



Community Papers of Michigan

INFORMER

June 2016

mifreeads.com



OUR DATA SPEAKS VOLUMES

July is Free Community Paper Month

Industry insiders know and recognize the valuable service free community papers provide to readers and advertisers but all too often in the hustle and bustle of today's fast paced world we become so wrapped up in publishing that those important facts get overlooked.

For the benefit of publishers of this valuable service, and for future generations of community paper publishers who will follow, it's important to remind those we serve of our important role in the community.

PaperChain is the common link between all the national, regional and state free community paper organizations which makes it the logical choice to lead the charge to organize a recognition and celebration of our grassroots industry.

The PaperChain members believe the noble mission of Free Community Papers fits perfectly with the national celebration of freedom the United States so proudly enjoys.

The concepts of freedom, liberty and the rights we hold so dear provide the nation's community papers with the perfect backdrop to remind the country of the valuable services we bring to millions of homes each week.

In the spirit of independence and freedom celebrated nationwide every July we need your help to spread the word and demonstrate the reach of our industry. We encourage you to do this by joining with other free papers nationwide through a celebration of the Free Community Paper Industry during the entire month of July.

Here are few things PaperChain and MFCP can offer to help you with your

celebration;

Shown below is the Free Community Paper Month Logo. Please use this logo often on your mast head, folios, promotional ads, articles and as fillers throughout your paper leading up to and during



the month of July. For original artwork and PDF's of the artwork visit

<http://paperchain.org/freepaper-month.html>

Also shown are sample ads from previous years of the celebration. Check back from time to time as new ads will

be posted as the creative materials get updated.

We encourage all free paper publishers to put together a prize package for their readers to be able to enter and win locally. It doesn't need to be extravagant, but we know prizes always peak reader interest.

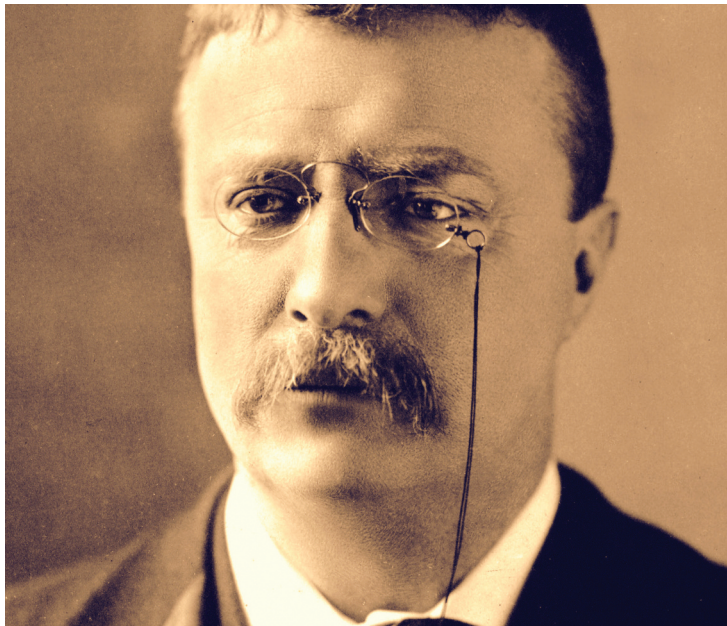
Publishers are asked not to alter the Free Paper Month logo, but please use it often. We encourage you to localize the ad and draw your reader's attention to the important role your paper and staff play in this industry and how this industry stimulates the local and national economy.

We are all so very busy these days but we also encourage you to brainstorm with your staff and find ways to use the month of July to highlight your publication's accomplishments and the many ways your publications help drive and support the local economy.

The 2016 celebration is only as big as you choose to make it. Ask your town fathers, city council and county government to consider taking action on a local proclamation formally recognizing Free Community Paper Month. Suggested proclamation verbiage can also be found at <http://paperchain.org/freepaper-month.html>.

Your paper has made a great investment in your community and this industry. Only you and your staff can help us bring that story alive to your readers in this consolidated industry-wide effort.

To download the artwork for Free Community Paper Month go to: <http://paperchain.org/freepaper-month.html>



“Every man owes part of his time and money to the business or industry to which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve the conditions within his sphere.”

~Teddy Roosevelt



By Jack Guza
CPM Executive Director

The words of the great Theodore (Teddy) Roosevelt shown above rang true to me when I saw the photo and quote at this spring's Michigan Auctioneer Association (MAA) conference in Grand Rapids. This was my fourth consecutive MAA conference I have attended as a vendor representing CPM. The framed and matted portrait was prominently positioned within a display of their past association president's plaque and other association memorabilia. I took a photo of this piece as I wanted to share this with our members. The quote serves as

a reminder to MAA members of the need for them to engage and support such a great association. This is not a lead-in for a trip to the woodshed, rather it serves as a reminder of the importance of supporting your association as you have for many years by being a member and assisting when called to action.

CPM members have been a hardy bunch since the 1940s, when meetings and conferences attracted hundreds of members who were eager to see old friends and discuss this wonderful industry. While the number of independently owned publications that dotted the landscape throughout Michigan “back in the day” has decreased significantly due to market changes, dozens of mergers and acquisitions and the constant and continual changes in ours and virtually all industries - through it all, CPM has remained steadfast in promoting community newspapers and shopping guides.

While CPM has remained the northern star in Michigan for decades, providing

a trade association for community papers of all sizes to belong and feel welcomed and supporting the industry that thousands of people have made their life's work, we would not be needed without you - our members and especially your dedicated board of directors.

We continue to rally our members by keeping them informed of industry happenings, providing many helpful services and assist with added sales that our members have cited as their number one priority. We appreciate our members and want you to know that your board of directors and I truly care about the community paper industry and your success. You can rest assured that your board of directors brings with them many years of experience in multiple facets of the publishing industry. How many years you ask? CPM's nine board members and I represent a combined 388 years of experience in the publishing industry!

CPM's board members tirelessly take on issue after issue while at the same time keep our members' needs and wishes top of mind with each decision. That's why we recently emailed you a brief questionnaire to get input from our members on several key issues and insight regarding what is important to you. We did not get the large response I was hoping for – however we understand that today is a different time in our industry with (time) being the key word, as it is in short supply for everyone, with fewer people wearing multiple hats. Those that did reply with their completed questionnaire were included in a random drawing for a \$50.00 prize from CPM. The winner is one of our newest members, Glen Head of MailMax based in Benton Harbor, MI Congratulations GLEN!!!

Good Selling!
Jack

Each ad requires you to take bits of information, art, products, etc., and create a message that is read. Not always easy, but where can you find...

Creativity



I'm stuck... again. Which is usually where I find myself every month when I am looking at this blank page. (It's not really blank because it has last month's article, but I'm guessing that people might notice if I just sent it in again.) So far I have been able to find something to write about, but sometimes I edit myself before I start. Here are a few of my "yea, but" conversations...

"There's a lot to say about typefaces, yea, but you just did one three months ago." "Well, color is an important element to discuss, yea, but I did a series on color not too long ago." Actually, I looked that up and it was mid 2012 when I did the color wheels, terms, etc.! And so it goes.

Maybe it seems as if I discuss these design elements and principles a lot, because I do. But each instance provides it's own challenge, and requires it's own solution. My biggest challenge is coming up with an idea each month.

The Ad-Vantage

Say what you will, when I was presented with information for an ad (sometimes, lots of it!), I had a problem that needed a solution and with my background, it worked very well. In any ad, I have to present the information in the most effective way. As a designer, I need to get the idea/service/product across to the reader.

Writing is totally different... BUT once I have an idea, there's no problem. So I should be able to transfer that process to writing. Right?

The Idea

As a perk for my renewal to *HOW Magazine*, I received a "Designer's Guide to Creativity." As a designer (or creative!) should be able to come up with an idea almost immediately. But that just doesn't happen. Years of



experience has given me an arsenal of "tried and true" concepts that work for me.

However, you can get better at idea generation. As I said, experience helps, but so does talking to other creative individuals. Keeping samples of ads or ideas that appeal to you is another way to begin to build your "idea bank." Doodle... use a pencil/pen and old-fashioned paper and just doodle. The shapes you create can help with your visual organization and give you ideas. With me, writing words helps me to generate ideas. Train yourself to be more prepared to create by paying attention to what's going on around you.

The guide provided three ways to warm up your creativity. The first way was to **focus more on creation** rather than being creative. It's a process and it can be daunting! When people brainstorm, it should be to get the ideas out of your head and onto something solid. Doodle! Creatives at ad agencies do this all the time by generating an "idea wall," or whatever you want to call it. And you can doodle any where and pretty much anytime. You don't need a lot of electronic devices to get started.

The second way to warm up your creative spirit was to **play the "What if" game**. To find answers, you need to ask the right questions, but how do you know what the right questions are? "What if" can get you to think differently.

One of the most successful groups to come up with ideas are *The Imagineers*, the Disney Creative Team, who turn ideas/dreams into magic. And if you have ever been to Disneyland or Disney World, you know that they have been pretty successful at what they do. Their ability to blend creative imagination with the technical know-how produced unbelievable results. Their bottom line? Stay curious and it will lead to new paths.

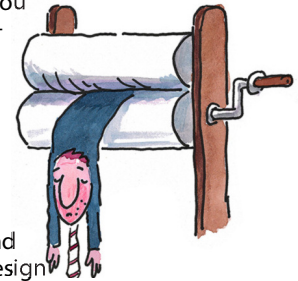
The third and final way to nurture and generate creative ideas was to actually **prepare yourself to create**. Creative muscles can be expanded, especially by completing exercises designed to get you to think in alternative ways.

There's a book to help you do just that called *Caffeine for the Creative Mind*. Surprised? I offer a list of books in the next column that

you may want to look into as well.

The purpose of any mind activity is to present you with challenges to help you alter your perspective.

Here is an idea that I've used. Take an ad and then turn it upside down. If all of the elements and principles of design work, then it's a success.



Turning the ad upside down forces you to look at the structure, because the familiar no longer gets in the way. It takes you out of that comfort zone and forces you to really look at something from a different point of view.

Ideas and creativity can hide, but if you know how to coax them out, you will find that creative thinking can be easier. Remain curious!

Reference Material

Here are some books that may help you exercise those creative muscles:

The Imagineering Workout: Exercises to shape your creative muscles, by Disney Imagineers

Creative Jolt and *Creative Jolt Inspirations* by Rose Gonnella, Denise M. Anderson, Robin Landa, from Northlight Books

Caffeine for the Creative Mind: 250 Exercises... by Stefan Mumaw and Wendy Lee Oldfield

Creativity for Graphic Designers, by Mark Oldach, North Light Books

Thinking Creatively, by Robin Landa, North Light Books

Creative Stuff: An activity book for visual thinkers, by Dave Gouveia and Chris Elkerton, from How Books

Graphic Design Thinking: Beyond Brainstorming, Ellen Lupton, Editor, Princeton Architectural Press

These are just a few of the books available—actually these are the ones that I have, plus a few creativity workbooks. Some of them have been around a while and I haven't even checked out the newer books. My suggestion is to start at your local library, and I am sure there are many websites that are also very helpful. So there's more than enough information on creativity and generating ideas that you can check into. The next step is to do it!

And that also brings me to the end—no more blank page. I too need to go through a few of my books, because before long I will be staring at another blank page. Got any ideas?

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

The Timidity Factor In Advertising Sales



By Bob Berting
Berting Communications

The training of advertising salespeople has come a long way.

Yet one aspect of sales training has not penetrated to the degree it should have after all these years. It is called the "Timidity Factor".

The thrust of this assertion is that the tendency of role playing at sales training sessions is for advertising salespeople to put prospects and customers on a pedestal and keep them there. But it's one thing to be polite, quite another to be subservient. Consider a polite phrase like "Thank you for your time". As innocent as it sounds, it really is saying to the buyer "You are more important than I am. I'm indebted to you for taking the time to see me." Wouldn't it be better to say something like "Enjoyed our visit. You'll be pleased with our service." The same approach should be used in ending follow up e-mails or letters. Rather than

saying "Should you have any further questions, please feel free to call." Instead say "I will call you in a few days and we can make some decisions."

Timidity In Action

When a salesperson waits 30 to 45 minutes to be seen by a buyer, the message is quite clear. This is a non verbal admission that the salesperson's time is not valuable. The best approach is to ask the secretary or receptionist for some action saying "Please ask Mr. Jones if this is a good time for us to get together. If it isn't, we can reschedule my visit, and I'll go on making other calls."

Here is another action that speaks of timidity. A prospect has no intention on buying the advertising program a salesperson is offering, but they hate to say "No" to anyone. Then they say "Sounds interesting, but tell me, when will you be in the area again? In 2 weeks? Good, see me on your next trip." Then the salesperson goes back, time after time in the hope that he or she will get an order. There rarely is an order.

Of course, salespeople are told that they must decide how many calls a prospect is worth based on potential, then hopefully lay their cards on the table on the final call to decide if all the calls were worth it.

Identifying Timidity

Many salespeople will insist that they are not timid. They will point to their

sales records and claim they never could be successful if they are timid, and they will rationalize. They will insist that being extra polite is not the same as being timid. There is a fine line between politeness and timidity, and maybe it's easy to cross the line without realizing it. Timidity has a way of showing up in the most obvious manner. Common sense says otherwise. Timidity does not manifest itself only through what people say. Many actions reflect it as well.

Overcoming Timidity

Sales managers should look and listen for timidity when they are making field visits with their salespeople. They also can also screen correspondence between their salespeople and prospects and note timid language to promote awareness of this problem. Finally, a subservient attitude will change the relationship between the buyer and the advertising salesperson—to the detriment of the salesperson.

Bob Berting is a professional speaker, advertising sales trainer and publisher marketing consultant who has conducted over 1500 live seminars, tele-seminars and webinars for newspaper sales staffs, their customers, and print media associations in the U.S. and Canada. His newest offer for the newspaper industry is a package of his two e-books "Dynamic Advertising Sales and Image Power" and "Advanced Selling Skills For The Advertising Sales Pro". Both books can be ordered on his website www.bobberting.com individually for 19.95 or both for 35.00. Contact Bob at bob@bobberting.com or 800-536- 5408. He is located at 6330 Woburn Drive, Indianapolis, IN 46250.

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Pressing Issues

What are the three most common questions I'm asked on-site?



Kevin Slimp
The News Guru

When asked why I receive so many requests for help from newspapers, I simply mark it down to longevity. I've been around the business long enough for most publishers, and others, to know me.

On Tuesday of last week, I received requests to visit five newspapers in four states. For some, the most pressing need is training. A few seek advice concerning the overall structure of their operations. Still others are hoping I can find the solution to problems which have plagued their newspapers for too long.

Years ago, I might worry before boarding on a plane to make a consulting visit. Concerned there might be bigger problems than I could solve, it was always a relief to eventually get on the flight back home.

Those days are past. I don't stress or worry about upcoming trips. One reason is there's simply no time for worry while visiting two or three papers each week. A more likely explanation is there's not much I haven't seen after 20 years of consulting, so issues that might be huge in the eyes of a client often have simple solutions when seen through the eyes of experience.

Here are some of the most common questions I'm asked while on-site at newspapers:

Question 1: Is there a better way to produce my newspaper?

The topic of production comes up a lot during my visits. This particular question is one of the most difficult, because there's almost always someone who doesn't like my answer.

Ponder this: How often do you visit some type of business and think, "There's got to be a better way?" If you're like most, the answer would be, "That happens a lot."

That's what makes this a difficult question. It's not that I don't know the answer. Usually, within just a few minutes I've noticed several potential improvements to the workflow. It's natural for people to resist change. So I tread this question gently, hoping to gain the trust of most everyone on staff before sharing my thoughts.

For instance, most people enjoy designing pages. The truth, however, is it's



In Cambridge, Minnesota, the staff wanted to learn how to get the best results on the page. That led to inviting them to visit the printing plant to learn how a press works and why dot gain, color settings and resolution are so important.

important to have good designers working on pages and good writers writing stories. Sure, photographers sometimes like having total control of their photos, but there's often someone on staff who is particularly skilled at color editing, leaving the photographer more time for what they do best, shooting photos.

As an adviser, I use experience to guide me in knowing when to advise changes, and when to realize, for the time being, things might work better as they are.

Question 2: Why are we having so many problems with ads clogging up the system or printing incorrectly?

I don't like bringing up issues with PDF files. Sometimes it seems like I've spent my life dealing with them. But the truth is I haven't visited a paper in a long time that didn't have issues with PDF files.

Most don't realize their trouble is coming from PDF files. A pressman might ask, "Why do files coming from advertising cause errors when going through the RIP (raster image processor)?"

A publisher might ask, "Why are we losing so much money because ads aren't printing right in our paper?"

A page designer might ask, "Why are quotation marks turning to strange symbols?" or "Why are boxes appearing on the page where letters should be?"

As much as the good folks at Adobe want you to believe otherwise, the answer is almost always found in the method used to create the PDF files.

One of the most common messages I receive after visiting a client is, "We've already covered your cost in savings from ads printing correctly."

It's not rocket science. Ensuring those

PDF files are error-free before sending them to the RIP will make everyone sleep better.

Question 3: Will we increase profits and produce better papers by centralizing production?

When approached with the idea of moving the productions of multiple newspapers to a central office, I've found it wise to do more listening than talking.

Most clients are already hoping I will say, "Yes, that's a good idea," before I arrive.

I figure, however, they're paying me and want objective answers, rather than having me placate their egos - improving my chances of being invited back.

Sometimes the answer is "yes." If they own three papers in one county with a total circulation of 1,600, it probably doesn't take three full-time design staffs to lay out the pages.

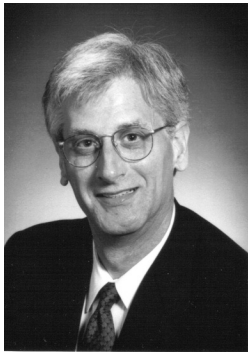
However, often the answer is "not so fast."

Research indicates often the best way to produce long-term growth is improving the quality of the products. Moving to a central production facility often has more to do with reaching short-term cost reduction goals than achieving long-term growth.

As often as not, when faced with this question, I will have serious discussions with a publisher, CEO or other manager, resulting in a decision to use current resources to improve the quality and profits of their newspapers, rather than cutting to grow, which rarely works in the long run.

I could write a column titled, "The 100 most often asked questions during on-site visits," but the editor of this publication might not be pleased with such a topic. So, for now, let's stick with these three.

Less Talk Can Lead To More Sales



By John Foust
Raleigh, NC

Andy was telling me about his dealings with media sales people. “Since I run a local business, I hear from a lot of people,” he said. “One particular meeting really stands out, because he talked himself out of a sale. As soon as he said ‘hello,’ he jumped right into his sales pitch. As he talked, everything was a blur of facts and figures. It was obvious that he was so proud of his presentation that he didn’t want anything to throw him off track. He showed no interest in my business or what we needed to accomplish with our marketing. Finally, when he pulled up a spreadsheet on his laptop, I cut him short and sent him on his way.

“It reminded me of somebody my wife and I used to know. Every time he called, he talked non-stop, without giving us a chance to say anything. We joked that we could put down the phone, make a sandwich, eat lunch, pick up the phone again to say, “Uh huh” – and he wouldn’t know we’d been away.

There’s a lot of truth in the old cliché, “Lord, fill my mouth with worthwhile stuff, and shut it when I’ve said enough.” Here are some points to keep in mind:

1. This is probably not your prospect’s first advertising appointment. The longer he or she has been in business, the greater the likelihood that it has all been heard before. If they think “been there, done that,” they’ll tune you out.

They are giving you the gift of their time. Show respect for that generosity by making the conversation meaningful for them.

2. It’s good to know worthwhile stuff. But resist the temptation to tell them everything you know.

When you prepare, don’t limit yourself to refreshing your knowledge of your sales



A dialogue is better than a monologue.

points and your rate card. Research the prospect’s business. Study their past advertising. Learn marketing trends and challenges in their industry. That will give you a greater depth of understanding, so you can quickly get in step with the person on the other side of the desk.

3. A dialogue is better than a monologue. The best way to encourage engagement



is to ask questions – and listen carefully to the answers. Ask questions to get details about their marketing. Ask questions to find out what has worked for them in the past. Ask questions to discover needs.

There’s nothing wrong with asking, “Is this the kind of information you need?” That kind of feedback will help you. They may want a lot of factoids. Or they may be like the person who says, “Don’t give me the history of the watch. Just tell me what time it is.” It’s your job to adapt to them, not expect them to adapt to you.

“When I meet with a media sales person, it’s to help me make good marketing decisions,” Andy said. “I don’t need a long-winded sales speech.”

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

TAKE RESPONSIBILITY



by **Joe Bonura**, CSP

THE BLAME GAME

Stop pointing your index finger and blaming circumstances or others for what happens to you. Whenever you point that finger, three other fingers are pointing back at you. I heard that expression many years ago, and it comes to mind every time I am tempted to play the blame game. I had to retype this entire opening paragraph because I forgot to turn off my touchpad, and I erased everything that I had already typed.

MY BAD

The touchpad made me do it. Not true! The cause was that I forgot to turn off the touchpad, and I had to start over. It forced me to go online and learn how to turn off my touchpad, something that I did not know until now. So I learned something new instead of getting upset and blaming the computer. It also gave me new material to write about.

I AM A FAN

Recently my wife and I watched a movie about the young Walt Disney. I have been a fan of Walt Disney for many years. I read his book in 1978 after my ad agency lost 70% of our business. We had put all of our eggs in one basket and watched the basket. The basket turned over, and we were short our largest account. Needing a respite, I decided to take my family on a trip to Disney World in Orlando. While I was there, I bought a copy of a book called, "Disney." The timing was perfect.

WHO IS OSWALD?

I read the book in one day. Walt never blamed anything or anybody for his setbacks. He always accepted what happened and moved forward. As you walk around Disney World, it is hard to believe that the man who conceived and built it had gone bankrupt several times and that his first theater cartoon hit was not Mickey Mouse, but a character called Oswald the Rabbit. An unscrupulous business partner stole the idea, and put Walt out of business. The Magic Kingdom

Disney did not point fingers. He simply picked himself up and started over again. The Magic Kingdom waved its magic wand on my thinking, and when I returned home from our Disney experience, I came back from our loss and we built the business to one of the largest advertising agencies in Kentucky. Today there is probably a government program for those who want to lick their wounds instead of licking their problems. If we are not careful, a handout can keep us from trying again; a handout might have caused me to stay in failure mode. I had no choice but to move forward and learn from my mistakes.

SUCCESS BREEDS SUCCESS

It is wise to study the lives of successful people to see how they overcame adversity to become effective and prosperous. Perhaps we make it too easy for our young people to succeed. I have often learned more from my failures and adversities than from my successes. If you help a young bird to break free from its shell, the young bird will soon die; breaking out of the shell gives the bird strength to survive.

POOR ME

I am glad I watched the Walt Disney movie again because I am grateful to Walt Disney for his example when I needed it most. I concede that it was not fair that the client left our agency.

At the time I could have felt sorry for myself and played the victim. Instead, I chose to turn a lemon into lemonade. Several years later, that same client chose our agency as the agency of record for his business. Ironically, a few months ago when I ran into the former CEO of that company, he admitted that terminating our agency was one of the worst business decisions he had ever made.

OWN UP

Take responsibility for the circumstances that are suppressing you. Own up to the fact that no matter what is happening, it can be changed if you decide to take positive action. I walk at our church's health facility three times a week. I see a blind man named Ron walking the track every time I am there. He told me that he has been going to the health club for ten years. Ron is in good shape because he decided not to stay home and stay blind. He can see better than most of us who have our eyesight. Make today the day you take full charge of your life and future and stop pointing outward, and start pointing inward.

ABOUT JOE BONURA

His background is unique. Joe owned and operated a highly successful advertising agency for 18 years. During that time, he found his advertising campaigns were more effective when he educated his clients in the areas of sales and service. He conducted training seminars for his clients as added value. Word spread that Joe was a quality speaker, and more and more people asked him to speak. The demand became so high that he sold the agency to three of his associates to start his own speaking and consulting company, Bonura Business Development Group, Inc. Joe is past President of the Kentucky Speakers Association, served on the National Speakers Association Board of Directors for five years, and is a Certified Speaking Professional (CSP), a prestigious designation earned by only 8% of the 3,600 member National Speakers Association.

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3 Ways to Find Time to Read Positive



By Dr. Joey Faucette
Raleigh, NC

When I connect with someone on LinkedIn, we welcome them with an invitation to read free chapters of one of our books. We hope just one idea will coach the reader closer to achieving business dreams.

One connection recently replied, “Thanks, but I don’t have time to sit down and read a book.”

“I don’t have time” are four of the deadliest words you’ll ever say.

I wanted to say, “One day you will have time, because the way you’ve always done business will no longer work. You’ll have more time than money, and wonder what to do next. You will have missed opportunities to discover new ideas, new strategies, and new ways to do business in a rapidly changing world.”

There are more ways to read a book quickly, more inexpensively today than in the history of humanity. The printing press is now pixelated. For about the cost of a couple of Happy Meals, you step into a world of exciting ideas that will increase your sales with greater productivity so you have more time.

“Oh the places you will go!”
(Dr. Seuss)

Yet if it seems you lack the time to sit down and read a book—any book, not just mine—and grow your business, here are 3 Ways to Make Time to Read Positive:

Listen to a Book

Most books are now available as audiobooks. Audible on Amazon and iTunes both have audiobooks.

Think of your vehicle as a mobile university. Redeem the windshield time of commuting or business travel with cutting edge ideas and best business practices. Or, work out your body and mind simultaneously.

Look at an App

Download the app to your smartphone or tablet and read Kindle books. Instead of the Facebook newsfeed, read a book during lunch. Rather than flip through more self-promoting Tweets, turn pages on a paperback.

Learn in Minutes

When you spend about 15 minutes a day reading, you’ll have read approximately 2 dozen books in a year. Just one idea could be worth hundreds of thousands of dollars to your bottom line.

The business environment in which you work changes daily. Riding the wave of change all the way to the bank is far easier surfing with thought leaders who give you their best ideas and practices for very little investment.

Listen to a book. Look at your tablet or smartphone book. Learn for just 15 minutes a day and watch as you Work Positive!

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



Make time to keep up with business trends. Reading just 15 minutes a day could lead to one big idea.

Web design is BIG business

...even for small publishers

Introducing:



**Learn how to profit from selling
websites to your advertisers at:
SiteSwan.com**



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