacturers offering the funding. Generally those comments come from media sales folk who aren't seeing as much, retailers who aren't buying as much, or media sales managers who aren't devoting many resources toward it.

Brand manufacturers continue to pump funding into these programs to drive local promotion and build store-level sales. The only reasons for less co-op money spent by brand dealers in the market are less purchase volume earning the co-op, possible turn-key offers from the brand for regional marketing, and the lack of support from the media level in assisting the local dealer with the co-op process.

As an example, the average auto dealer moving roughly 800 vehicles per year will have approximately \$150,000 in co-op support from the manufacturer just for that new vehicle allotment (not counting anything for Certified Pre-Owned inventory or Parts and Service allocations). With that level of funding, the dealer has many options in what and where to advertise and will generally have someone on staff to manage the workflow of approving co-op ads and submitting claims for reimbursements. Many other businesses, however, have no such person to handle the co-op details and will often have their co-op monies expire simply because they have little bandwidth to deal with it.

Media companies have the opportunity with many local businesses to assist in the process of co-op to earn the dealer's business and expand


their advertising opportunities. Best practices with this are to have a designated sales assistant exploring brand programs for the sales team, providing ready-made materials for dealer presentation, and managing the details involved. Without that support, individual sales reps can try to assist local dealers where they can in just providing whatever co-op plan detail they have available, and asking

what help the dealer might need in making it happen. Generally co-op plan detail will include the appropriate manufacturer contact information for any specific details and the dealer will simply need assistance obtaining the creative approval of ads and the invoice/proof-of-performance requirement for claim submission.

There are always plenty of brand advertising opportunities with co-op advertising and no end to the amount of leads that can be developed by time frame, territory, category, etc. As May rolls in, brands with current sales promotions and co-op support include the Maytag division of Whirlpool Appliances with its annual "May is Maytag Month" sales promotion, and Karastan Carpet which celebrates "National Kara-

stan Month."

Every dealer of brand-name goods is a target for co-op sales. Simply find out what you can and offer to help.

This information is provided by agreement with AFCP and MultiAd Recas to help take the mystery out of co-op advertising. For more information or your Recas.com Co-op username and password (a benefit of AFCP membership) along with the AFCP Co-op Lead email, contact the AFCP office at 877-203-2327. 

Brands with current sales promotions and co-op support include the Maytag division of Whirlpool Appliances with its annual "May is Maytag Month" sales promotion, and Karastan Carpet which celebrates "National Karastan Month."

Co-op advertising



# Growing NEWSPAPERS:

*They seem to be popping up everywhere.*

by Kevin Slimp

I'M IN THE MIDST OF ONE OF THOSE CRAZY, multi-town trips that leaves little time for remembering what happened yesterday because I'm too busy getting ready for today.

Friday found me in Cambridge, Minnesota. Wade Weber and I have known each other since the first time he invited me to his newspaper in Mora, Minnesota, somewhere around seven or eight years ago. Since then, he's had me back to visit one of his offices about every other year.

As we went around the room, everyone introducing themselves, I loved hearing, "I'm editor of the new paper!"

Who knew? Wade has a brand new newspaper. I always wonder why people think there aren't new papers being created. I run into them all over the place. Recently, six very successful non-dailies in Florida. Two in my hometown of Knoxville, Tennessee. Wade's new paper in Minnesota. They seem to be popping up everywhere.

It's no surprise that his papers are popular. His group has several titles in area communities, paid and free, each with its own local staff. At the end of the day in Cambridge, Wade and I went back to his pressroom to look over some of the papers his group publishes each week.

The production quality was excellent. Good color. Great photos. Reds were red and blues were blue. Regular training over the years will lead to those types of results.

I didn't know it before Wade told me, but Ed Heninger had been to Cambridge to help with design just a couple of months earlier. I wasn't surprised. The pages looked near perfect.

I saw a story about a daily newspaper for sale a couple of days ago. Almost as a side note, it was mentioned that the paper had a profit in the 20 to 25 percent range. And why was it for sale? Apparently that wasn't enough for the giant corporation that owns it. So, it's for sale.

Another thing that I noticed while visiting Cambridge that has been a common thread in visits to newspapers this year is the enthusiasm present



Wade and I looked over some of his papers in the pressroom.

among staffs. It's almost like it's fun to work at a newspaper again.

I'm glad. For three or four years, newspapers were starting to seem destined for doom. Someone, probably me, should do a study to find out how many new newspapers have been started in the past year. I'll bet it's a lot.

The headlines continue to be about huge corporations like Digital First, Gannett and others selling and buying papers. But don't kid yourself. The real story this year is the renewed vitality in the newspaper industry.

Surely you read the comments of Martin Sorrell, CEO of the world's largest advertising group, as well as highest paid CEO in Europe, concerning newspaper advertising. In April, he said that print media is more powerful than agencies believe and advised advertisers to spend more in print.

"Publishers need to ensure their offering is as quick and simple to buy as other solutions in the market," said Sorrell. "In doing so, they will no doubt continue to prosecute the case not only for the value of their audience but the engagement and influence of their mastheads and digital properties with those audiences."

I couldn't have said it better. And I certainly wouldn't have had the audience Sorrell has when it





# GRAPEVINE

**THE MARTINSVILLE BULLETIN** and the Franklin News-Post in Rocky Mount, Virginia, has been purchased from the Haskell family by BH Media Group.

The Martinsville Bulletin is a 12,250-circulation daily newspaper serving all of Henry County in southwestern Virginia. The neighboring Franklin News-Post is a tri-weekly with 5,100-circulation serving Rocky Mount and greater Franklin County.

The Martinsville Bulletin, together with its website, [www.martinsvillebulletin.com](http://www.martinsvillebulletin.com), is the leading

provider of local news and information for Henry County and portions of neighboring Patrick County to the west. It reaches more than 60 percent of the households in Martinsville alone with its 14,700-circulation Sunday paper. Additionally, the newspaper's website has more than 300,000 page views monthly. The Haskell family has had the Martinsville Bulletin since 1948.

BH Media owns a number of newspapers in the region, including the Roanoke (Va.) Times, Danville (Va.) Register & Bee, and

## WHAT'S GOING ON...

the Lynchburg (Va.) News & Advance. BH Media Group now owns 30 daily newspapers and related weekly newspapers in Nebraska, Iowa, Texas, Oklahoma, Virginia, North Carolina, South Carolina, Alabama, Florida and New Jersey.

Dirks, Van Essen & Murray, a merger and acquisition firm based in Santa Fe, New Mexico, represented the Haskell family in the sale. Terms of the transaction were not disclosed. **INK**

comes to ad executives.

It pleases me to know that influential leaders like Martin Sorrell and Warren Buffett understand the value of newspapers. Frankly, though, I'm more pleased that people like Wade Weber, publisher in Minnesota, Victor Parkins, in Tennessee, and Jerry Tidwell, in Texas, do.

It's the folks I've recently visited in places like Minnesota, Texas, Tennessee and Florida that give me so much optimism about the future. There's a keynote I give now and then at conventions titled, "I wish you knew what I knew."

Now, you know a little of it. **INK**

*Kevin Slimp is director of the Institute of Newspaper Technology, a training program for newspaper designers, publishers and technical staff. For more information concerning the Institute, please visit [www.newspaperinstitute.com](http://www.newspaperinstitute.com). To read past columns, visit [www.kevinslimp.com](http://www.kevinslimp.com).*



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# Associations IN the NEWS

**THE COMMUNITY PAPERS OF** New England (CPNE) has scheduled a seminar on May 18 titled, "More Inserts – More Money," which will be presented by Bob Barger.

With over 30 years of experience, Barger has concentrated on stealing inserts from the dailies. He reports a success rate of 7-13 per week.

**THE NORTH AMERICAN MATURE PUBLISHERS** Association (NAMPA) is planning a gala awards banquet to present its top awards for publishing excellence at its National Conference scheduled from September 27 to October 1 at the Holiday Inn and Conference Center in Melbourne, Fla.

The conference will include educational sessions and networking opportunities for publishers, editors and others to share knowledge. The association represents boomer/senior publications in North America.

**VALERIE BRESNAHAN** WAS named the recipient of the Midwest Free Community Papers (MFCP) annual Merle C. Been High School Scholarship Award. The award is given to a high school student who has a parent or guardian employed by one of the MFCP members.

Bresnahan is a gifted student who is involved in band, choir, sports, club and church activities. She is the daughter of Ron Bresnahan who works for Home Magazine in Mankato, Minn.

The annual MFCP Kay Fox College Scholarship was awarded to Jackson A. Mores

who is attending Iowa State University while pursuing a degree in Kinesiology and Health (Human Medicine). His goal is to become a doctor. His father is Alan Mores, publisher of the PennySaver in Harlan, Iowa.

Both scholarships are for \$500 per year for up to four years.

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To submit your "associations in the news" story, please contact Dave Neuharth by fax (1.352.347.3384) or email: [DJNeuharth@aol.com](mailto:DJNeuharth@aol.com).

**THE COMMUNITY PAPERS OF FLORIDA (CPF)** has reinstated the Milton & Bernice Beckerman Award which honors a publication or an individual who has been involved in sponsoring a community or charity event that improves lives in the communities that they represent.

The Beckermans were in the publishing broker business and were members of CPF for over 25 years. In 1993 they placed \$15,000 in an investment account for the purpose of awarding a paper or individual for community service.

Information to nominate someone for this award is available on the CPF website, [www.communitypaper-sofflorida.com](http://www.communitypaper-sofflorida.com), or by contacting the CPF office.



## | may

**BERLIN, GERMANY :**  
**MAY 6-8, 2015**

International Classified Media Association (ICMA). Spring Conference, Berlin, Germany. For information visit [www.icmaonline.org](http://www.icmaonline.org).

**SYRACUSE, NY :**  
**MAY 19, 2015**

Free Community Papers of New York (FCPNY). Board of Directors meeting, FCPNY headquarters, Syracuse, N.Y. For information contact Dan Holmes: [dholmes@fcpsy.com](mailto:dholmes@fcpsy.com).

## | july

**CHICAGO, IL :**  
**JULY 13-14, 2015**

Niche Media CEO Conference, Chicago, Ill. For information contact Carl Landau: [carl@nichemediahq.com](mailto:carl@nichemediahq.com).

**OKOBOJI, IA :**  
**JULY 15-16, 2015**

Midwest Free Community Papers (MFCP). Publishers Summit, Okoboji, Iowa. For information contact Dick Colvin: [dick@mfcps.org](mailto:dick@mfcps.org).

## | sept.

**ORLANDO, FL :**  
**SEPTEMBER 18-19, 2015**

Community Papers of Florida (CPF). Annual Conference, Caribe Royale Resort, Orlando, Fla. For additional information contact Dave Neuharth at 352-347-4470 or email [DJNeuharth@aol.com](mailto:DJNeuharth@aol.com).

**SAN ANTONIO, TX :**  
**SEPTEMBER 24-26, 2015**

Independent Free Papers of America (IFPA) and Texas Community Newspaper Association (TCNA). Joint Conference, Riverwalk Hyatt, San Antonio, Texas. For additional information contact Danielle Burnett at 866-224-8151. Email: [danielleburnett-ifpa@live.com](mailto:danielleburnett-ifpa@live.com), or Douglas Fry, Email: [Douglas@tcnatoday.com](mailto:Douglas@tcnatoday.com).

**MELBOURNE, FL :**  
**SEPT. 27-OCT. 1, 2015**

North American Mature Publishers Association, Inc. (NAMPA). National Convention, Holiday Inn and Conference Center, Melbourne, Fla. For information contact Gary L. Calligas, executive director of NAMPA, at (877) 466-2672 or at [gary@maturepublishers.com](mailto:gary@maturepublishers.com).

## | oct.

**SYRACUSE, NY :**  
**OCTOBER 5-6, 2015**

Free Community Papers of New York (FCPNY). Conference & Leadership Summit, Genesee Grande Hotel, downtown Syracuse, N.Y. For information contact Dan Holmes: [dholmes@fcpsy.com](mailto:dholmes@fcpsy.com).

**WEST DES MOINES, IA :**  
**OCTOBER 16, 2015**

Midwest Free Community Papers (MFCP). Fall Conference, the Sheraton Hotel, West Des Moines, Iowa. For information contact Dick Colvin: [dick@mfcps.org](mailto:dick@mfcps.org).

*To list your conference information in Free Paper INK, send it to:*

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## regional

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### PNAWAN

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### SACP

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## state

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