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SEPTEMBER 2016  
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## ANALYTICS

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**COMING**  
next  
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The October issue will take a look at this fall's major event, the upcoming Presidential election, and how it impacts small businesses. We will also continue to examine the people, publishers and businesses that make up the community publication industry.

**AFCP/NANI HEADQUARTERS:**  
Loren Colburn, Executive Director  
Cassey Recore, Administrative Assistant  
Alix Browne, Administrative Assistant  
135 Old Cove Road – Suite 210  
Liverpool, NY 13090  
Toll Free: 877.203.2327  
Fax: 720.528.7943  
Email: [loren@afcp.org](mailto:loren@afcp.org)  
Web: [www.afcp.org](http://www.afcp.org)

**EDITOR:**  
Dave Neuharth  
P.O. Box 1149  
Summerfield, FL 34492-1149  
Phone: 352.347.4470  
Fax: 352.347.3384  
Email: [DJNeuharth@aol.com](mailto:DJNeuharth@aol.com)

**COMPOSITION:**  
Barbara A. Holmes  
Phone: 352.598.3500  
Email: [FreePaperINK@aol.com](mailto:FreePaperINK@aol.com)

**MARKETING REPRESENTATIVE:**  
Wendy MacDonald  
10418 Bond Street  
Overland Park, KS 66214  
Office: 913.461.3721  
Email: [wendy@afcp.org](mailto:wendy@afcp.org)

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**PRESIDENT**

Shane Goodman  
*Cityview*  
Johnston, IA  
shane@dmcityview.com  
515-953-4822, x305

**FIRST VICE PRESIDENT**

Charlie Delatorre  
*Tower Publications*  
Gainesville, FL  
charlie@towerpublications.com  
352-372-5468

**SECOND VICE PRESIDENT**

Michael Van Stry  
*Coastal View News*  
Carpinteria, CA  
news@coastalview.com  
805-684-4428

**THIRD VICE PRESIDENT**

John Draper  
*The Free Star*  
Pipestone, MN  
jdraper@pipestonestar.com  
507-825-3333

**SECRETARY / TREASURER**

Karen Sawicz  
*Lake Country Pennysaver*  
Albion, NY  
karen.sawicz@lakecountrypennysaver.com  
585-589-5641

**IMMEDIATE PAST PRESIDENT**

Greg Birkett  
*Dubuque Advertiser*  
Dubuque, IA  
gbirkett@dubuqueadvertiser.com  
563-588-0162

**EXECUTIVE DIRECTOR**

Loren Colburn  
*AFCP / NANI*  
Liverpool, NY  
loren@afcp.org  
877-203-2327

**AT-LARGE DIRECTORS**

Will Thomas  
*Exchange Media Group*  
Fayetteville, TN  
will@exchange-inc.com  
931-433-9737

Carol Toomey  
*Action Unlimited*  
Concord, MA  
carolaction@aol.com  
978-371-2442

**REGIONAL / STATE REPRESENTATIVES**

Daniel Alexander  
*Denton Publications, Inc.*  
Elizabethtown, NY  
dan@denpubs.com  
518-873-6368

Lee Borkowski  
*Richland Center Shopping News*  
Richland Center, WI  
lborkowski@wcinet.com  
608-647-2911

Terri Drake  
*Giant Nickel*  
Kennewick, WA  
terri@giantnickel.com  
509-783-5455



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Questions?

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NANI Office at  
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Randy Miller  
*The Merchandiser*  
Lebanon, PA  
randym@themerchandiser.com  
717-270-2742

Wendy Murray  
*Senior Life Magazine*  
North Ft. Myers, FL  
murwendy@aol.com  
239-707-6722

Dave Neuhaarth  
*Editor - Free Paper INK Magazine*  
Summerfield, FL  
djneuhaarth@aol.com  
352-347-4470

Rich Paulsen  
*Southwest Iowa Shopper*  
Creston, IA  
publisher@crestonnews.com  
641-782-2141 x230

Caroline Quattlebaum  
*The Southeast Sun*  
Enterprise, AL  
publisher@southeastsun.com  
334-393-2969

Farris Robinson  
*Hometown News*  
South Daytona, FL  
frobson@hometownnewsol.com  
386-322-5900

Steven Silver  
*Yankee Pennysaver*  
Brookfield, CT  
steven@ctpennysaver.com  
203-775-9122

Trevor Slette  
*The Shopper*  
Windom, MN  
trevors@windomnews.com  
507-931-3455

**NANI DIRECTOR**

Vincent Grassia  
*Ad-Visor Media Consultants*  
Ponte Vedra Beach, FL  
vinmanpvb372@aol.com  
904-572-5858

**RISING STARS DIRECTOR**

David Sickles  
*The Post Newspapers*  
Medina, OH  
dsickels@thepostnewspapers.com  
330-309-1745



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*Dave Neuharth*

DAVE NEUHARTH  
EDITOR

# Remembering Key AFCP Members

**THROUGHOUT THE YEARS AFCP HAS** lost key members that were instrumental in the success of the association.

Some have retired, some have moved on to other careers. We remember these individuals and have decided to attempt to find out what they are up to now.

In this issue of INK we have profiled Deirdre Flynn, a person who goes back to the early days of the association when she was the executive director named to manage AFCP. She represented SmithBucklin, a Chicago-based management firm. We also have profiled Bob Barrington who was a successful owner and publisher in Wisconsin. Bob sold his operation, earned a law degree, and now is working in a district attorney's office in Wisconsin.

We don't recall all the past individuals involved in AFCP but here are some names that many of you will remember:

Gordon Lowry served as AFCP's president and was one of the top officers of Add Inc, one of the largest free paper companies in the country. He retired from the industry and we know that Gordon has been involved in real estate sales in the Naples, Fla., area.

Pete Gorman served as AFCP's president and was the president of Harte-Hanks, the largest direct mail publication in the world. My guess is that he still resides in Southern California doing what he liked best, sailing on his sailboat.

Edward B. Marks, the owner and publisher of the Arizona Pennysaver, left the industry. He was a long time AFCP board member. We understand he is involved in the real estate business in southeast Florida.

Mike Hall served on the AFCP board. He was the publisher of the Buyer's Guide in Warner Robins, Ga. What is he up to?

Scott McElhaney was an AFCP board member and a president for Journal Community Publishing Group in Wisconsin. Last we heard he left the publishing industry.

Former AFCP board member Denny Raiche was the publisher of the Free Born County Shopper in Albert Lee, Minn. He retired.

Ray Pike was an AFCP board member who retired as publisher of the Waxahachie Newspapers in Waxahachie, Texas.


Molly Richard served on the AFCP board. She was the publisher of Quik Quarter Classifieds in Lafayette, La. We understand she is in the restaurant business in that area.

Tom Krekel served on the AFCP board and as an officer. He was the president of NJN Publishing in Flemington, N.J. We understand he left the industry. What is he up to?

Gladys Van Drie, who served as AFCP's president, retired and continues to visit the AFCP conferences. We know what she is up to and the association now presents a special award in her honor.

Harry Buckel served on the AFCP board of directors for 10 years. He was involved in the publishing industry for more than 30 years, including 20 years of service in the shopper sector where he ran both Harte-Hanks' shopper division and Newport Media. At this time we believe Harry is retired.

Dick Mandt founded and built The Flyer in Florida into one of the top free print papers in the industry. He sold the business to Harte-Hanks and retired. He served on the AFCP board of directors and as its president. During his term he is credited with the success of its classified network which has made AFCP the most respected association in the free paper industry. What is Dick doing now? Retirement was for a short term. He is back in the business after buying The Flyer in Florida back from Harte-Hanks.

In future issues of INK we will interview some of these icons and update their status. If you have contact information on others who have served AFCP, please let me know at [djneuharth@aol.com](mailto:djneuharth@aol.com). 

# Postal Pricing Proposals Could Be “Good News” for Publishers

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

**MAILERS RARELY LOOK FORWARD TO POSTAL** Service price adjustments, but the 2017 Postal Service rate adjustment could bring good news for free paper publishers that use Standard Enhanced Carrier Route Saturation Mail to distribute their papers.

For more than three decades, the price structure for Standard Mail has had a piece/pound rate formula. There is a fixed piece rate, up to 3.3 ounces. For pieces heavier than 3.3 ounces, the rate includes the piece rate plus additional postage charges based on the “pound” rate. The actual rate the mailer pays will depend on where mail is entered.

For most free paper publishers and other shared mail programs, mail is drop shipped deep into the system to both achieve the lowest rate by earning the highest drop ship discount possible, and to better control delivery service. Most free paper publishers and shared mail programs work with local advertisers that demand consistent, weekly in-home date delivery windows for their advertising pieces.

The Saturation Mailers Coalition (SMC) has been working with individual mailers for years to dialog with the Postal Service about our members’ concerns on pricing and service and to advocate for the best rates and service possible. One of SMC’s agenda items has been to urge the Postal Service to reduce the pound rate, or to otherwise reduce the price for saturation program mailings, to allow our members to compete more effectively with other print media and to attract and retain advertisers into our mail programs.

SMC and other leaders in the industry have shown that as pieces got heavier, postal rates went up by a significant amount. But postal costs are not similarly increased as package weight increases. In some studies, increases in package weight actually make the mail more efficient and less costly to delivery. Most importantly for our members and the Postal Service in terms of retaining and growing this

business, non-postal alternatives, including print products delivered by private carrier or on demand, do not have a high fixed cost, disadvantage of distribution costs increasing steeply as the weight of the piece increases.

Dialog between Postal Service leaders on marketing, pricing and costing has taken place for years. During its July 2016 MTAC meetings and in discussions SMC has had with Postal Service pricing personnel thereafter, the Postal Service has confirmed that it intends to raise the allowable weight by increasing the Standard Mail flat piece price weight break from 3.3 ounces to 4 ounces.

All initial pricing proposals and structure considerations must be considered preliminary, as they are still under consideration and pending before USPS senior leadership, and final prices and product decisions are within the sole authority of the Postal Board of Governors and approval by the Postal Regulatory Commission. But as your association leader, and a person who tries to be a cheerleader for our members and mail distribution, I would urge all mailed publishers to start thinking about what you could do with .7 more ounces of “space” to sell at

a price that will be at the same piece rate you are paying today, plus whatever annual “CPI” adjustment is imposed in the rate filing to be done at the end of the year. (The present CPI increase is anticipated to be relatively small, around 1%. If postal legislation was passed, considered a long shot by many, this could increase by an additional 2.1%).

For free papers that already have pieces exceeding 3.3 ounces, this price change will be an “instant windfall.” But for many free paper publishers and mailers that have areas or zones that are lighter weight, or have distribution that includes both postal and other distribution methods like private carrier or rack, this pricing change makes Saturation Mail

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distribution a much more attractive alternative.

In my decades of working with the industry, a chief complaint about postal pricing is how it “punishes” papers and publishers that become more successful. In some markets the heaviest, most profitable papers are the first papers to convert to private carrier distribution. In other circumstances, publishers and mailers find that they are turning down opportunities to distribute insert advertising and pieces that are heavier or on better quality paper stock for fear of being “overweight.” This pricing change gives mailers an exciting opportunity to rethink your marketing and sales opportunities. Publishers and shared mailers may be able to go after advertisers that have done heavier pieces, and different categories of advertisers, with more “real estate” to sell in your package.

In announcing the proposed price structure considerations, the Postal Service made it clear that it wants to be more transparent with industry. It is inviting comment and feedback as it does not

want unintended consequences or harm to occur by its changes. The USPS wants to make pricing and structure changes that simplify pricing and products, encourage mail retention and growth.

As an association leader, I have been taking to people at the Postal Service about an increase in the breakpoint, or otherwise lowering the cost for Saturation Mail and/or the cost for heavier pieces, for as long as I can remember. This proposed change in the piece weight break from 3.3 ounces to 4 ounces, without a change in how the pound rate is applied, and without other disruptive changes or increases in the “piece price” is very welcome news! It will help free papers that mail to expand their product offerings and increase circulation coverage.

SMC wants to thank and acknowledge the efforts of Postal Service senior leadership, including Chief Marketing Officer Jim Cochrane, USPS Vice President of Pricing and Costing Sharon Owens, and the hard working Pricing and Costing staff that had to run and rerun the numbers to show and support that these adjustments would be beneficial for the Postal Service and its customers. **INK**



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# Cruise Into Savings With 2016 Mobile Shopping Promotion

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, the AFCP Cruise Planner ad can help you achieve an up-front, 2% postal rate discount under the 2016 Mobile Shopping Promotion between now and the end of the year.

Earlier this year, AFCP teamed up with PaperChain to develop a Cruise Planner ad that would help mailers qualify for the USPS Augmented Realty Promotion. That promotion ended on August 31, 2016.

The 2016 Mobile Shopping Promotion is another opportunity for participating mailers to earn an up-front, 2% savings on the total postage cost. Although similar to prior Postal Mobile Shopping or holiday promotions, the 2016 program has program requirements and some program options that are different from the requirements of prior years' promotions. For example, the Fisher House ad that qualified for the 2015 Mobile Barcode Promotion would not qualify for 2016 requirements.

To qualify for the Mobile Shopping Promotion, each mail piece must meet five requirements. The USPS warns that prior approval of the piece is strongly encouraged.

In general, the five requirements for the piece include:

**1. Mobile Barcode Requirement.** The barcode, when scanned to a mobile device, leads to a complete mobile optimized website. Detailed specifications of the types of barcodes and apps that might qualify are discussed in the program requirements.

The 2016 promotion allows participants to use a mobile barcode format to link to a social media platform with a "buy now" button capacity for specific products.

**2. Directional Copy Requirement.** The mail piece must contain text near the barcode, or an image, directing the consumer to scan the barcode. An example would include "scan here to shop."

**3. Website requirements** include that the destination page be relevant to the content of the ad piece.

**4. Mobile Optimization.** The destination webpage must allow consumers to have a mobile optimized experience. Specifications about how screen size, resolution, and page formatting works are in the program requirements. The website must include a guest check-out function so that consumers do not need to have an account.

**5. Purchase of a Product.** The mobile barcode must allow the purchase of a product. With some exceptions, certain sales of services and charitable donations are allowed. But these options have a number of additional requirements that should be carefully

followed to ensure qualification.

For free paper publishers who do not have a customer in mind to take advantage of the 2016 Mobile Shopping Promotion, AFCP and PaperChain have done the leg work for you. They have a "ready to go," NCP Travel ad that can help you qualify for the promotion, and also help NANI and AFCP generate funds to support programs that benefit the free paper industry.

With thanks to the good folks at PaperChain who put this promotion together, this article includes a copy of the preapproved NCPTravel.com Cruise Planner's ad. But to get the best resolution for your ad copy, to get a color

ad and/or to get the most current version of the ad, publishers are urged to contact AFCP headquarters at [www.afcp.org](http://www.afcp.org) (see buttons on the right side of the home page to download ad copy) for usable versions of the ad. For additional questions, contact Loren Colburn at [loren@afcp.org](mailto:loren@afcp.org).

Here are the steps you should take to participate in the 2016 Mobile Shopping Promotion.

1. Download the program requirements: <https://>

*Continued on page 10*

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*Continued from page 9*

ribbs.usps.gov/mailingpromotions/documents/tech\_guides/2016MobileShoppingPromotionRequirements.pdf

Read the instructions provided and follow all steps in order to receive the 2% discount. Each participating publisher is cautioned to get their own pre-approval from the Program Office to ensure their qualification with the USPS. PaperChain is not responsible for any publisher who fails to receive the discount, or who must refund a discount given in error, for not following postal regs or obtaining prior approval.

2. Enroll immediately in the program through your USPS Business Customer Gateway (gateway.usps.com).

3. Run the approved NCP Travel ad anywhere within in your paper. Do not change the copy! You can re-size proportionally, but if you alter the ad you should get re-approval from USPS and AFCP. Use of names and logos in the ad are subject to agreements and require approval before changes are permitted.

4. The discount must be claimed at the time of the mailing and cannot be rebated at a later date.

Mailings must be submitted electronically by mail. dat®; mail.xml™; or Postal Wizard.

It is strongly encouraged that mailers seek pre-approval of the ad copy by submitting the ad and inquiry to the Promotions Program Office. The email and contact information for the Program Office is below. The Program Office responds to most inquiries within two or three business days of receipt of promotions in the inbox email address or the P.O. Box.

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Help yourself. Help your association. Take advantage of the NANI - AFCP NCPTravel.com Cruise Planners ad and promotion opportunity today! 

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

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*"The mission of AFCP is to help its members enhance their profitability and lead in strengthening the free publication industry."*

# MFCP Publishers Summit Recap

by Kevin Haezebrock, MFCP Executive Director



Kevin Haezebrock

**THERE IS AN OLD** saying that work is work and fun is fun. But sometimes work can be fun and that was certainly the case at the MFCP Publishers Summit in Mankato in mid-July.

Sure we had a board meeting and a general meeting where four board members (Gary Dudley, Robin Noth, Claudia Lovin and Kelly

Hulke) were voted in for another term. We also discussed the October Conference that will send the training closer to the reps by training one day in Albert Lea, Minn, one day in Des Moines, Iowa and one day in Moline, Ill. on October 12, 13 and 14. This should reduce the time off the streets for the reps while still enabling them to get some good solid sales training from our featured speaker, Diane Ciotta. This is the first year MFCP has attempted a traveling conference so it will be interesting to see how it works for members.

One of the fun things we did was a pub crawl (pictured below) on Wednesday evening which gave everyone a chance to meet and talk with new people or catch up with members they know but haven't seen or talked to in a while. A special thank you goes out to Kelly Hulke who did the bulk of the work on the pub

crawl by picking the stops and working with the bars and restaurants to make our stops at their pubs fun.

The Conference Committee all worked on the summit as well, and I'd like to extend thanks to them for their guidance as this was my first rodeo, so to speak. At one stop we had pretzels as big as Rhode Island and they were as tasty as they were large. I believe five of these giant pretzels served as appetizers for our whole group.

But the best part of the summit was the discussion session that brought together publishers from a variety of publications from a variety of locations. We had publishers from Iowa, South Dakota, Minnesota and Kansas. We had publishers from corporately-owned properties as well as family-owned operations. We had publishers who had a great deal of experience and publishers who were just starting out in the business.

The topics of discussion ranged from the impact of the U.S. Department of Labor's changes to the overtime rule (<https://www.regonline.com/Overtime-Archive16> is the link to the Iowa Press Association webinar), to postal issues and a 2% savings program (<http://www.mfcp.org/2016-mobile-shopping-promotion/>), factors that impact the pricing of preprints, and hiring and retaining good employees.

Shane Goodman, currently an MFCP member and president of AFCP, also shared a presentation on Social Media Facts and Myths. The session was open to any topic that any attendee wanted to bring up and  
*Continued on page 26*



# Catching up with a couple of former AFCP colleagues

**WHAT ARE SOME PAST MEMBERS OF THE** Association of Free Community Papers (AFCP) who left the publishing industry up to now?

Going back to the 1980s and '90s, the name Deirdre Flynn was well recognized by the members of AFCP.

In 1982, Flynn began working with the association exclusively on marketing, communications and public relations.

At the time AFCP was still called the National Association of Advertising Publishers (NAAP) until its name changed in the mid '80s. NAAP contracted with a Chicago firm, SmithBucklin & Associates, Inc., to manage the association.

In 1988, Flynn was named executive director and she served as such until 2000 when the AFCP board opted to self operate and hired Craig McMullin as its executive director.

Flynn is still connected to SmithBucklin, but as an independent contractor working with The Popcorn Board and The Popcorn Institute, SmithBucklin's oldest clients, as their executive director.

She left her official role at SmithBucklin at the end of 2001 and became the executive vice president of the North American Association of Food Equipment Manufacturers (NAFEM).

Flynn worked with AFCP, Popcorn and NAFEM for her entire 20-year career with SmithBucklin. In 2001 NAFEM decided to become a stand-alone organization, and she moved out (and on) with them.

Flynn said, "It's kind of funny. I still am an independent contractor for them on the popcorn business, and when I left with NAFEM became a large client. SmithBucklin event managers work for me managing our tradeshow, a large, city-wide, every-other-year event that's our flagship program."

Flynn currently serves on the Advisory Board for the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas.

When asked about her favorite memories and conferences with AFCP, she said, "There are so many favorite memories, I almost hate to list them for fear I leave something out. What I loved most about working with/for AFCP was the people.

"When I became executive director, there were great, smart, role-model, mentoring presidents



Deirdre Flynn

and board members who taught me so much about business, relationships, customer service, and more.

"The first president I worked with was Craig Trongaard, and I'll always be indebted to him for all he taught me about the industry, and about managing programs, services and people. And there were countless others after him – for me, the who's who of the industry: Bruce Gotts, J.J. Blonien, Leeanne Borkowski, Dick Mandt, Bob Barrington, Gordon Lowry and countless board and committee members post 1988 – Dick Snyder, Victor Ianno, Harry Buckel, Ed Marks, Pete Gorman, Craig McMullin, Bill Welsh, Carol Margraf, Dan Holmes, Loren Colburn, Roger Stephenson, Brian Gay. Again, not wanting to leave anyone out – Steve Thompson, Terry Burge, Stan Henry, Tom Karavakis, Shirley Colgrove, Jim Crosby.

"It would be remiss of me, even though I was just starting with the group, not to mention Gladys Van Drie. She was president when I started in 1982, and led the group through some really challenging



Bob Barrington

times. And let's not forget what the state association directors taught me too – you [Dave], Janelle, Greg, Mary, Lynn, Alyce – great peer mentors!”

Flynn said her favorite convention “was probably any time we were in Washington, D.C. There was always just a level of excitement and energy that was fun. There were two parts of the convention I liked the most. One was any time Dick Snyder led the open forum ... the ideas, the questions – you always learned so much – he was a moderating master! The other was the Idea Fair/3-Minute Speech Contest. That's where real creativity came through. Those were always such fun to listen to and write stories about later.

“When I first started with AFCP, I used to get to coordinate the Annual Awards Competition. The first committee I ever worked with included art directors from a few member companies, and two up-and-coming publishers (actually more in sales director roles at that time, but I'm not trying to date us!) – Leanne Borkowski and Loren Colburn. What fun we had!”

**ROBERT “BOB” BARRINGTON SERVED AS THE** president of AFCP from 1996-1998 and on the board of directors for several years. He also was an active member of the Wisconsin Community Papers (WCP) and the Independent Free Papers of America (IFPA).

After graduating from the University of Wisconsin with honors in 1981, Barrington became a publisher in the free paper industry when he purchased the Antigo Area Shoppers Guide serving Langlade County, Wisconsin.

In 2003 he sold the Antigo Area Shoppers Guide and took a year off. He then returned to the University of Wisconsin and received a degree in law.

Following graduation he was employed by the Dodge County (Wis.) District Attorney's Office, where he serves as the managing attorney. His focus is mostly on white collar and public integrity crimes, though still gets his share of other cases like drunk driving.

In 2009 Barrington was credited with taking the Dodge County D.A.'s office “paperless.” The office has become a model for the rest of the state.

Barrington has been elected to two terms of the Board of Governors of the State Bar of Wisconsin and currently serves on the executive committee. He also was recently elected president of the Government Lawyers Division of the State Bar.

When asked if he had any regrets on leaving the industry, he said, “I don't really have any regrets, although Katy and I really miss the people and networking of AFCP. We made many lifelong friends and have tons of respect for the awesome people involved. That's why we try to make it to the annual conference as often as we can.”

When asked if he had any AFCP memories or a favorite conference, Barrington said, “It's almost impossible to choose my favorite conference because AFCP always picks such great venues. Some of the best have been San Diego, San Francisco, Disney World, Washington D.C., Savannah, etc. Probably could have skipped the one in Chicago. AFCP used to do ‘Publisher Only’ conferences and I particularly liked the one in Maui and another that Carol Toomey hosted in Aruba. I only regret that we never made it to South Padre Island (a long time joke on the AFCP board of directors).”

Over the years Bob and Katy have enjoyed traveling around the world. They have two children, Beth and Matt. **INK**

# Introducing allySites

ALLYSITES HAS BEEN IN THE BUSINESS OF helping businesses develop marketing concepts for 37 years.

The company has carried traditional background and beliefs into the digital age and has over 120 customers benefitting from its services.

allySites is an associate member of the Association of Free Community Papers (AFCP) and was a sponsor at the conference this year in San Diego.

The company built its first classified ads software in the early '90s. It managed renewals and billing. That initial solution worked well and then a wave of innovation came.

Noting firsthand the evolution of the classified ad industry, allySites decided to build its own plat-

form with their own team. Their software runs their websites and provides classified ad management for other publishers. The company spent over 3,888 software development hours evolving their solution. A customer can now have a \$100,000 dollar website solution for a low monthly fee.

The goal of the company is to design your website at an affordable price and charge a monthly fee that includes constant upgrades, support and hosting. A customer will never encounter an hourly or upgrade charge.

allySites is a web design company based in Fayetteville, Tenn., with a focus on the north Alabama and middle Tennessee markets for website design and management. **INK**



## Whose voice do industry leaders seek?

Just ask them.



**Kevin B. Kamen**  
President/CEO

"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

Whose judgment do they trust?

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

— Ted Nessi, WPRI 12, Providence, Rhode Island

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# Planning turns opportunities into Successes

by Shane Goodman

**PLANNING. IT CAN BE** tiresome. It can be tedious. At times, it can even be painstaking. But it may be the single most important thing we do —

or don't do — in our individual publishing companies.

Sometimes we simply need to step away from our offices to a remote location, free from the frequent interruptions and open to taking a "larger picture" view of where we are at today and where we are heading. We need to look at our successes and be honest about our failures. We need to set emotions and personalities aside and take a hard look at trends and data. And, at the end of this big reality check, we have to set goals and create plans to capture the opportunities that exist. And let there be no doubt, we have plenty of opportunities in this industry for our publications and for the Association of Free Community Papers.

Your AFCP staff, board of directors and I did exactly that July 27-29 in a conference room at the Embassy Suites in Syracuse, New York. We arrived late on Wednesday and worked through the evening, updating each other on what the AFCP committees from the past two years have accomplished, as well as what is new at the individual state and regional free paper associations. We started early Thursday morning and worked into the early evening, reviewing the data and trends that relate to our association's revenue sources. We wrapped things up Friday by setting goals

and new committee structures, and we held our formal board meetings.

Our planning retreat was tiresome. It was tedious. And, at times, it was painstaking. But at the end, we came to agreement on a number of key projects and opportunities for the next two years. Here is a brief summary of the topics we will be focusing on:

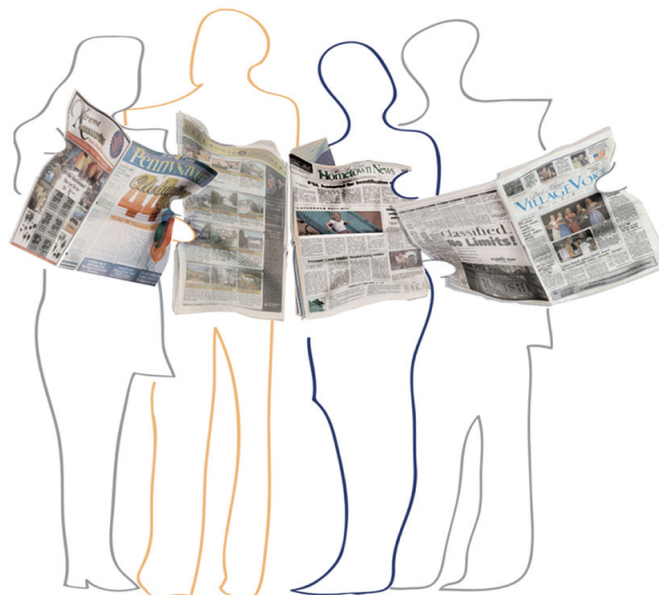
- **Dues** – We will be reviewing our current dues structure in an attempt to identify opportunities to provide additional benefits to members who may be willing to step up their annual contributions.
- **INK** – This continues to be the No. 1 member benefit, according to survey responses. It is our primary method of communication, and we will continue to make efforts to provide news and information to our members — and potential members — about how to make their free papers even better.
- **Membership** – We believe this to be our single biggest opportunity, as hundreds — if not thousands — of free papers continue to publish in North America that don't even know AFCP exists. We need

to educate them to the benefits of being a member of AFCP, and we will. Look for much more on this in weeks and months to come.

- **Marketing** – We made a great deal of progress in this area in the past year, thanks to the leadership of Michael Van Stry and his committee. We want to continue those efforts to create and promote in a uniform way.

- **Conference** – Conference has been, and will continue to be, a very large focus for AFCP.

*Continued on page 20*



# Your marketing recipe needs to integrate digital & print for your customers!

by Loren Colburn, AFCP Executive Director

## YOUR ADVERTISERS ARE BEING

bombarded from all directions on why they need to have a robust digital component to their marketing plans. Industry trade associations, suppliers and business associates are all beating the same drum in their ears to the point they are convinced it is the most critical piece of that complex marketing menu they need to put together. At the same time, they are not hearing the same mantra to build a strong print advertising component within their marketing budget.

This digital drumbeat has your merchants looking for help developing their website, expanding their SEO requirements, refining their email marketing programs and examining all kinds of mobile applications. These all have the ability to generate results to varying degrees as components of a modern day marketing plan and help target specific market segments that may be important to many of their businesses. The difficult aspect becomes the portion of the budget this digital component will consume.

According to Borrell Associates Inc. in their recent Trends in Digital Marketing Services report, they predict the spending on Digital Marketing Service (DMS), the business of helping companies manage their digital marketing, has tripled in the last eight years. They believe the over \$600 billion spent this year will go to over 215,000 businesses providing these services and estimate this digital support spending will be almost double what is spent on advertising in the same period! To a publisher, that equates to spending double on ad design what is spent on ad placements!

Traditional print media like your community publications realize there are still fantastic results available to advertisers who apply the proven marketing principles to drive results from the pages of your print publications. What makes it a bit more difficult with this option is that it is not the drum beat of the new era... it just isn't the sexy, leading edge component for your advertisers. It is a time tested and proven method of building solid, performance based advertising programs that continue providing results which outperform many other media



channels week after week.

This is where you really need to integrate your digital offerings with your print offerings for your advertising clients. Help them develop digital components that support their overall marketing efforts while maintaining affordable digital product offerings and balance to their budget. Supporting them by building their digital presence makes them a player in the digital space and a forward thinking merchant to the rest of the world. That digital offering needs to be not only an effective use of marketing budget but just as importantly, savvy enough to make them feel comfortable at their chamber and Rotary meetings illustrating their trendy digital presence.

The key component in your unique marketing recipe needs to continue to include a healthy enough portion of traditional print advertising to drive the much needed response levels for their advertising campaigns. It isn't the sizzling, everybody-talks-about-it component – it's the tried and true results-generating portion of the marketing plan. Old fashioned print advertising is the component that makes phones ring, cash registers get utilized and

*Continued on page 18*






## 2016 Auto Outlook:

# THE THINNING OF THE MEDIA PACK

merchants successful. This is the magic ingredient to your recipe, the piece that will make your campaigns successful where other media fail. It is what will continue to set you apart from your digital-only competition because it will drive their advertising to otherwise unavailable results levels.

The need to participate in the digital sales arena is driven by the fact that it positions you to balance that marketing budget for your advertisers. Merchants who pursue too many digital directions can eat up far too much advertising budget devoted to unresponsive experimentation and development. Your offerings need to maintain the type of balance between print and digital that will assure the response levels necessary to keep advertisers' marketing programs generating the level of results required to build their businesses.

There are an assortment of AFCP Associate Members waiting to deliver the expertise, products and services necessary to help build a digital product package for your publications that will help fill your merchants' digital needs. The April Issue of INK featured product descriptions for many of those Associate Members and the links to the Digital Toolbox on the AFCP website can help you research who is available to help you. However you integrate digital to your product offerings, the important part of the recipe is that you keep the ingredient balance with print advertising to assure response for your advertisers' marketing investment.

To obtain a full copy of the Borrell Associates Inc. Report on Trends in Digital Marketing Services, visit their company website at [www.borrellasociates.com](http://www.borrellasociates.com). 

All told, auto advertising will be a \$37.5 billion category this year, up about 0.8% from last year. But the most important part of that category – local car dealerships, which account for two-thirds of that spending – isn't growing at all.

Several things are at play:

- A six-year growth jag for new-car sales is ending. New-car sales have grown an average of 11% per year since 2010. But not this year. We're expecting about 17.5 million new vehicles to be sold this year, compared with 17.4 million last year, up 0.5%.


- There are fewer advertisers. Due to dealership consolidation, there were 750 fewer in 2015, twice the loss seen in 2014. The average midsize market has 16 fewer dealerships than five years ago – 7 fewer new-car dealers and 9 fewer used-car dealers.

- Consolidation is creating bigger dealerships that spend less on per-car advertising. Next year, for the first time, large dealerships (selling 400 or more cars per year) will outnumber small. Mega dealers (selling 750 more per year)

now represent 28% of new-car dealerships. On a per-vehicle basis, the biggest dealers tend to spend half as much as the smallest dealers.

- Per-vehicle advertising costs continues to slip. The average in 2016 is shaping up to be \$518, down 15.6% from five years ago and down 22% from its peak of \$664 in 2009.

- Dealers' love affair with digital media is thinning the traditional-media pack. To the detriment of some media companies, dealers have begun an even stronger scale-back of expenditures in broadcast and print media. They're clearly utilizing traditional media companies that offer strong complements to dealers' digital requirements.

Today, dealers are spending 62% of their budgets on digital media. That's because three of the Top 5 sources of new leads – in their own perception – involve digital media. They now consider "online ads" and "social media" on par with TV advertising. They're looking for media companies that understand that, and can deliver a package of advertising that supports their digital channels. 

**EXECUTIVE SUMMARY**

2016 **U.S. AUTO ADVERTISING**



**\$37.5 BILLION**

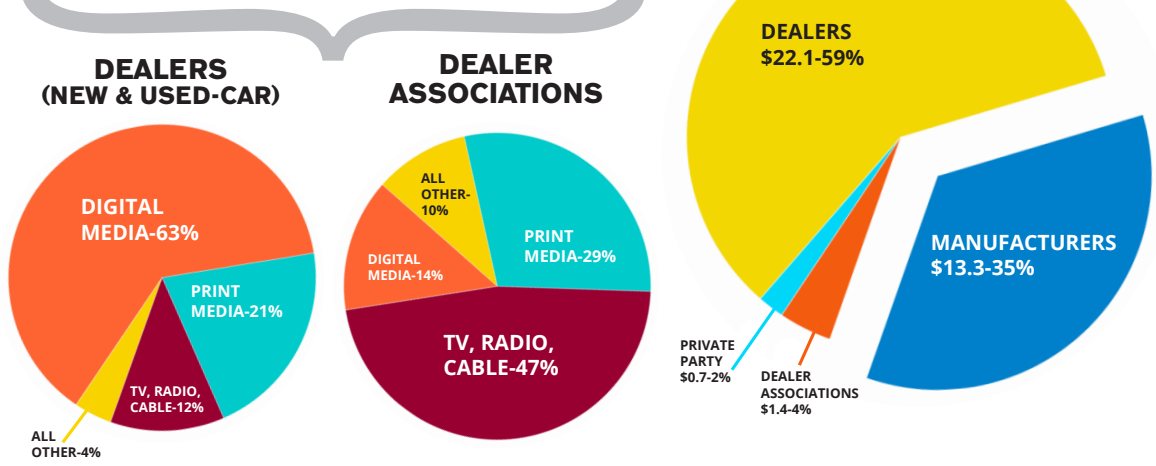
**HOW MUCH IS LOCAL?**  
(SPENT BY DEALERS, DEALER GROUPS, & PRIVATE PARTY)

**\$24.1 BILLION**

**HOW IT'S SPENT**  
IN \$ BILLIONS

\* THE 'LOCAL' PORTION IS \$24.1 BILLION, MAKING AUTO THE LARGEST LOCAL AD CATEGORY

WHO GETS THE 'LOCAL' DOLLARS?



This report delves into today's automotive advertising environment, one in which digital is certainly an important centerpiece, but also one in which traditional media plays a strong supporting role.



To obtain a full copy of this special industry paper or to sign up to receive notification of new reports, webinars and the latest in industry trends go to [WWW.BORRELLASSOCIATES.COM](http://WWW.BORRELLASSOCIATES.COM).

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# The LEADERSHIP Institute

by Jim Busch

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



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

***"I am interested to see where a combination of faith and science will take me."***

**– Coach Pat Summitt**

**THE SPORTS WORLD RECENTLY LOST ONE OF ITS MOST successful coaches.**

Pat Summitt was a winner in anyone's book. As coach of the University of Tennessee Lady Volunteers basketball team, she won an amazing 1,098 games. In 38 years leading the UT team, they participated in 38 post season tournaments, played in 30 consecutive NCAA tournaments and won eight national titles.

In her long career at UT she won more tournaments than any other coach in history, including the legendary John Wooden, and transformed the world of women's sports. Like coach Wooden she considered herself, first and foremost, an educator.

Pat Summitt was an intelligent, articulate and generous woman. She willingly shared her philosophy of leadership in numerous interviews, addresses and several excellent books. Summitt taught that success was the result of a positive attitude, hard work, developing fundamental skills and discipline. She felt that a positive attitude came from within, noting that, "There are some concrete ways to create a winning attitude but nothing beats practicing it. When you prepare to win, belief comes easily."

Growing up on a small family farm, Pat Summitt recognized the importance of hard work to achieving success. She would tell her opponents, "Here's how I'm going to beat you... I'm going to outwork you. That's it. That's all there is to it."

She would work her players to exhaustion in practices, but they didn't complain because the coach was right there with them running up and down the court shouting words of encouragement. During these practices coach Summitt put immense focus on fundamental skills. She would drill her "ladies" over and over on ball handling, shooting skills and teamwork until they became second nature.

She did not understand the concept of "good enough," and demanded nothing short of excellence from herself and her players. Pat Summitt said that, "Nine tenths of discipline is having the patience to do things right."

Pat Summitt passed away at the age of 64 from early onset Alzheimer's. Her final act of leadership was inspiring those around her with her courage in facing this horrible disease.

If you are interested in bringing out the best in yourself and in the people you lead, Pat Summitt's books are an excellent place to start. **INK**



Continued from page 15


We spend more money and time on this than anything else we do, and for good reason. Greg Birkett has been intricately involved with this for several years, identifying opportunities for speakers and training while remaining cost effective. This effort will continue.

- **Education** – One of the most visible successes of this committee has been the implementation of The Leadership Institute (TLI), and we see great opportunities to take this training on the road to various parts of the country. We will be exploring these options and finding ways to assist our members in effectively training their sales staff.

- **Rising Stars** – More than five years ago, we began discussions about how we could introduce younger people into our industry and challenge them with opportunities. We also wanted to learn how we could benefit from their knowledge and interests in this ever-changing world. John Draper led this charge to create the Rising Stars program, and this initiative will continue.

- **New Revenue** – This committee clearly has the most difficult task. In the past two years we have identified a handful of new sources, but none can replace the revenue from our NANI classified network. As we move forward, we must continue to seek out new ideas and revenue streams to help fund all the aforementioned benefits of AFCP. And we will.

As your board of directors, we have a responsibility to ensure that AFCP is on solid ground. We owe this to the people before us who developed and built this organization. We owe this to all of you today who continue to look to AFCP for networking and ideas. And we owe this to the generations yet to come who will clearly benefit from involvement in this organization.

It all starts with effective planning. If you have interest in helping with any of these committees, please contact the AFCP office. We welcome and encourage involvement, and we also look forward to continuing to serve you all. 



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# Getting to Know **AFCP** Member Dan Buendo



Dan Buendo

**SOME YEARS AGO, IF YOU** started in the publishing business you did what was necessary to succeed. It may have included helping your parents make a success of the publication they started.

Years later, you ended up as the co-publisher and continued to add to the success of the publications in the market area.

In the early 2000's, the digital aspect of the industry was becoming more prominent. Should you jump into the digital world or stay with your profitable print publications? This is a question that many publishers have faced.

Dan Buendo and his brother, Chris, are the co-publishers of the Reminder Publications in East Longmeadow, Mass. Dan is well known for his role as a publisher and a leader in the free paper industry. Now he is also known for his presence in the digital world. He has carried it to the next level.

He was raised in the newspaper business. His parents, Carlo and Anne, started Reminder Publications in 1962 with one publication, The Reminder, a 5,000-circulation weekly. Carlo sold ads and Anne did the composition while the boys helped here and there. In the 49 years since Reminder Publications was established, it has grown to six editions with over 45,000 circulation and more than 45 employees.

It was in 2003 that Buendo discovered one of his employees in the composition department was designing websites on her own as a side business. After looking into it he was impressed with both the software she used and with her work. Buendo then decided to get into the website business. In 2009 Reminder Publications made an investment and started a new company separate from the newspapers, Envision Marketing Group, which has been expanding its operation since its inception.

One step at a time, it has grown to a large business that serves not only their market area but they are also now assisting other publishers to tap into the digital sales opportunity. Envision has digital partnerships with publishers in several markets

across the country, serving clients as far away as Dallas, Texas, and Albuquerque, N.M. Envision's team handles all phases of the digital process including making the initial sale, designing the website and then maintaining the ongoing servicing of the account on the publisher's behalf.

The integrated multimedia game plan for Envision Marketing Group includes website design, email marketing, social media, mobile marketing, graphic design, banding and design, pay-per-click plans, search engine optimization, mobile website design and support, and digital and traditional media management.

For the digital operation, Buendo serves as president. Long-time associate Barbara Perry is the vice president of sales and marketing. The operation employs three account managers, an art director and two web developers.

The majority of Envision's digital sales do not come from their newspaper sales staff. However, the print reps are rewarded for providing leads. Reminder Publications' relationship with the client is oftentimes what opens the door.

Buendo feels that papers in their local markets have an advantage when it comes to digital. Local businesses already trust the local news provider and are bombarded by persons selling digital. "We have a relationship with most of our print advertisers so we use that advantage," he said.

Buendo has served on the board of directors and as president of the Independent Free Papers of America (IFPA), on the board of directors and as president of the Free Community Papers of New England (FCPNE), as the chair of PaperChain and on the board of directors of the Association of Free Community Papers (AFCP).

He has been involved in community service with the Springfield Exchange Club, a national organization involving youth, and with the local chamber of commerce. He served a mission with the MWTS Mission Haiti "family."

He is a graduate of the University of Massachusetts with a bachelor's degree in Business Administration. He enjoys playing hockey and golf.

He and his wife Debbie have two children, Alexandra and Nick. **INK**



# Community Strong

by Dennis Wade, Trainer – Speaker – Publisher



## INFORMED COMMUNITIES ARE STRONG communities.

Many folks in communities are connected well enough to the community to care enough to be proactive in staying on top of changes and other happenings that may have an impact on their community and their lives. Typically and for many years the local newspaper has been the sole trusted provider of unique community information. Newspapers must deliver truth in all kinds of news and information, including advertising. The “unique-trusted-information” task is a formidable one.

Results from a 2014 National Newspaper Association reader survey revealed several very important realities about your community newspaper. Hands down, your local newspaper works better at delivering trusted community information than any other vehicle.

Across America and in a community near you:

- 67% of residents in small communities regularly read local newspapers.
- 42% selected the community newspaper as their preferred single source of lo-




cal information. (By the way, no other single source came close.)

- 94% agreed that the local community newspapers were very informative.
- 80% said that they and their families look forward to reading their local community newspaper.
- 78% relied on the community newspaper for local news and information.
- 25% of readers regularly read all of the community newspaper, 45% read most of the community newspaper and 30% read some of the community newspaper.
- The “pass-along” rate (the number of adults who read a single copy) is 2.48 readers per copy.
- 76% of readers say that the local newspapers advertising and advertising inserts help them make better buying decisions.
- 82% said they preferred ads in the local community newspaper as opposed to the Internet.

These results are reflective of an engaged readership in communities across America and are likely representative of your community, thereby proving that you and your local community newspapers are vitally relevant and important to your local community. **INK**

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# Follow the LEADER

by Ashley Charron, Rising Star, General Manager of The Vermont Eagle

**FOLLOW THE LEADER, AN ICONIC CHILDREN'S** game, has been played across the country for centuries. It feels like it wasn't that long ago when I was the one leading a line of my friends through the playground. They would follow me as I crawled through the concrete tunnels, swung across the monkey bars, slid down the slides and jumped over the swings. Life seemed simple then as the one in front, no questions or objections, just a fun game of Follow the Leader.

I didn't know I would be playing that same childhood game 20 years later. This time I was leading a group of diverse employees and it wasn't as easy as it was on the playground. The obstacles became much larger and instead of crawling through tunnels, I wanted to crawl under my desk and hide. I am the youngest employee in the company and I was appointed as the general manager. Were these older employees going to accept someone half their age as the boss? The nerves set in. How was I going to show them I could be a great leader?

I went to my trusty search engine, Google, and typed in "Top 3 Qualities of a Great Leader" to see if I possessed any of the proper characteristics. I clicked on the first few links and compiled a list of what I thought were the best traits I wanted to emulate as general manager. On my pad of paper I had written confidence, demeanor and vision.


I knew right away I needed to beam with self-assurance. I could not let them smell the fear I reeked of. Gaining the appropriate amount of confidence would allow my employees to trust me as a leader and feel comfortable knowing I have matters under control. If I doubted myself, others would too. Adopting this mindset helped me take more risks and overcome the fear of failure. I believed in my paper and how I was capable of making it more successful and so did the rest of my team. They were willing to follow me through this process.

Whether I was calm and collected or scared and upset, it all showed through my demeanor. I was not always able to stay positive in negative situations. I learned techniques to facilitate smooth approaches, such as look for the positive within the negative; don't take things personally; be slow to judge; be grateful; and wait, then explain your thought process. As a leader, those practices helped build my demeanor so that it now exudes confidence, control, caring and passion. These are some of the small efforts that impacted my team in a positive way

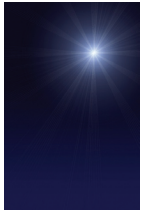
Being creative has always been a quality of mine that I held to a high standard. Needless to say, I had ideas coming out my ears. I wanted to do this and that special, change this on page 3, make a new logo – my vision was huge. I expected everyone to cherish my ideas and jump on board as we turned a new leaf. I was unquestionably wrong – not everyone agreed.

Taking the time to include my staff in collaborative meetings allowed for a larger acceptance of needed alterations. As a leader, I needed to communicate clearly and help everyone involved understand why these changes were necessary. While not everyone was enthusiastic about the decisions, they trusted me with what had now become our vision. This was a crucial step for the beginning of a transformation of both myself and the team I led.

Almost a year later that same childhood game, Follow the Leader, became easier. As my confidence grew, the obstacles lessened. Leading a team of diverse employees has since become a joy. Every week we collaborate as a team and make continuing improvements to the paper as it strives to be the best in the community.

I believe great leaders inspire greatness in others. Think about it – what makes you a great leader? 

**“As a leader,  
I needed to  
communicate  
clearly and help  
everyone involved  
understand why  
these changes  
were necessary.”**





## national | regional

### AFCP

Association of Free Community Papers  
135 Old Cove Road, Suite 210  
Liverpool, NY 13090  
Toll Free: 877-203-2327  
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# GRAPEVINE

**AIM MEDIA INDIANA, LLC** HAS announced the acquisition of the print and digital publishing assets of The Jackson County Banner, the twice weekly newspaper serving Brownstown, Ind., and surrounding Jackson County along with The Budget, a weekly shopper publication serving the same geographic area, from Lincoln Trail Publishing Company, a division of Community Media Group of West Frankfort, Ill.

"We recognize the longstanding commitment to this community by Community Media Group and the Perrotto family. They have been dedicated stewards of these publications and we are honored to step into their role as owners to continue and to expand the service and support to Brownstown and all of Jackson County," said Jeremy L. Halbreich, chairman and CEO at AIM. "The Perrotto family is admired and deeply respected

across our industry and we look forward to continuing in their tradition," Halbreich added.

Mark J. Perrotto, president and chief executive of Community Media Group, said, "We are pleased that The Jackson County Banner will be operated by a quality newspaper publishing organization with an established presence and a major commitment to the region."

The transaction was negotiated by Cribb, Greene & Cope LLC. Terms of the transaction were not disclosed.



**FAYETTEVILLE PUBLISHING Co.** in Fayetteville, N.C., has sold The Fayetteville Observer and its other businesses to GateHouse Media, LLC.

The sale ends the 93 years of local ownership by the family of the late Ashton Wilson Lilly.

The Observer, which is marking its 200th anniversary this year as

## WHAT'S GOING ON...

North Carolina's oldest newspaper, has been the largest independently owned newspaper in North Carolina and one of the largest remaining in the South through an era of consolidation in the newspaper business.

Charles Broadwell, the company's president and publisher and a fourth-generation member of the ownership family, announced the news in a memo to employees.

"Our family owners and board members went through extensive discussions during the past year before making the difficult decision to sell the newspaper and accept GateHouse's offer," Broadwell said in his email.

The sale includes Iwanna USA, a popular weekly classified publication in Asheville, N.C.

Gary Greene, managing director of Cribb Greene & Cope LLC, represented Fayetteville Publishing Co. in the sale. **INK**

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# Associations IN the NEWS

## THE MIDWEST FREE

Community Papers (MFCP) has scheduled a three-day traveling conference in October.

Members will meet on October 12 in Albert Lea, Minn.; October 13 in Des Moines, Iowa; and October 14 in Moline, Ill.

**NETWORKING AT A C-LEVEL**, learning from industry experts, meeting with recommended solution providers, access to a global network of professionals and great social events are on the agenda of the International

Classified Marketplace Association (ICMA) Autumn Conference.

The conference is scheduled for October 19-21 in Bern, Switzerland at the Kursaal Hotel Bern.

**TIM BINGAMAN OF THE** Circulation Verification Council (CVC) will be part of the Media Buyers Panel Discussion at the joint conference of the Independent Free Papers of America (IFPA), Southeastern

Advertising Publishers Association (SAPA) and the Community Papers of Florida (CPF) scheduled from September 29 through October 1 at the Caribe Royale Resort in Orlando.

The panel will zero in on

local media planning skills and how the process works for the media to place ads. Find out how advertisers can find you through CVC and the Standard Rate and Data Service (SRDS).

**REBEKAH DARKSMITH JOINED NICHE MEDIA AS** president in July 2016 to lead a strategic expansion that will allow the company to more broadly serve the publishing community.

Darksmith's 20 year career in publishing experience spans consumer, B-to-B, and scholarly and academic publishing. Most recently she held a dual role within the University of California Press, a \$22M not-for-profit academic publishing house with periodical, book, and digital publishing divisions.

For the past decade Darksmith has also served as a business advisor for Niche Media, helping craft content and marketing strategy for the Niche portfolio of events.

**THE EXTRA OF NEW CENTURY** Press has joined the Association of Free Community Papers.

The Extra is located in Rock Rapids, Iowa, and is 90% distributed by racks and 10% by mail.

Lisa Miller (lmliller@ncppub.com) is the AFCP representative. Kan Jurens is the NANI contact (ads@ncppub.com).

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


## MFCP Publishers Summit Recap

*Continued from page 11*

the biggest limiting factor was the time we had for the discussion.

Based on the quality of the discussion and the people I have met in

my time here, I am not surprised to hear that many of our members are having strong years growing top-line revenue. While attendance was not as large as I would have liked, the discussion was beneficial regardless

of experience or ownership. I can only apologize for not promoting this better, as those who missed out truly did miss out because on these two days, work was not work at all. It was fun. 



sept.

**DENVER, CO : SEPTEMBER 19-21, 2016**  
Niche Digital Conference. For information contact Carl Landau at 916-443-3000 or carl@nichemediahq.com.

**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) & Community Papers of Florida (CPF). Joint Conference, Caribe Royale All-Suite Resort, Orlando, Fla. For information contact Douglas Fry, info@sapatoday.com, or Dave Neuharth, djneuharth@aol.com.

oct.

**ALBERT LEA, MN : OCTOBER 12, 2016**  
**DES MOINES, IA : OCTOBER 13, 2016**  
**MOLINE, IL : OCTOBER 14, 2016**  
Midwest Free Community Papers (MFCP). Traveling Conference. For more information email Kevin Haezebrock at Kevin@mfc.org.

**BERN, SWITZERLAND :**  
**OCTOBER 19-21, 2016**  
International Classified Marketplace Association (ICMA). Autumn Conference, Kursaal Hotel Bern, Bern, Switzerland. For additional information, email hannah@icmaonline.org, or call +31 (0)615 067 378.

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

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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