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COMING next month

The July/August Issue of INK will be taking a look at the history of the free community publication industry and some of the major changes we have seen over the years. This should be a worthwhile walk down memory lane.

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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.)

"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

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"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

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Dave Neuharth

DAVE NEUHARTH
EDITOR

Google: The key to sales

ON A SALES CALL, NEVER WALK INTO a new client's office without three to five pieces of information that will open the door to a successful sale.

You've never met the person, you know little about him or his company, but a little preparation can open the door to the knowledge needed for a successful sales call.

Most successful sales calls are the result of the client liking the sales person. Knowledge of the individual or their company can make a cold call successful. With this knowledge you can ask a question about the individual or the company's success that will require an answer, and then you listen. The individual is talking about something that he or she is involved in and more than likely proud of.

Where do you get this knowledge?

Google. There are many sites that provide information about the lives of individuals and the companies they represent.

Facebook is the largest, but you have to register to obtain information.

BuzzFile.com is a comprehensive business information database listing 18 million U.S. businesses to help you compile highly-targeted prospect lists.

Connect.Data.com provides information on millions of business contacts and company profiles so you can reach the right decision maker fast.

YouGotTheNews.com is the number one search engine of U.S. newspapers that contain national, business and local news.

LinkedIn.com is a great source of information about executives in the business world. Over 400 million resumes are on this site, which normally will provide info on the client you are meeting.

Free, well-written news articles and photos are available for publications on BrandpointContent.com.

Zoominfo.com combines a comprehensive B2B database with sales and marketing solutions that fuel growth.

And the list goes on.

Google is the key. Learn to be specific on Google. Use quotes to zero in on the information you want – this helps eliminate the thousands of pieces of information that is usually provided.

If you attended the annual Association of Free Community Papers (AFCP) conference in San Diego, place Google on the list of tidbits of knowledge you took home to help sell advertising.

Keynote speaker Sam Richter provided a ton of information on how to use Google.

Peter Zollman was on the agenda to give his expertise on classified ads. According to Zollman, free classified ads are the key to making money in your market. Run lots of them. The websites in your market are running the classified ads for free and that trend is not going to change.

One publication reported a huge increase in revenue by running every classified ad they could find. Their revenue comes from enhancements, photos, bold face ads and boxes. Over 50% of their ads included spiffs.

Another publication found that by using digital means for persons to place their own free ads that the client ended up spending more for spiffs. Self-service tools must have upsells.

But encourage your clients to be careful and focus on safety. Over the years, 103 murders have been attributed to Craigslist. Many police stations now encourage persons to do their transactions in police stations or their parking lots.

Once again, The Leadership Institute (TLI) provided numerous training sessions. Add the reception aboard the aircraft carrier USS Midway, the dinner activities (including Club AFCP) and a beautiful setting on the bay in San Diego, and it becomes apparent that the AFCP staff and conference committee "Set Sail for Success."

Mission accomplished. **INK**

It is **Not** about **The People**

by Dennis Wade, Trainer – Speaker – Publisher



THE UNDERSTANDABLE AND VERY common answer from those at the “top” is that our people are our greatest asset and that they are the difference makers.

People can and do make a difference. But they are not any company or organization’s most valuable assets.

The most valuable asset is not people; the most valuable asset is the right people.

The right people do the right things, the right way, at the right times; and if they fail they are not hesitant to share their failures, especially when they are seeking help. Yes, the right people will ask for help and they will take the advice as they seek to learn. The right people know that failure isn’t fatal.

The right people have aggressive yet realistic expectations. They do not expect too much and will not, for long, accept too little.

The right people ask questions and listen to answers.

The right people are team members, who focus on contributing and helping the team to a successful outcome and do not really care who gets the public credit. They understand that not everyone can contribute at the same level and they are accepting of that, as long as the other team members are making a solid effort.

The right people can identify the wrong people and yet they do not judge. They understand that over time, the right people will demonstrate why and

how they separate themselves from the crowd. They know that the right environment will run the wrong people off. The right people will not throw the wrong people under the bus. They will, however, when the timing is right, with compassion and empathy, help the wrong people to get off the bus.

The right people make exceptional leaders because they know that no one is more important than anyone else. They know that everyone has a job that entails differing degrees of importance and that without everyone pulling in the same direction, all may be lost.

They know that winning is a combined effort. They make sure the right people are in the right seats and that they are getting all of the help they need.

When the right people are promoted to a leadership role, they already know the “who and what”. They

know that they have earned

a leadership role because of who they are, not what they are. Who they are is an individual that has excelled and has diligently earned the new role. They do not allow the new position (the “what”) to make decisions. They make decisions based on the right information, independent of who is involved. They do not show favoritism. They lead empathetically and when the time is right, they make decisions that will impact others, sometimes significantly. The right people care about all other people.

People are not the most valuable asset; the right people are. Are you the right person? **INK**





Don't Miss the Boat!

AFCP Cruise Planner Ad Rewards Mailers with 2% Discount

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

IF YOUR PUBLICATION IS SENT BY STANDARD Mail, whether as a saturation publication or part of a High Density mail program, you could be earning an up-front, 2% postal rate discount under the Postal Service promotion program for Emerging and Advanced Technology/Video in Print from now until August 31, 2016.

You do not even need to find an advertiser to run an eligible promotion for you. PaperChain and AFCP, as part of their participation in support of the NANI network, have done all the work for you in designing an ad that has been approved by some mailed publications, with the Postal Service Incentive and Promotions Department for the discount.

During the annual AFCP/SMC postal break-out session at the Sheraton San Diego Hotel & Marina in San Diego, I had the pleasure of conducting our 20th annual mailers' roundtable. SMC members and AFCP Board Members Carol Toomey and Dan Alexander were there to describe the leg work they have done to learn about the Postal Service promotions and how an easy-to-use app, Layar, provides technology that is inexpensive to procure and can make the ad pages of free papers come alive with video and interactive content. Carol described how her participation in a peer group and her efforts to "be cheap" had led her to explore the opportunities of Augmented Reality and the use of the Layar app to create products and add value to her paper that can help her team and her paper make more money.

But more importantly for all mailed free paper

publishers, Dan Alexander and PaperChain have done the work to create an ad that promotes The Cruise Planners business of NANI and AFCP that is "ready to go" for mailed free papers to have an ad you can use in your paper to qualify for the discount.

A copy of the ad accompanies this article (at right). But you do have to do some work to qualify for this promotion. While you are at it, you should learn

about the other promotions available with the USPS that could help you save money throughout the year.

Here are the steps you need to follow to learn about the promotions and to qualify using the ad that accompanies this article.

1. First, you should learn about the specifics of the USPS promotion. A detailed set of Program Requirements is available at: https://ribbs.usps.gov/mail-ingpromotions/documents/tech_guides/2016EmergingandAdvancedTechnologyPromotion.pdf

For those reading this article and not able to cut and paste the link, you can go to the USPS RIBBS website, look at 2016 Incentives and Promotions and download the Program Requirements for the Emerging and Advanced Technology Promotion. While you are at it, take a look at the Program

Requirements for the Mobile Shopping Promotion and think ahead about using that promotion to save on postage from July through December 2016.

2. The Layar technology is inexpensive, costing under \$4 to provide a video or interactive content in your ad for a 30-day period. The cost to embed an ad and keep it live for up to 12 months is approxi-

You do not even need to find an advertiser to run an eligible promotion for you. PaperChain and AFCP, as part of their participation in support of the NANI network, have done all the work for you in designing an ad that has been approved.



mately \$34. To learn about Layar and the program go to www.layar.com.

3. Want to see how the cruise ad comes alive? Take your smart phone and download the free Layar app to your phone. Use the Layar app to scan the Cruise Planner ad and be transported to the feel of a free-spirited cruise. The interactive ad provides you with the website and a link to a phone number for bookings and more information. This interactive feature of the ad is one of the requirements of the postal promotion.

4. It is required for most promotions, and highly recommended, that you have your ad approved before you do a mailing. Ads can be approved by emailing them to USPSMailingPromotions@usps.gov. It generally takes two to three days for the ad to be approved.

5. Before you can claim the up-front 2% discount, a publisher must register at the USPS Gateway for participation in the program. Go to: <https://gateway.usps.com/eAdmin/view/signin>. If you are not the mailer/direct postal payer for entering your mail with the USPS, your mail service provider or printer will need to register for the promotion to claim the discount when the postal statement is submitted.

6. The discount must be claimed at the time of

mailing using one of the permitted methods of mail submission. Mailings must be submitted electronically by Mail.Dat®; Mail.XML™; or Postal Wizard.

The requirements for qualifying advertising for the promotions are complex and require that the Emerging and Advanced Technology be clearly shown on the ad, show the consumer what the consumer

needs to do, and that the ad content provide interactive content that relates to the subject matter of the ad. But for advertisers who want to start saving money right away, and want to help AFCP and NANI in the process, the Cruise Planners ad that accompanies this article does meet these qualifications. Although you must get the ad approved for your publication, it has already been approved by the Mailing Promotions Office and has been used by many of your fellow publishers.

What are you waiting for? Don't miss the boat! Follow these steps and save money on your next mailing.

Look forward to a more detailed article

from me about the Mobile Shopping Promotion that will run from July 1 through December 31, 2016, and steps you can follow to qualify for that promotion with your paper and advertisers, or ways to participate in an AFCP created travel ad that will do the work for you while helping your industry and the association. **INK**

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Free Paper Industry Loses a Pioneer: Brian Gay

A TRUE ICON OF THE FREE PAPER INDUSTRY, John "Brian" Gay, passed away May 2 at the VA Hospice Unit in Des Moines, Iowa, following a lengthy illness. A native of Ottumwa, Iowa and long-time resident of Coralville, Iowa, Brian was only 70 years old at the time of his passing.

Brian was first introduced to ink and paper working in commercial printing in the early 70's after returning home from a three-year tour with the U.S. Army where he earned the rank of 1st Lieutenant and was awarded the Bronze Star for heroic service while in Vietnam. Armed now with a BA from the University of Iowa and a passion for publishing, Brian mortgaged his home in 1974 to purchase The Shopper, a 25,000 free circulation community paper in Iowa City. In five short years Brian had grown the circulation to 36,000, and he took advantage of an opportunity to sell the business.

For the next 10 years Brian worked for Pitney Bowes as well as trying his hand as a stock broker, but the industry called him back with the opportunity to become general manager of The Advertiser in Iowa City. From there Brian was recruited to run a group of publications in Rockford, Illinois. During Brian's tenure in Rockford, he also served on the board of directors for the Association of Free Community Papers (AFCP).

Brian's next move in the industry brought him to the Shoppers Guides of Iowa (SGI) as the member benefits director. During those years he developed an extensive list of 28 benefits including handbooks, buying groups and the utilization of member data to promote the members. When the executive director's position opened up, Brian was the perfect person to lead the association, which had then grown to become Midwest Free Community Papers (MFCP). It was through the vision and efforts led by Brian Gay that free community papers gained recognition and inclusion in the Standard Rate and Data Services publication listings.

Brian Gay once reflected on his involvement with community papers. He said, "This is a fantastic business. I honestly cannot think of anything else I would rather do than what I am doing now. I enjoy coming to work each day, and I think we are the be-

ginning of some really good things for free papers."


Brian wrote a sales article for this publication, Free Paper INK, for many years centered around sales and sales management. He eventually had those articles published as a collection of instructional sales guides promoting sales techniques and motivation for advertising sales in a book entitled Land Standing. The title came from his personal skydiving experience where he actually was able to land standing, and the publication was one of his most prized contributions to this industry.

Brian was also active over the years in the American Cancer Society, where he co-captained the Relay for Life. He also served on the board of directors of Camp Courageous of Iowa, a camp dedicated to delivering memorable life experiences to mentally and physically challenged individuals.

Brian was honored in 2004 by MFCP with its President's Memorial Award for his service to the association. He also received the Ben Hammack Award from the Independent Free Papers of America for his contributions to the industry over the years.

Along with all his industry and charity contributions, Brian also enjoyed woodworking, fishing and spending time with his wife Sandy and their five children: Amy, Scott, John, Josh and Aaron.

A pioneer for 40 years in the industry, Brian's many contributions will continue to benefit us all for years to come, and those of us fortunate enough to work side-by-side with Brian along the way will be much better people for that experience.

Brian Gay, from an entire industry, "Rest In Peace and Thank You." 





PaperChain

Update

A PAPERCHAIN UPDATE WAS ON THE AGENDA OF THE Association of Free Community Papers (AFCP) at the annual conference in San Diego, California.

PaperChain Chair Daniel Alexander, the owner and publisher of Denton Publications in Elizabethtown, N.Y., said, "In the late 1990's a handful of free paper leaders began to look beyond their own publications and their immediate free paper markets and initiated an expansive discussion, looking at the industry as a whole across the nation.

"This was done to identify and pursue greater awareness of the industry and to actively look at new opportunities for free paper publishing companies.

"That discussion lead to what was called the Delta Project, which eventually lead to the creation of the organization we know today as PaperChain.

"Now in its 13th year of existence the organization, made up of all the state, regional and national free paper associations, has been forced to weather some rough economic seas over the last few years.

"Some of the PaperChain founding organizations no longer exist and a number of our collective members have been forced to rein in the size and scope of their operations. We've witnessed many who could not weather the storm and have ceased publishing, including some iconic franchises; and we've seen consolidations, buyouts and many young professionals stepping forward into new leadership roles.

"At the same time, we've witnessed similar activity in competing media, in many ways leveling the playing field that at one time did not work to our favor.

"Today we see greater acceptance of free community papers as strong buys, both locally and nationally through media agencies. We've also witnessed publishers breaking the former free paper mold to expand services in a number of new and creative ways to seize opportunities in both the print and the digital arena.

"PaperChain and many of our franchises were born out of an entrepreneurial spirit, an idea that required hard work and an investment of time and money. That commitment still lives on today in many successful free paper publishing enterprises.

"While our numbers may not be as large as in past years,

Continued on page 26





| national | regional

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A Great Conference & a Fond Farewell

by Greg Birkett

I WANT TO THANK THE entire conference team for putting on another successful annual conference

and trade show in San Diego! From the opening session with Sam Richter to the TLI classes and management break-out sessions, everything went off without any major issues. That is because everyone works together to go over all the details to make sure nothing is missed, even though there are so many moving parts to the conference.

Thanks especially to this year's conference chair, John Draper. He kept the ship sailing smoothly through all three days! The Thursday evening cocktails and dinner onboard the USS Midway were awesome, and Friday night's dinner on the lawn and Club AFCP were also enjoyed by all who attended. The conference team has already begun planning for next year in Louisville, Kentucky. Mark your calendars now – you won't want to miss it! April 20-22, 2017.

We are sad to report the passing of Brian Gay, former publisher and executive director of Midwest Free Community Papers (MFCP). There is an article elsewhere in this issue of INK, so I won't tell you all about his life; you can read it there. I will tell you more about Brian, though. He was a great guy, a very quiet-spoken individual who liked to help others. Many times his contributions were behind the scenes.

There are so many great Brian Gay memories that I will cherish – like the time that he and my wife climbed to the top of the big stone pyramid at the Mayan ruins in Mexico, with Sandy and I looking on with our feet planted firmly on the ground. Or about the time he got hypnotized as part of the entertainment during an MFCP conference and did his very best Elvis impersonation! He loved to have fun. Our thoughts and prayers are now with – and have been with – Sandy and his family.

Congratulations to our most recent AFCP honorees, starting with Jim Busch, the 2016 Gladys Van Drie Volunteer Award winner. Jim has been an

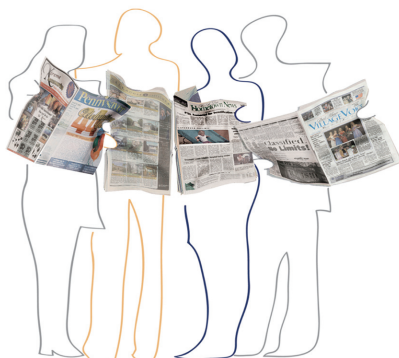
integral part of AFCP's TLI program and writes most of the Link and Learns for PaperChain. He is constantly giving of himself to others and it was great to see him rewarded at the conference.

Greg Ledford was awarded the 2016 Craig McMullin Distinguished Service Award for all he has done for not only AFCP, but for the free paper industry. Greg has always been willing to lend a hand where needed, offer advice and ideas, and most of all offer an encouraging word of support and friendship. He truly is one of the giants in our industry.

That brings me to Shane Goodman, the 2016 AFCP Publisher of the Year. When you look at Shane's resume, it is impressive for someone of his age. His experience in the publishing business is vast, varied and full of successes. He has a way of looking at issues, problems and opportunities and separating the wheat from the chaff. He also knows how to have fun. A special congratulations to Shane also, as he is the newly-elected president of AFCP and will take the reigns from me on July 1st.

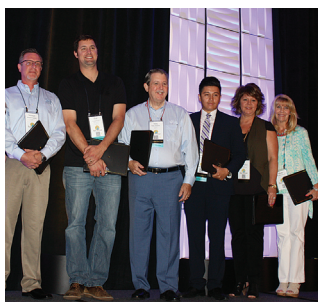
In closing, I want to thank all the members of AFCP for your support during my two years as president. It has been an honor and a privilege to serve, and I look forward to continuing to help the association as I will be serving on the board of directors as the immediate past president.

My term as president would not have been so rewarding without the help of Loren Colburn, AFCP's executive director. It has been a great experience working with and learning from Loren. He is a great guy and a good executive director, always keeping AFCP's best interest in mind. I also want to mention how much I appreciate Cassey and Alix from the AFCP office, and all they do for our association. We have a great team in place in our AFCP office! **INK**



GREG BIRKETT
AFCP PRESIDENT
DUBUQUE ADVERTISER

AFCP's Annual Conference



Shane Goodman Named AFCP Publisher of the Year

SHANE GOODMAN WAS NAMED THE RECIPIENT of the Association of Free Community Papers (AFCP) Publisher of the Year Award at the recent annual conference in San Diego, California.

Goodman is the owner and publisher of Cityview in Johnston, Iowa. A longtime supporter of AFCP and a member of the board of directors, he is the incoming president of the association.

AFCP's highest honor, Publisher of the Year, is bestowed upon an individual who has made significant contributions to AFCP and the free publication industry as a whole in a given year.

The presentation was made by last year's recipient, Vincent Grassia.

Grassia said, "This year's recipient has a wide variety of experiences in his publishing career including metro dailies, community dailies, weekly paid newspapers, free newspapers, shoppers, niche publications, city magazines, alternative newspapers, websites and commercial printing.

"He began his professional career in the advertising department of The Des Moines Register in 1990 where he worked in advertising sales and sales management. He received the coveted J.R. Hudson Award for his outstanding performance in the company in 1992. At 23, he was the youngest person to ever receive this honor. He left the Register in 1993 to launch a successful automotive photo publication for two local publishing icons, Gary Gerlach and Michael Gartner.

"The magazine was sold four years later to the Auto Trader company, which transformed into auto-trader.com. He then managed a group of 12 community newspapers and shopping guides for Gerlach and Gartner in central Iowa, including several papers he started. He continued in the same position with the Omaha World-Herald company after it purchased the operations.

"After a brief stint at Business Publications Corporation in Des Moines, he rejoined Gerlach and Gartner, this time in southeast Nebraska as the manager of a commercial printing operation and the publisher of a small daily and four weeklies. It was there that he and his wife became good friends with Bill and Ruby Welsh. During that time he also helped the company acquire publishing operations in Des Moines, Iowa, as well as operations in West Virginia.



Shane Goodman accepts the Publisher of the Year award from last year's recipient, Vincent Grassia.

He continued in this role for five years until the companies were sold to Gatehouse Media. After that he moved back to Iowa to run Cityview in Des Moines.

"In 2015 he became the sole owner of Big Green Umbrella Media, acquiring the remaining stock from his business partner, Michael Gartner.

"When contacted about the award, his former business partner and mentor, Gartner, said, 'Shane Goodman is as smart as he is nice, as visionary as he is hard-working, as passionate as he is loyal, and as creative as he is honest. His business is a success, and so is he. He is a credit to his profession and an asset to his community. He is one of the good guys.'

"He and his wife, Jolene, currently publish Cityview, an alternative newsweekly in the greater Des Moines area; Living magazines, a monthly community lifestyle magazine that is saturation mailed to all residents in 21 different communities; Relish, a quarterly food and dining magazine; Momentum, a four-issue active lifestyles magazine; and Pipsqueaks, a quarterly kids and parenting magazine.

Continued on page 16

Shane Goodman Named Publisher of the Year

Continued from page 15

"They have a host of events planned for 2016 including The Best of Des Moines Party, Brewfest, Winter Brewfest, Martini Fest, Summer Stir, and several others.

"In addition, they publish almost 20 custom projects including community guides, directories, maps, etc.

"His company currently has 20 employees and maintains over 75 freelance writers, contractors and contributors to our products.

"He has served on the board of directors of the Midwest Free Community Papers and is the incoming president of AFCP.


"Not only is Shane good at publishing, but he likes to have fun too. Just ask him to play a game of 'Name That Tune' or perhaps you joined him last year in Savannah for a Shane Palmer!

"He is also passionate about wrestling and has

been involved in coaching many levels of wrestling for over 25 years. Recently he has been an assistant wrestling coach for nine years at a local high school. There he has been an integral part of a team that had struggled to fill classes let alone win matches. Turning the program around, they are now in the winningest season in the school's history.

"Aaron Tecklenburg, head wrestling coach, said, 'Shane is a great role model. He has much wrestling expertise to share with our guys, but I think our kids and our coaches respect him even more for being a good husband, excellent father, and a loyal friend and coach. We're proud he's on our staff and we are very excited he's receiving this well deserved honor!'

"He holds degrees from Waldorf College in Forest City and Buena Vista College in Storm Lake. He has been married since 1995 to Jolene, and they have three children: Sara, Samantha and Abby.

"Please join me in honoring Shane Goodman, this year's AFCP Publisher of the Year!" 

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Greg Ledford Honored for Distinguished Service

GREG LEDFORD WAS NAMED THE RECIPIENT OF the annual Association of Free Community Papers (AFCP) Craig McMullin Distinguished Service Award at the recent annual conference in San Diego, California.

Ledford is the owner and publisher of Community First Media Inc., headquartered in Shelby, N.C.

In making the presentation, last year's recipient, Elaine Buckley, said, "Having received this award just one short year ago and knowing how touched and honored I was to be acknowledge by this respected group, it is also such an honor to be able to present this year's award.

"This year's recipient is one of the gentle giants of our industry. They are one of those people who over the years has always been the first to pitch in, the first to come to everybody's rescue when they need it and the last person to expect anything in return for their efforts. Their belief in the free community paper industry, their support of AFCP, SAPA and IFPA as well as their quiet leadership over the last 30 years is truly second to none.

"This individual started his journey as an advertising sales rep in 1979 at a small North Carolina daily. After five years of learning the industry, it was time to strike out on his own; so in 1984 he started a small 4,000 circulation weekly. That publication grew over the years and in 2002, it was time to acquire a second publication building up to 29,000 circulation and a new identity – whose name embraced the focus of its founder, Community First Media.

"2014 saw additional growth for Community First Media as this person continued to invest in the industry and his community with the acquisition of three additional weeklies from Gemini Newspapers. Driven by his commitment to his employees, his community and this industry, Greg Ledford has quietly built Community First Media into one of the most respected and progressive publishing companies in the country.

"Greg's dedication to AFCP over his more than 10 years of service on the board has included stints on the membership committee, several terms as chair of the alternative revenue committee, and active participation whenever asked by any committee chair over the years. His efforts while chair of the alternative revenue committee were the backbone of starting AFCP's 2X2 display ad program; which without



Last year's Distinguished Service Award recipient, Elaine Buckley, presents the 2016 award to Greg Ledford.

his efforts, would never have gotten off the ground.

"His active participation in SAPA and IFPA have also been instrumental in building the bridges and relationships throughout the industry to bring us all together to a common cause. That warm Southern charm provides the perfect backdrop for the quiet but steady focus that Greg always provides to everything he gets involved with for keeping the commitment to the 'Common Good' of everyone involved.

"When asked about Greg Ledford's impact on the AFCP board over the last 10 years, Loren Colburn noted, 'There are different types of leaders in a group like AFCP. There are those outgoing, front-of-the-room types who say follow me ... and there are those quiet leaders who help shape the thoughts and actions of others by their commitment to the team and the respect they have earned from their team members. Greg is one of the most impressive quiet leaders I have ever had the privilege of working with.'

"Please join me in congratulating this year's recipient of the Craig S. McMullin Distinguished Service Award – the free community paper industry's own 'Gentle Giant'... Greg Ledford." **INK**

The Rising Stars' **Silent Auction** Was a Great Success!

by Amy Hansen, 2014 Rising Star

THE SECOND ANNUAL AFCP RISING STARS Silent Auction in San Diego, Calif., was another splendid success!

After its debut at last year's conference in Savannah, Ga., the Rising Stars had more of a handle on organizing the auction and I'm sure many people were looking forward to its return.

Many of the auction items ranged in size from big to small, but they all had a significant amount of importance.

There were vacation rentals in Florida and Rhode Island, cheese baskets, cases of wine, finely-made jewelry, jugs of quality maple syrup, collector coins and more.

And, who could forget the huge bag of gummy candies? That's what I call a sugar rush.

This year, the Rising Stars Silent Auction had 32 items donated for people to bid on. We helped to raise more than \$5,300. All of the proceeds go to the Bill Welsh Memorial Foundation to provide scholarships for Rising Stars to attend the AFCP annual conference.

The Rising Stars give a huge thank you to people who donated all of the wonderful items, as well as

the bidders of the items. We could not have had such a huge success without you.

I would personally like to say how much I have benefitted from the Rising Stars program.

In my third year as a Rising Star, I have learned a lot and met a lot of amazing people in the industry from across the United States.

Thanks to being in this program, I have helped contribute numerous articles to INK Magazine and helped organize the silent auction from its inception two years ago. The silent auction really is a team effort, so good job to my fellow Rising Stars!

This year, I was able to be a presenter in the Rising Stars panel called, "Today's Newsroom."

I would never have been able to have had these leadership experiences if it wasn't for the AFCP Rising Stars program. That's why I am so grateful for all the contributions and bidders at this year's silent auction. This program really allows young people in the free paper industry to flourish.

After three years in the program, not only am I able to call all of you my colleagues, I am able to call you my friends. That means a lot to me. **INK**



Jim Busch Honored With the 2016 Gladys Van Drie Volunteer Award

Jim Busch was named the recipient of the annual Association of Free Community Papers (AFCP) Gladys Van Drie Volunteer Award at the recent convention in San Diego, California.

In making the presentation, AFCP President Greg Birkett said, "This organization has been able to accomplish some pretty amazing things over the years. The cornerstone to almost every one of those accomplishments has been the volunteers who have given freely of their time, their talents and their energy to the betterment of others. AFCP is pleased to announce the second recipient of The Gladys Van Drie Volunteer Award.

"We are fortunate to have Gladys here for today's presentation and would like to invite her to come up to the podium to assist in the presentation of this year's award.

"Without volunteers our association, as well as all the associations that our industry has been built around, would be in a different place – one that would not be as strong as we find it today. The Gladys Van Drie Award looks to recognize the contributions of a volunteer who has given significantly to the betterment of each of our businesses over the years, always without thought to, 'What's in it for me?'

"This year's recipient has embodied that description time and time again over the years and has contributed to each and every association and publisher that has been actively involved.


"He started his travels in the advertising industry back in the early 80's with Yellow Pages. After 13 years with them, he finally left the 'dark side' for his initial entry into the free publication industry in 1995. He mastered a variety of sales management positions over the course of his career before settling in as the director of training and research at the Pittsburgh Pennysaver.



AFCP outgoing President Greg Birkett (left) and Gladys Van Drie present the 2016 Gladys Van Drie Volunteer Award to Jim Busch.

"It is through this position that Jim Busch has been instrumental in transforming the level of professionalism and sales acumen of an entire industry! The monthly Link and Learn messages [he has written] to help focus our sales professionals for the last 10 years alone would make him an icon in our industry. Combine that with over 60 Leadership Institute classes he has presented to almost 1,000 eager students, dozens of TLI courses he has designed over the last 11 years, and his inspirational Monday morning quote to get each of us off on the right foot – which he sends freely to hundreds of industry professionals – that, Ladies and Gentlemen, is how you become an industry icon!

"When you ask Jim Busch for his perspective on what drives him to provide so much for us all, his answer is direct and to the point. 'My job description is simple – Help People To Be Successful. I enjoy learning and there is no better way to learn something than to teach it to someone else.'

"Please join me in congratulating this year's Gladys Van Drie Volunteer Award recipient – the one and the only... Jim Busch!" 

Google to the Rescue!

A SEARCH ON GOOGLE FOR FREE PAPER INDUSTRY training led publisher Jill Farschman to join the Association of Free Community Papers (AFCP) and attend her first conference in San Diego.

Farschman and her husband, Jay, recently purchased Washington Park Profile (The Profile), a monthly publication that is distributed around the Washington Park area of Denver, Colorado. Her background includes digital media, newspaper publishing, communications and organizational development.

She serves as the publisher of the operation while Jay is the technological guru in their move towards a more vibrant and interactive online presence.

Longtime readers of The Profile, the couple made the decision to purchase the publication when it was put on the market. "Journalism is an honorable profession and a free press is a cornerstone of our democratic society. I also take our community building responsibilities and support of local businesses seriously. We cover stories that matter to the neighborhoods and businesses we serve," states Farschman.

The decision to join AFCP was made because "Professional development is central to our paper's culture. We all need peer communities and to learn from experts," she said.

Farschman brought some team members to the AFCP conference in San Diego. She says, "The Leadership Institute (TLI) training program and certification track was well-designed and helped to further expose our sales and marketing manager, Lexi, to valuable information."



Publisher Jill Farschman joined AFCP after searching for free paper industry training on Google.

When asked for conference improvements she replied, "I would like to see the digital sales program strengthened. Not just monetizing, but how to sell. A media kit consultation review session would be great. I would have liked more time for the publishers' open discussion."

Farschman has a master's degree from San Francisco State University. She believes community service is "An integral part of our brand. Genuine, meaningful relationships are critical for our positioning and success. "

In her spare time Farschman enjoys open water distance swimming, singing and trying to play the ukulele. **INK**

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Awards Aplenty in San Diego

TOWER PUBLICATIONS IN GAINESVILLE, FLA., was the overall winner in the annual Association of Free Community Papers (AFCP) "Best of the Best" awards competition presented at the recent annual conference in San Diego, Calif.

Tower Publications picked up 22 awards including nine first place trophies. Tower was also the Best of Show winner for the most overall points earned with winning entries.

Close behind Tower was Appen Media Group out of Alpharetta, Ga. With 20 awards – including six for first place – Appen was named second in the Best of Show category.

All Island Media in Edgewood, N.Y., picked up 18 awards including four for first place. The company was named third in the Best of Show category.

Topping the list of the other winners were The Post Newspapers (Medina, Ohio) which was presented with 16 awards, including six for first place; the Arcadia News (Phoenix, Ariz.) with 14 awards, including three for first place; the Sun Community News (Elizabethtown, N.Y.), the winner of 12 awards including five for first place; the Genesee Valley Penny Saver (Avon, N.Y.) with 12 awards, including two for first place; Big Green Umbrella Media (Johnston, Iowa), with 12 awards; the Norwich & Sidney Pennysavers (Norwich, N.Y.), the recipient of 11 awards including six for first place; Kapp Advertising Service (Lebanon, Pa.) with 10 awards, including one for first place; RMG Ventures (Carpinteria, Calif.) with nine awards, including two for first place; El Clasificado (Norwalk, Calif.) with eight awards, including six for first place; Community News Service (Lawrenceville, N.J.) with



The staff of The Post Newspapers (Medina, Ohio) proudly displays their General Excellence first place award.

eight awards, including three for first place; Washington Park Profile (Denver, Colo.) with seven awards, including three for first place; Katy Magazine (Katy, Texas) with seven awards, including two for first place; and Iwanna USA (Asheville, N.C.) with six awards, including four for first place.

General Excellence first place awards were presented to Katy Magazine, My Shopper (Cobleskill, N.Y.), The Florida Mariner (North Port, Fla.), the Genesee Valley Penny Saver, The Post Newspapers and the Arcadia News.

This year's contest included over 1,400 entries in 75 different categories. **INK**

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Shining for the First Time

by Jesse Walma, 2015 Rising Star, The Shopper, South Holland, Illinois

MANY THOUGHTS COME TO mind when I think about attending my first conference as a Rising Star in Savannah in 2015. Excitement, eagerness, curiosity, skepticism... Skepticism? No, not an accident. I was skeptical of the conference. Being a graphic designer, I wasn't too sure about learning concepts about sales and management.

As I looked at the class schedule, there weren't many topics in which I was interested. Courses such as "Holding an Effective Meeting" didn't sound like it would help me one iota. To top it off, I was even given a case study before our class the first day – Homework?

Then it happened. Steve Baker passionately spoke on "The Great Game of Business". The opening to the conference soon sparked a curiosity that overcame my skepticism. The linchpin – he was a former graphic designer. I could both listen to and relate to a designer. I began to question myself. Maybe I had been a bit closed minded.

After the opening, we had a session with Andy Hoh, the case study class. I haven't been given homework in years; but as we delved into the study further, I was glad to have studied. The class was engaging and exhilarating. I sat there wondering what type of stimulating question Andy would ask next. Before we knew it, our class went halfway through lunch break.

The TLI classes proved insightful and fulfilling. I began to see how this could help improve my perspective. I planned to take the information I'd gained back to the workplace and implement it. I could understand now that it wasn't about sales vs. production, but rather working as a team. This has been very helpful and has changed my outlook in a positive manner. Since you're still wondering about the "Holding an Effective Meeting" course, I was the person lobbying outside for others to join before the class.



Jesse Walma

This year I had the privilege of interviewing the 2016 Rising Star class to get their "first impression" perspective of the San Diego conference as seen by a Rising Star.

Here are their answers to five questions I asked of the 2016 Rising Stars.

1. Describe your thoughts upon discovery of your nomination as a Rising Star.

Ashley Charron: "It was a pretty good feeling knowing that my publisher believed in me to nominate me as a Rising Star. I had just become a manager in September so it felt great that I was moving ahead in my career."



Ashley Charron

Jaselle Luna: "I was excited and honored to be a part of a select group of young professionals who are doing things to propel new ideas and excitement within the print industry."

Laura Baugher: "Excitement! I knew this would be an awesome experience, and I was thrilled that my company believes in me enough to want to offer me such a great opportunity."

Diana Garcia: "I knew the Rising Star program existed (we've had a few in El Clasificado) but didn't know how involved the Stars are in the AFCP."

Tiffany Gardner: "I was so excited to be part of something that can help me improve myself and the company I work for!"

Sarah Surette: "I had no idea I was even being nominated, so I was surprised, excited, and maybe a little bit nervous. Wasn't really sure what the whole thing was about."

2. What were your expectations prior to your arrival?

Ashley Charron: "I did not have any expectations and did not have a clue what I was in for! I was pretty impressed with the conference as a whole. The keynote speaker was amazing."

"I was excited and honored to be a part of a select group of young professionals."

– Jaselle Luna



Jaselle Luna

Jaselle Luna: "I had never attended an AFCP conference, so I wasn't too sure what to expect. From the conference calls that we had prior, I knew I was going to be meeting a lot of really great, experienced people and was hoping to learn a lot at the seminars."

Laura Baugher: "I wasn't sure what to expect. I thought I would be a bit more lost and

out of my element than I was."

Diana Garcia: "Honestly, I didn't know what to expect. I had never attended the AFCP conference in nine years working for El Clasificado."

Tiffany Gardner: "I truly wasn't sure what to expect. I knew I would be submerged in new innovative discussions, but I had no idea how big of an impact they would make to my career."

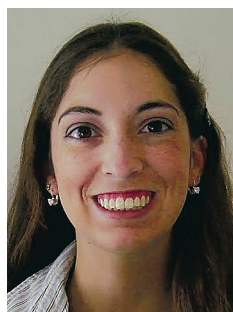
Sarah Surette: "My expectations mostly just aligned with the schedule we had talked about over the phone. I had also volunteered as a photographer, so I expected to be running around taking pictures of everything, which I did."

3. Describe your experience as a Rising Star at the conference.

Ashley Charron: "I thought it was a neat experience to have so many people be so supportive for the young professionals. I had people congratulating me that I have never met before which was a pretty good feeling."

Jaselle Luna: "The experience was really great. I was able to connect with fellow Rising Star attendees and learn about their businesses and expertise. It was very motivating!"

Laura Baugher: "It was amazing! The people were really nice, the classes were informative, and I'm still digesting all of the info."



Laura Baugher

"I didn't realize how big the free paper industry actually is, yet there is such a sense of community."

— Sarah Surette



Diana Garcia

Diana Garcia: "It was a one-of-a-kind experience. I met a lot of people from different backgrounds and places, and learned how other companies around the country thrive in the paper business."

Tiffany Gardner: "My experience was wonderful. I came back to Wisconsin with pages of notes. I have a refreshed excitement about building our publication and presenting new ideas to my co-workers."

Sarah Surette: "I had a lot of fun and learned quite a bit. There were some inspiring talks, great ideas, and I really felt like I was part of something

bigger. I didn't realize how big the free paper industry actually is, yet there is such a sense of community. It was cool to meet so many people working in the same industry – they're hard to find here at home. I'm thankful for being recognized for my work at Action Unlimited and I enjoyed working with the other Rising Stars to help

the whole conference come together."

4. How can you implement TLI training into your career?

Ashley Charron: "So far the TLI training has been common sense to me but it has been very helpful to share with my sales reps in ways I haven't explained it."

Jaselle Luna: "It's great to always continue learning and growing and this program allows just that. As a leader in our organization, I think that the program helps in so many different facets and I'm looking forward to taking what I've learned to implement and help my employees grow."

Laura Baugher: "In so many ways. From a sales standpoint, many of the techniques were great reminders and many were new ways of doing things. From a management perspective, it helped me realize a lot of things about my employees but more about how I can improve. Many of those same les-

Continued on page 24



Shining for the First Time

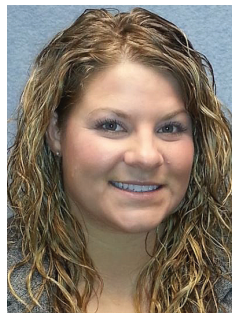
Continued from page 23

sons are great tools that can and should also carry over into my personal life as well."

Diana Garcia: "As a designer, TLI training gave me a new perspective about sales and marketing in the print industry. I can better understand how to create effective products that also meet the company's goals."

Tiffany Gardner: "Every single aspect TLI training has shown me is useful in my career. I am already focusing in on what I had learned at the courses I had taken while in San Diego. My TLI classes online were also very useful – I have even taken screen shots to share with others!"

Sarah Surette: "I volunteered as a photographer for the conference, so I popped in and out of all the classes to take a few shots, and had to get them to Michelle to get INK put together on time so I didn't really get to experience an entire course. The other speakers gave some great tips, ideas and inspiration. The Rising Stars also had a class with Andy Hoh about leadership that was pretty helpful. Always



Tiffany Gardner

good to be aware of those types of skills and make sure you're speaking up!"

5. What do you look forward to next year?

Ashley Charron: "I look forward to hearing the new keynote speaker and building more long term relationships."

Jaselle Luna: "A lot of fun and really great speakers! Also, the opportunity to sit in on one of the panels to hear what the discussions are about what people are seeing in the industry. Also, if anything learned from this year has been applied in their businesses."

Laura Baugher: "The excitement and energy, the skills training and new ideas, and seeing all of the great people I started getting to know this year!"

Diana Garcia: "I am looking forward to seeing more leadership training and design-focused courses."

Tiffany Gardner: "I look forward to the amazing speakers we had the opportunity to see. They give you such a sense of drive and motivation! They should all be congratulated on the expertise and professionalism they bring to the conference. I have never been to a conference, and I am already excited to come back next year!"

Sarah Surette: "Well going somewhere I've never been is always something to look forward to. I think it'll be more exciting since it won't be my first year anymore. I'll be much less nervous, and already know some people going it. I can't wait!"



Sara Surette



Credit: Michelle Macomber

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!

"Any fact is better established by two or three good testimonials than by a thousand facts."

– Nathaniel Emmons

AS SALES AND ADVERTISING PROFESSIONALS, WE ARE in the persuasion business. We first need to persuade our customers to invest in our products. Then once we have accomplished this, we need to convince consumers to patronize our customer's business.

Testimonials are one of the most effective ways to persuade others to see things our way.

Psychologists have found that testimonials tap into the deep seated tribal nature of human beings. Our ancient ancestors lived in a very scary world where a misstep meant certain doom. If they saw another member of the tribe walk into a cave without being eaten by a lurking lion, they felt a lot better about entering it themselves.

On a conscious level, business owners know that they are not likely to end up as a lion's lunch if they make a bad advertising decision but, on a subconscious level, they are still hesitant to venture into the unknown. They are more comfortable knowing that other members of their "tribe" have advertised with you.

Smart salespeople make a point of collecting testimonials from their satisfied customers. A letter from another local business person, someone they may even know, will make a prospect much more comfortable about advertising with you.

Salespeople should get in the habit of asking their customers for testimonials. In my experience, truly satisfied customers are happy to help you out. They like to think that you value their opinion and consider them a "leader" in the local business community. A few of these testimonials in your sales presentation binder is sure to increase your closing ratio.

You can also use testimonials to add impact to your recommendations. Rather than saying, "I feel that an insert would get you a great response," say, "Many of my current advertisers find that inserts generate a great response." Many of the salespeople that I've taught this simple method to have used it to improve their results. (I like to practice what I preach.) I also like to incorporate testimonials from my customer's customers into their advertising. In some cases, this has increased their results as much as five-fold.

Let's end with a testimonial. "After forty years in advertising, I've found testimonials to be one of the most effective persuasive tools a sales person has at their disposal!" **INK**



Peter DeMola honored by New York Press Association

PETER DeMOLA HAS BEEN NAMED THE writer of the year by the New York Press Association (NYPA).

DeMola is the editor of Sun Community News owned by Denton Publications in Elizabethtown, N.Y.

The award is considered the most prestigious honor provided by NYPA. The award was announced at the recent annual spring conference in Saratoga Springs. DeMola was one of 57 writers who entered the competition.

A longtime Association of Free Community Papers (AFCP) member who currently serves on the board of directors, Dan Alexander, is the owner and publisher of Denton Publications. He said, "DeMola brings a kill set and ethic to the organization that is not easy to find. We have known for some time that he is an extremely talented writer. He has an unique intangible skill that allows him to see beyond the surface of a story and create an image for our readers that brings even routine articles to life. He is a rare talent and we are honored to have him writing



on the Sun Community News Team."

A Syracuse native, DeMola is a Syracuse University graduate. Before joining the Sun in December of 2013 he spent five years in China using his writing skills for a series of new media startups and state-run media outlets. **INK**

PAPERCHAINupdate

Continued from page 11

those of us operating today have adapted to be prepared for the opportunities that lie ahead. Simply put, the free paper industry is stronger and better positioned today to excel in today's competitive environment than at any time in our history.

"The well-traveled Kevin Slimp tells us that from a recent survey of over 800 publications, locally-owned and operated papers are almost twice as likely to have experienced improved health over the past three years.

"We all know the value print holds as part of a strong marketing mix, despite much publicity to the contrary regarding the viability of print products. Slimp's results prove that our media has strong staying power for many years to come and is still highly valued by the general public as a source of local information.

"The mission of PaperChain, and for that matter all of us in the free paper industry, is to wisely share our resources and especially our collective knowledge so that we not only enhance our own properties but that

we work together to build a solid foundation for this industry.

"The PaperChain board of managers welcomes and encourages all association members to consider playing a more active role in the organization's committee activities. Please contact me or your association's board representative if you are willing to add your voice to the mission of guiding the industry during what we believe will be a very important time, today, in many successful free paper publishing enterprises." **INK**



july

MANKATO, MN : JULY 13-14
Midwest Free Community Papers (MFPC). Publisher's Summit, Mankato, MN. For information contact Kevin Haezebroeck at Kevin@mfcp.org.

sept.

DENVER, CO :
SEPTEMBER 25-28, 2016
North American Mature Publishers Association (NAMPA). National Convention, the Magnolia Hotel, Denver, Colo. For information contact Gary Calligas at gary@maturepublishers.com.

ORLANDO, FL :
SEPTEMBER 29 – OCTOBER 1, 2016
Independent Free Papers of America (IFPA), Southeastern Advertising Publishers Association (SAPA) and Community Papers of Florida (CPF). Joint Conference, the Caribe Royale All-Suite Resort, Orlando, Fla. For information contact Douglas Fry, info@sapatoday.com, or Dave Neuharth, djneuharth@aol.com.

To list your conference information in Free Paper INK, send it to:
DJNeuharth@aol.com

To list your conference information on the AFPC website, send it to:
loren@afcp.org

2017

LOUISVILLE, KY :
APRIL 20-22, 2017
Association of Free Community Papers (AFCP). Annual Conference & Trade Show, Gait House, downtown Louisville, Ky. For information contact Loren Colburn, loren@afcp.org.

JERSEY CITY, NJ :
SEPTEMBER 28-30, 2017
Independent Free Papers of America (IFPA). Annual Conference, Westin Jersey City Newport Hotel. For more information contact Douglas Fry at info@sapatoday.com.

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Associations IN the NEWS

THE ASSOCIATION OF Free Community Papers (AFCP) Marketing Committee has completed The Leadership Institute (TLI) online learning center brochure and new hire training kit.

The four-page brochure promotes TLI's mission and the TLI online learning center and its seven introductory courses available as part of the new hire program. For more information go to www.afcp.org.

IN COST-CUTTING measures, the Mid-Atlantic Community Papers Association (MACPA) went from two boards of directors to one, eliminating the non-profit

association.

Also eliminated was the Government Relations position, which has been replaced by a volunteer committee.

THE COMMUNITY PAPERS OF NEW ENGLAND (CPNE) has returned to its origins with simple get togethers to share ideas verses the cost of a conference.

A recent session had 14 persons in attendance at Action Unlimited in Concord, Mass.

THE ASSOCIATION of Free Community Papers (AFCP) membership approved the recommendations of the nominating committee for officers and directors at the

recent conference in San Diego, Calif.

Shane Goodman (City View, Des Moines, Iowa) will serve as president; Charlie Delatorre (Tower Publications,

Gainesville, Fla.) will serve as first vice president; Michael Van Stry (Coastal View News, Carpinteria, Calif.) will serve as second vice president; John Draper (The Free Star, Pipestone, Minn.) will serve as third vice president; Karen Sawicz (Lake Country

Pennysaver, Albion, N.Y.) will serve as secretary/treasurer; and Will Thomas (Exchange Media Group, Fayetteville, Tenn.) and Carol Toomey (Action Unlimited, Concord, Mass.) will fill at-large director openings. The terms are effective July 1.

THE MIDWEST FREE COMMUNITY Papers (MFCP) – for the first time – is planning regional fall conferences in three locations.

The target cities are Albert Lee, Minn., Sioux City and Quad Cities in Iowa. The board of directors hopes to increase the number of people attending.

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

GENERAL EXCELLENCE RECIPIENTS IN THE recent Free Community Papers of New York (FCPNY) Sales Summit and Graphic Awards Conference held in Rochester, N.Y., were the Genesee Valley Publications in the magazine division, the Norwich/Sidney/Wharton Pennysavers in the tabloid division below 15% non-advertising, and the Syracuse New Times in the 15% and above division.

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The Smart Shopper Group is rapidly expanding their Shoppers into the Sarasota Fl. Market and is in need of an experienced Sales Manager. This position will provide leadership and direction to Display Sales Representatives. Applicants must have a proven track record of motivating and managing a sales group. Shopper and/or weekly experience is a plus. Salary commensurate with experience. Please email your resume with a cover letter and salary requirements in confidence to R Knight, CEO at rknight@smartshopg.com

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ADVERTISING SALES MANAGER

All Island Media, Inc. publishers of Penny-saver, Town Crier and Trends is looking for an experienced sales manager to work in our Long Island office. This position will provide leadership and direction to Display Sales Representatives. Applicants must have a proven track record of motivating and leading sales in a similar environment. Please send resume in confidence to jobs@lipennysaver.com

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Seeking Weekly Newspaper Editor for two Community Newspapers in Clay County, Florida. Candidate must have prior newspaper experience, editing skills, writing skills, management skills, computer/Internet savvy, willingness to serve a local niche community, understand deadlines and ability to work with a fast paced production & marketing environment while maintaining high ethical standards. This is a full time position offering compensation commensurate to experience plus benefit package. EOE Please send letter of interest, experience and resume to jon@opcfla.com.

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