

# tip

The Independent Publisher

## New Overtime Rules Take Effect Dec. 1st

pages 6 & 7



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Vol. XXXV, No. 8 • September 2016



*"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."*

— Victor R. Jose  
IFPA Founding Conference  
September 20, 1980

### The Independent Publisher

Published monthly for the benefit of members by Independent Free Newspapers of America\*

#### Publisher

Doug Fabian, President

Federal Collective Membership  
Registration No. 1,561,653

#### Managing Editor

Douglas Fry

e-mail: [douglas@douglasfry.org](mailto:douglas@douglasfry.org)

**DEADLINES:** The next issue of The Independent Publisher will be published October 15, 2016. Deadline for all copy is September 15, 2016. Copy will be accepted on a space-available basis and the publisher reserves the right to edit or reject any material.

#### Advertising, Editorial & Production

The Independent Publisher (IFPA)

104 Westland Drive  
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One of the biggest changes to come along in quite some time is the change in overtime for our employees. Check out pages 6 & 7 for a primer on this important topic.



# Doug's Last Dribble

by  
Doug  
Fabian



## NUMBER 12

A headline is important. In our business, it can make the difference between mediocrity and success. Great headlines are remembered for years to come. Non-descript headlines are quickly forgotten. The headline for this column means only one thing. It is the 12th of 12 columns that I have had to write as president of IFPA. Coupled with 24 other columns that I wrote as president the "last" time, it has been the most challenging series of anything I have done. Just not for me, I guess. I am sure that Jane Means will present better columns with more interesting content. I always bust on incoming presidents about having to write columns. I have taken many, many opportunities to bust on Jane about future columns.

As we start the next chapter in IFPA's history, there are many challenges before us. We have made it through the last year and the organization is doing well. I would like to thank the board of directors for their time and effort and especially for putting up with their president. We had fun, and we worked hard. We kept all of our programs and built some more. Our classified network remains a challenge, but we are working on alternatives to finance the organization for the future. I would like to send out big round of applause and thanks to our IFPA Board of Directors. They have all worked hard and are extremely dedicated. Also, thanks to Douglas and Danielle, the dynamic duo that work tirelessly at running the organization. Our weekly meetings have proven to be extremely efficient and effective. Thanks for all your hard work. I would also like to wish Mark Helmer the best of luck. If you haven't heard, Mark and his family

sold their weekly papers, making him ineligible for membership in IFPA. If anyone bled "IFPA Red, White and Blue," it was Mark. I will miss his input and wisdom. Mark is a true family man and I have enjoyed watching our families grow up over the years. I hope to continue those conversations as we get into our gray hair days. (Oops, too late, Mark is already pretty gray!) I would like to sincerely thank you, our cherished membership. Without you, the organization is nothing; with you we are powerful.

This column is getting way too serious, but sometimes you have to say it like it is. Jane Means' dedication to IFPA rivals the legends of our organization. There have been many special people that have graced IFPA with their talents. Jane has been there for me in many ways over the years. As a peer, I can always pick up the phone and discuss anything with her. She has worked hard for IFPA, and will lead in a special way. You are getting a great president. She will guide you and lead you in a very dynamic way. Jane, I wish you the best. I think you will be the best president that IFPA has ever had!

The future of IFPA has so much potential. We are built on principals that are strong and dependable. We

will need to work hard to embrace change and to push our way through it. We need you to help us through the future and to lead us through the future. Please consider rolling up your sleeves and joining in. There is always plenty to do, and the opportunity to share your knowledge is at an all-time high. I can't imagine where I would be if I didn't have the opportunity to go to an IFPA conference and become part of this invaluable organization. It has been almost 30 years, and my wish for this organization is to build with our people and to see people join in with zest.

While many will be glad I will not be president any longer, I will not be going away totally. I still feel a strong desire to work with people in our field. As for a project to work on, I will be working hard to develop the SHARE Groups into a strong network. During the past year, I have thoroughly enjoyed the dynamic Sales Manager Group. Not a call goes by that I haven't learned something valuable. I encourage you to join that group or take the bold step to lead a SHARE group within the IFPA family. This project allows us to get together and share ideas and projects at no cost to members. The results are priceless.

With Respectful Thanks, Doug



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# New Overtime Regulations Explained

by  
Douglas  
Fry



Over the past few weeks we have fielded many questions regarding the new overtime regulations contained in the Fair Labor Standards Act. Let's start out with the government release.

*"On May 18, 2016 President Obama and Secretary Perez announced the publication of the Department of Labor's final rule updating the overtime regulations, which will automatically extend overtime pay protections to over 4 million workers within the first year of implementation. This long-awaited update will result in a meaningful boost to many workers' wallets, and will go a long way toward realizing President Obama's commitment to ensuring every worker is compensated fairly for their hard work."*

What does that mean to you? It

means that, most likely, you will be required to pay overtime for any employee that works over 40 hours in a week. There are some exempt types of employees that we will get to in a few paragraphs.

The federal overtime provisions are contained in the Fair Labor Standards Act (FLSA). Unless exempt, employees covered by the Act must receive overtime pay for hours worked over 40 in a workweek at a rate not less than time and one-half their regular rates of pay. There is no limit in the Act on the number of hours employees aged 16 and older may work in any workweek. The Act does not require overtime pay for work on Saturdays, Sundays, holidays, or regular days of rest,

unless overtime is worked on such days.

The Act applies on a workweek basis. An employee's workweek is a fixed and regularly recurring period of 168 hours — seven consecutive 24-hour periods. It need not coincide with the calendar week, but may begin on any day and at any hour of the day. Different workweeks may be established for different employees or groups of employees. Averaging of hours over two or more weeks is not permitted. Normally, overtime pay earned in a particular workweek must be paid on the regular pay day for the pay period in which the wages were earned.

The Act exempts some employees from its overtime pay and minimum wage provisions, and it also exempts certain employees from the overtime

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pay provisions only. Because the exemptions are narrowly defined, employers should check the exact terms and conditions for each by contacting their local Wage and Hour Division office.

### WHO IS EXEMPT?

The following are examples of employees exempt from both the minimum wage and overtime pay requirements:

- Executive, administrative, and professional employees (including teachers and academic administrative personnel in elementary and secondary schools), outside sales employees, and certain skilled computer professionals (as defined in the Department of Labor’s regulations)
- Employees of certain small newspapers and switchboard operators of small telephone companies. **I’m still trying to find out what constitutes “small newspapers” - stay tuned.**
- Employees engaged in newspaper delivery
- Casual babysitters and persons employed as companions to the elderly or infirm

The following are examples of employees exempt from the overtime pay requirements only:

- Certain commissioned employees of retail or service establishments
- Auto, truck, trailer, farm implement, boat, or aircraft salespersons employed by non-manufacturing establishments primarily engaged in selling these items to ultimate purchasers
- Railroad and air carrier employees, taxi drivers, certain employees of motor carriers, seamen on American vessels, and local delivery employees paid on approved trip rate plans
- Announcers, news editors, and chief engineers of certain non-metropolitan broadcasting stations
- Domestic service workers who reside in their employers’ residences
- Employees of motion picture theaters

## KEY PROVISIONS OF THE FINAL RULE

The Final Rule focuses primarily on updating the salary and compensation levels needed for Executive, Administrative and Professional workers to be exempt. Specifically, the Final Rule:

Sets the standard salary level at the 40th percentile of earnings of full-time salaried workers in the lowest-wage Census Region, currently the South (\$913 per week; \$47,476 annually for a full-year worker);

Sets the total annual compensation requirement for highly compensated employees (HCE) subject to a minimal duties test to the annual equivalent of the 90th percentile of full-time salaried workers nationally (\$134,004); and

Establishes a mechanism for automatically updating the salary and compensation levels every three years to maintain the levels at the above percentiles and to ensure that they continue to provide useful and effective tests for exemption.

Additionally, the Final Rule amends the salary basis test to allow employers to use nondiscretionary bonuses and incentive payments (including commissions) to satisfy up to 10 per-

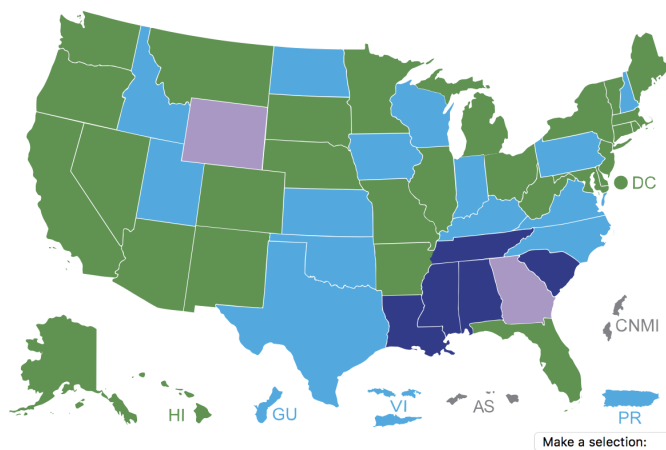
cent of the new standard salary level.

The effective date of the final rule is December 1, 2016. The initial increases to the standard salary level (from \$455 to \$913 per week) and HCE (Highly Compensated Employee) total annual compensation requirement (from \$100,000 to \$134,004 per year) will be effective on that date. Future automatic updates to those thresholds will occur every three years, beginning on January 1, 2020.

### SUMMARY

Distilling all this down to a few key points:

- Most of your outside sales employees, publication delivery employees, and “employees of certain small newspapers” will be exempt from the overtime rules in the FLSA.
- To be considered a “Highly Compensated Employee” (HCE) your employee, or you, must earn \$134,004 or more per year. This means that if they make less than the threshold amount you will need to pay them time and a half for hours worked over 40 hours per week.
- You don’t have to document hours worked by every employee but I recommend that you start keeping track of that in order to avoid future problems.



- States with minimum wage rates higher than the federal
- States with minimum wage rates the same as the federal
- American Samoa and the Commonwealth of the Northern Mariana Islands have special minimum wage rates.
- States with no minimum wage law (federal minimum wage rate applies)
- States with minimum wage rates lower than the federal (federal minimum wage rate applies)

# Graphic Hooks

by  
Ellen  
Hanrahan



**WARM AND HUMID...** is a good description for the weather in Wisconsin the past month, so I have tried not to let it get to me when I see that so many other parts of the country have it much worse! But, I still can't seem to muster up a lot of ambition. So I was looking through my sample, example, ideas files and came across this flyer (of course I was in an air-conditioned area). I have had this flyer for a number of years, and the truth is, I just don't know where to start. I am sure the statute of limitations has expired, so I am leaving all the original information intact (I usually change names, numbers, etc. to protect the innocent—but in this case, no one is innocent!) This flyer has so many of the bad examples of the elements and principles of design that I have written about, so I am going to have to make this a 2-part event!

## WHERE TO BEGIN

In most of the ads that I redo, I try to stick to the idea that small changes can generate a much larger impact. Not so with this... I am going to totally redo the flyer. That seems to be the most efficient and kindest use of my time and ability.

First of all, the concept is ambiguous. Is it about work? Extra money? Vacation? The reader has to really work to figure this out. There's no balance, emphasis, unity, contrast, proximity... and don't even bring up readability... or legibility! It almost seems as if someone tried to use too many techniques to get the reader's attention—and it worked, but not in a good way.

The photo in this background just muddies the contrast. And I am pretty sure it is either a photo of a roller coaster... or an electric chair! I am not opposed to

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photos in the background—if you know what you are doing. When you place text over a photo, both photo and text need to complement each other or to unify and emphasize the message.

The typeface chosen is wrong for both intent and content. Vertical type takes skill to use effectively. In this case, a serif typeface for the word "VACATION" is too weak. You have to spell out the letters to get the word. The vertical type should be strong and the text surrounding it should help support the theme. Here's what confuses me (well the whole flyer does that), but the capital letters are at the beginning of a word, at the end of a word and in the middle of a word! Ugh! The lack of any kerning in the first line ("hours V ary") makes it difficult to discern "Vary" at first glance. All-in-all, readability... and legibility, are non-existent.

## WASTED EFFECTS

Whew, as if the above was not enough, let's put a white outline around everything. Because of the background photo, we now have an outline that is a strong contrast in some areas and disappears in others... that would be a consistency problem and it gives a "dazzle" effect to the text. By that I mean you start to focus on one area and all of a sudden your eye bounces to another area to read. Make the information easy to read and remember.

I know it's difficult to use all caps in advertising, but I think in this flyer, all capital letters in the description might be a better way to go. So next month you will see how I handle the challenge of altering this flyer to eliminate all the obstacles I discussed earlier—I hope!

Fortunately, the contact information in the grey box at the bottom of the flyer is OK, but bland. This could use a little re-working too.

## "VISUAL CLUTTER" IN GENERAL...

We are agreed that there is a lot of visual clutter, right? To fix this I will concentrate on four principles (rarely used alone but interwoven into the whole design process). For a more in-depth explanation, see Robin William's book, *The Non-Designers Design Book*, but here's a brief overview of what I will work on...

**CONTRAST** which works with all the design elements—line, space shape, texture, size, value and color—and is a most effective way to create visual interest and to help in organizing information by providing a focal point. Whatever stands out the most gets noticed. Contrast works with type choices, shapes, sizes, space, colors, values, lines, etc.—you get the picture.

**REPETITION** is a way to develop consistency throughout the design. It is a conscious attempt to unify separate elements by tying them together. Repeat bold headlines for important information. Just be careful not to get carried away or else everything will appear to be bold and nothing will stand out.

**ALIGNMENT** In this flyer, info and art appear to be placed wherever there's space, without regard for the continuity of the information. To achieve alignment, make sure each item has a visual connection with something else in the ad.

**PROXIMITY** You can separate items in an ad to indicate relationships (Proximity). The idea that even though the items aren't close together, they still are part of the same piece creates the visual connection for the reader.

*Stay tuned for the exciting finale next month!*

Ellen Hanrahan [hanrahan.ln@att.net](mailto:hanrahan.ln@att.net) ©2016





# Gary's Gallery

To keep you on your toes TIP (The Independent Publisher) will include several photos from Gary Rudy's vast photo library. Try to identify each person and email those names to Douglas Fry ([douglas@douglasfry.org](mailto:douglas@douglasfry.org))



# Termination for failure to meet pre-established standards did not violate the FMLA

by Kyle Watlington  
kwatlington@kingballow.com

An employer's decision to terminate an employee for failure to comply with internal record keeping policies while on medical leave did not violate the Family Medical Leave Act (FMLA) according to the Eighth Circuit Court of Appeals.

Here, the employee was a physician assistant. The employee started working for the employer in 2009 under a

year-to-year contract. In 2011, the employer implemented new record keeping software to be used by employees. Employees were required to promptly update a patient's medical information into the software after the patient's visit. The employer believed quickly updating patient records was important for billing purposes, and also it allowed other employees to have access to current patient information.

Although the employee was

from  
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considered a competent employee when it came to working with patients, she was often unable to complete the record keeping procedures in the required amount of time. In March 2013, the employee met with several of her supervisors to discuss the record keeping issues. The employer told the employee to get caught up with her records and that she was to stay current for the next 90 days. If the employee was not compliant, then her contract would not be renewed when it expired.

In June 2013, the employee broke her foot and took FMLA leave as a result. As of the date she took leave, she was behind on filing



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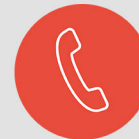
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# Termination did not violate FMLA continues...

as many as 31 charts. During the leave, the employee performed some light work from home and explored the possibility of working in the office on a limited basis in order to save some of her paid time off. The employee however failed to catch up on her record keeping requirements. The day after the employee returned to work in July, she was informed that her contract would not be renewed due to the record keeping issues. As a result, the employee filed a lawsuit against the employer claiming it violated the FMLA.

Under the FMLA it is unlawful for any employer to interfere with or deny an employee's right to take

leave. The employee claimed that the employer both interfered with her right to take medical leave and discriminatorily refused to renew her contract because she took medical leave. Specifically, the employee stated that requiring her to perform record keeping work while on leave violated the FMLA.

The Court disagreed with the employee, saying that the FMLA does not ban an employer from asking an employee to voluntarily accept light duty assignments while recovering from a serious health condition as long as the acceptance is not a condition of the employment. Since the

employee accepted the work without objection, the employer did not violate the FMLA. Furthermore, the court found that the employee's termination was not directly related to the taking of medical leave and that the employer had no improper motive for the termination.

*Reprinted from "Comment," a publication of the law firm of King & Ballow, Nashville, TN. Mark Hunt is our consultant with King & Ballow and he can be reached at (615) 726-5497 or mhunt@kingballow.com. The foregoing column is explanatory in nature and is not intended to provide legal advice as to particular situations.*

**Wire Displays**

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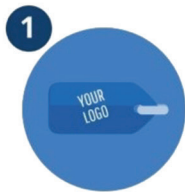
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# Proposed By-Law Amendments At Orlando Conference

Proposed By-Law Amendment to Allow Election of Associate Members to IFPA Board of Directors

*Submitted by Rena Reiser, IFPA Director*

Associate members bring a wealth of knowledge, and valuable opinions, to our free paper industry. Their experiences outside our industry make their input into IFPA significantly helpful.

Currently, our By-Laws restrict service on the Board of Directors to Active members only. It's time now to expand that intelligence by allowing Associate members to participate on the Board of Directors.

The proposed amendment (details below) will be voted upon by the general membership present at the annual conference October 1, 2016, in Orlando, Florida, and must receive two-thirds approval of those in attendance to pass.

Please plan to attend the general membership meeting at the annual conference to help us make this important decision.

## AMENDMENT TO ARTICLE IV - BOARD OF DIRECTORS

This page to be filed with the By-Laws as Page 6-J.

Article IV is amended by the addition of the following paragraph as adopted in the General Membership meeting of October 1, 2016:

Additional paragraph to Article IV as follows: This section is hereby amended to allow Associate members to serve on the IFPA Board of Directors. The rules for elections remain in effect regarding nominating committee selection, presentation of nominees during a general membership meeting, and voting by Active membership in attendance at the meeting.

Proposed By-Law Amendment to Allow Board and General Meeting Minutes to Be Distributed to Membership Via Print or Electronically

*Submitted by Rena Reiser, IFPA Director*

In an effort to embrace digital delivery of information through

the association, the IFPA Board of Directors submits the proposed amendment to allow for dissemination of meeting minutes via electronic means.

The proposed amendment (details below) will be voted upon by the general membership present at the annual conference October 1, 2016, in Orlando, Florida, and must receive two-thirds approval of those in attendance to pass.

Please plan to attend the general membership meeting at the annual conference to help us make this important decision.

## AMENDMENT TO ARTICLE IV, SECTION 4.5

This page to be filed with the By-Laws as Page 6-I.

Article IV is amended by the addition of the following paragraph as adopted in the General Membership meeting of October 1, 2016:

Additional paragraph to Article IV as follows: After the conclusion of any board or general membership meeting, the secretary will provide minutes to the editor of The Independent Publisher, for distribution by print in the publication, by electronic mail (e-mail), or by any other means available.

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\*Source: Reynolds Journalism Institute "Tools We Use" report.





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by Darrell Davis

Last March, I came across an article in Editor & Publisher titled “10 Newspapers That Do It Right 2016: Finding Success with Audience, Digital and New Revenue Ideas.” The successes included collaborations, digital developments and video creations—all both interesting and inspiring—but I was most intrigued by the responses to the article posted by three publishers of community publications. All three noted that while they appreciated the creativity that fueled these ventures, they were more interested in ways to boost online and print revenue. In other words, these publishers were looking for more profitable ways of doing the job they already do well—engaging local readers and local advertisers with local content.

Over their long history, community publications have proven to be invaluable engagement tools. They engage people in their communities and provide a unique venue for local businesses to connect with prospective customers. In fact, studies show that more than 80 percent of current readers say that

they and their families rely on community publications for local news and information.

The bottom line? Locally focused print journalism is not only alive, but thriving because it provides readers with the news they want in the formats they prefer. As Warren Buffett noted in one of his annual shareholder letters, “If you want to know what’s going on in your town...there is no substitute for a local newspaper that is doing its job.”

A key part of that job is connecting local advertisers’ names, services and products to content that readers want to read. Local business owners understand the importance of advertising. They know that advertising costs money and that the most effective advertising targets particular audiences. What they typically don’t know is how, where and when to advertise to get the best return on their investment. Local publications that provide opportunities to answer those

questions are doing their jobs. And those that provide a series of ongoing, creative, cost-effective and well-timed advertising opportunities are not only doing their jobs well, but are sending a powerful message to advertisers about the value and reach that are unique to community publications.

To ensure that this message is heard by all local businesses, community publications need to pack their calendars with promotions of every type and frequency. As one publisher noted, an ongoing series of smaller-budget promotions can generate greater revenue than a few larger and more costly projects. Effective promotions calendars should be filled with a mix of one-time, seasonal, monthly and even weekly products that target different audiences and types of advertisers as well as support community events and milestones.

Check back next month for ideas to help you create, sell and profit in each of those categories.

# Community Papers Go Back To The Future

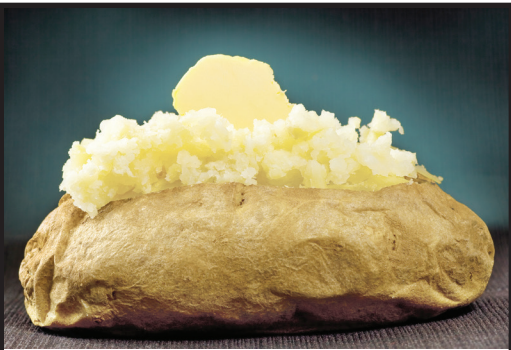
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Will the Internet kill your free community paper? Did instant potatoes kill potatoes?

New technologies change many things. But not everything. You may tweet, blog, surf, shop, or search online but you continue to read your free community paper. You just proved it.

Readership of free community papers is now higher than paid daily papers and continues to grow. Rather than being replaced by "instant" media, your local free community paper has become an important part of our neighborhood.

The reason, which sometimes is not heard because of all the noise about the Internet, is pretty obvious: your free community paper does what the Internet doesn't. We promote connections at a local level. Free papers join readers and advertisers in ways digital media don't.

In fact, the local content and power of your free paper makes advertising even more effective. We are the number one medium for driving purchases. That's important in every product category.

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# Sales Managers, Publishers, and Graphics Gurus Gain Needed Skills Connecting With Peers



## We're Forming New Share Groups

The IFPA has formed the very successful sales managers Share Help and Resource Exchange (S.H.A.R.E.) peer group. Now we are developing additional Sales Manager, Graphics, and Publisher groups. If you are interested please call Rena Reiser at (505) 888-0500 Ext 102.

### What Is It?

The S.H.A.R.E. peer group enables a group of 8 to 10 front-line members to work together as a team to develop their skills, share best practices, and solve common problems – while making each other more successful.

### Who Is It For?

This S.H.A.R.E. peer group collaboration is meant for your staff in the free community paper industry.

### How Does It Work?

The S.H.A.R.E. peer group conducts monthly hosted telephone conference calls (59 minutes max) with planned agendas, plus time to address member requests. Skills development, networking and shared successes are the focus. The connections continue beyond the monthly Independent Free Papers of America calls with email groups, and direct communication between the members.

### When?

Each month we conduct at least one S.H.A.R.E. group at a time that is convenient for all members of the group. After the initial introductions, we jump right in on sharing ideas and success stories. With your ideas and your questions these interactive positive sessions are sure to make you more professional and more successful.

## What's The Catch?

There's no catch – simply the shared knowledge and experiences you can gain from peers who are fighting similar battles. Instead of investing in more after-hours chamber networking functions, invest in your future with your company.

There is NO CHARGE for the first 10 members to sign up. Imagine, unlimited access to the peer group for FREE! But sign up quickly, because space is limited!



## How Do I Sign Up?

Sign up at [www.ifpa.com/share](http://www.ifpa.com/share). Look for the S.H.A.R.E. peer groups link.

# Meet the 2016-2017 Candidates

On the following pages are the nominating committee recommendations of the slate of officers for 2016-2017. Membership will vote on these recommendations at the Orlando Business Meeting. Although the candidates' faces are familiar to conference attendees the following profiles will help you get to know each one a little better.



## JANE MEANS - PRESIDENT

Jane Means is general manager with Kapp Advertising Services, Inc. in Lebanon, PA. She has been in the business for 33 years. Her email address is [janem@themerchandiser.com](mailto:janem@themerchandiser.com)

### ***What do you see as the biggest challenges facing our industry right now?***

Continually educating local business people that they should evaluate advertising effectiveness for their market rather than listening to the experiences of national companies. Community papers are doing GREAT!

### ***How can IFPA help our members be successful over the next few years?***

Help us train our sales staffs to sell newspaper campaigns; that's what works for the client and that's our bread and butter.

### ***What is something that is working well at your company right now that our members might find useful in their market?***

Our entire sales team is getting in front of local chambers, civic organizations and as many business decision makers as possible to tell the story of Free Community Newspapers. Our print products are the most powerful and cost-effective method to reach our

communities, period.



## KATIE MCNABB - VICE PRESIDENT

Katie Thomas is Director of Sales with Exchange Media Group of Fayetteville, TN and has been in the business for 9 years. Her email address is [katie@exchange-inc.com](mailto:katie@exchange-inc.com)

### ***What do you see as the biggest challenges facing our industry right now?***

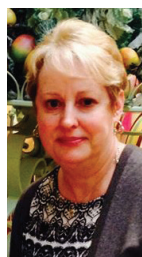
The perception we are not as an effective advertising medium as we use to be in our markets.

### ***How can IFPA help our members be successful over the next few years?***

One aspect of IFPA's focus should be on how technology can help our businesses operate more efficiently.

### ***What is something that is working well at your company right now that our members might find useful in their market?***

Our classified website and local auto portal are gaining traction and providing results. Pairing our direct mail product with a classified website has strengthened our brand.



## DEBORAH PHILLIPS - TREASURER

Deborah Phillips is co-publisher of The World in Barre, VT. She has been in the newspaper business for more than 42 years. Her email address is [dphillips@vt-world.com](mailto:dphillips@vt-world.com)

### ***What do you see as the biggest challenges facing our industry right now?***

There are so many different advertising options for our customers

and their advertising budgets are stretched. So rather than including the media that has always worked for them – print – they think they need to try every new thing that comes along. And when you discuss their advertising needs they just want to talk price. The real challenge is getting them to focus on what works and to make an effective plan that includes social media, radio, maybe TV and a hefty dose of print.



## RENA REISER - DIRECTOR

Rena Reiser is vice-president and sales director with the New Mexico MarketPlace in Albuquerque, NM. She has been in the newspaper industry for 15 years. Her email address is [rena@nmmarketplace.com](mailto:rena@nmmarketplace.com)

### ***What do you see as the biggest challenges facing our industry right now?***

One of the biggest challenges (as it has been for a few years now) is the mindset that "print is dead." Print isn't dead -- but print done poorly is dead. Now, more than ever, advertisers are expecting to be able to measure the return on their investment. We have to be responsible for their investment, and offer results, whether it be with solutions in print, digital, or internet advertising.

### ***How can IFPA help our members be successful over the next few years?***

We can help build meaningful connections between our members. Not everyone attends conferences, Publishers Summit or Boot Camp. We need to make sure that those members who need help are able to connect with others like themselves.

# Meet the 2016-2017 Candidates

Fostering the relationships and building a community will help members know who to reach out to when they are having a problem, or when they're looking for ideas in their own market.

**What is something that is working well at your company right now that our members might find useful in their market?**

We're seeing an increased interest in our products that offer even more targeted response than our direct mail publication. Advertisers are having success with us using detachable address label cards, targeted inserts, stand-alone direct mail (EDDM) campaigns, and online advertising

campaigns with Google AdWords and retargeting. They like being able to choose their audience.



**DAN BUENDO - DIRECTOR**

Dan Buendo is with Reminder Publications of East Longmeadow, MA. He has been in the business since 1992, or 24 years. His email address is Dan@TheReminder.com

**What do you see as the biggest challenges facing our industry right now?**

I believe the biggest challenge our industry faces right now is the perception that people do not

read papers anymore. Plus, local community papers are getting lumped in with the dailies and all of the challenges and layoffs they are facing. Business owners often have this "print is dead" perception and think that all they need to market their business is a website or Facebook page. Meanwhile, we know our papers still get results and are perhaps more effective than ever in reaching every home in a community.

**How can IFPA help our members be successful over the next few years?**

IFPA is facing challenges in regards to declining classified network sales like most of the other Associations.



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# Meet the 2016-2017 Candidates

However, in my opinion, IFPA can best help our members by bringing us together to share ideas and success stories. IFPA events such as the Publisher Summit, the Fall Conference and the monthly Webinars are all excellent opportunities for members to share valuable ideas.

**What is something that is working well at your company right now that our members might find useful in their market?**

We launched a monthly magazine last fall called Go Local that is really taking off with both our readers and our advertisers. The magazine is distributed to some of our core towns as well as several new towns we never reached before.



**EILEEN CURLEY - DIRECTOR**

Eileen Curley is manager with The Shopper in South Holland, IL. She has over 21 years in the business. Her email address is [general@myshopper.biz](mailto:general@myshopper.biz)

**What do you see as the biggest challenges facing our industry right now?**

I see the balancing act between digital media and a printed newspaper as a challenge. Such as deciding which one is a primary focus without forgetting or dropping the ball on the other. When both can have a major impact on the bottom line it is difficult to split a publisher's attentions and give each the dedication they deserve. Also, putting more resources toward the one that needs it, may sacrifice the resources for the other.

**How can IFPA help our members be successful over the next few years?**

The IFPA Board cannot solve

everyone's problems, but we CAN give each member the opportunity to get together with other publishers who have probably face the same issues that they are facing. Together they can solve each others problems. We offer the conference, summit, vendors and other opportunities to meet the people who have your solutions. Our strengths are in our members.

**What is something that is working well at your company right now that our members might find useful in their market?**

We are taking the time to reconnect with our former customers. So much has changed in the past few years. There has been tremendous labor turnover, businesses closing and new ones opening. Even our business looks different than it did 3 years ago. We are reintroducing the community to our paper and our benefits.



**JOE MATHES - DIRECTOR**

Joe Mathes is vice president of Delta Publications, Inc. in Kiel, WI. He has been in the industry since he was a young lad. Now he's just an older lad. You can reach Joe via email at [joe@deltapublications.com](mailto:joe@deltapublications.com)

**What do you see as the biggest challenges facing our industry right now?**

The perception we are not as effective an advertising medium as we use to be in our markets. This idea has even been adopted by major newspapers that "Print Is Dead" to their discredit. Nothing could be farther from the truth. We are relevant, reliable, and responsive.

**How can IFPA help our members be successful over the next few years?**

Educating our members and their staff members on how to leverage print with online and other media will help everyone most. We can't buy into the myth that we aren't important or that we are no longer connected to our readers.

**What is something that is working well at your company right now that our members might find useful in their market?**

We have worked hard to position ourselves as the "go-to" source for all things print and digital. Our email newsletters to readers, subscribers, and the industry in general position us as the professionals in the market.



**RICK WAMRE - DIRECTOR**

Rick Wamre is publisher of Advocate Media and has been publishing monthly magazines in Dallas, TX for 25 years. His email address is [rwamre@advocatemag.com](mailto:rwamre@advocatemag.com)

**What do you see as the biggest challenges facing our industry right now?**

Quickly identifying and implementing strategies to compensate for the changing way people are consuming our products and spending their money.

**How can IFPA help our members be successful over the next few years?**

There's virtually no way an individual publisher, salesperson or editor can keep up with industry changes these days. IFPA has been a valuable source of ideas, and the conventions provide a great opportunity to hear what is

# Meet the 2016-2017 Candidates

working — and what isn't working — for other publications. I've saved a lot of money listening to how others have struggled, and I've made some money listening to and adapting good ideas from other IFPA publishers.

**What is something that is working well at your company right now that our members might find useful in their market?**

We are using an inexpensive software called Woobox, discovered by one of our designers (Emily Williams), that offers an affordable way to conduct online contests, which we promote in our publications and on our websites and social media sites. It has been an effective, cost-effective way to get readers engaged and solicit opt-in email addresses for the online products we sell.

**How can IFPA help our members be successful over the next few years?**

The sharing of ideas and having a great network of people has always worked for me. I know publishers are watching every penny they spend, but missing an IFPA conference is missing an opportunity to learn and share ideas with your peers.

**What is something that is working well at your company right now that our members might find useful in their market?**

Last year in my profile I said we were going to go from door-to-door delivery to newsstands only. It has been 8 months and I am happy to say that our readers have been adapting well to picking up the paper every week. My business partner had less confidence in this change than I did and ended up in the hospital from the stress. But I am happy to report he is feels a lot better when he sees 15,000 papers picked up and read every week.



## DOUG FABIAN - PAST PRESIDENT

Doug Fabian is with Reminder Publications of East Longmeadow, MA, and has been in the business for 31 years. His email address is doug@thereminder.com

**What do you see as the biggest challenges facing our industry right now?**

Combating Print is dead and digital ad dollars.

**How can IFPA help our members be successful over the next few years?**

Communication and sharing. Back to basics.

**What is something that is working well at your company right now that our members might find useful in their market?**

New and different projects. Monthly lifestyle magazine.



## ERIC McROY - SARGEANT-AT-ARMS

Eric McRoy is the Vice President/Publisher at AdVantage News, Alton, IL, and has been in the business since 1986 (before "copy & paste" was a key command). His email address is EricMcRoy@AdVantageNews.com

**What do you see as the biggest challenges facing our industry right now?**

Employee recruitment.

**How can IFPA help our members be successful over the next few years?**

Be a "Best Practices" resource

for publishers, managers and employees.

**What is something that is working well at your company right now that our members might find useful in their market?**

Reader's Choice Promotion = \$20K revenue and many new advertisers.



**Wouldn't you love to see one of these?**

Your free community paper lets you race around in many ways. You read our printed publication in your own home at your own speed, you can zip around our website with no limits, and you can even zoom through our content on your smartphone. That's speed without limits.



Another sign we're working for you.

# IFPA Board Meeting, Thursday, August 25, 2016

President Doug Fabian called the meeting to order at 9:00a.m. (EST) Board members present: Jane Means, Rena Reiser, Deborah Phillips, Dan Buendo, Joe Mathes, Rick Wamre, Katie Thomas and Executive Director: Douglas Fry  
Excused: Mark Helmer and Eileen Curley

Treasurer's Report - Danielle Burnett July financials were emailed prior to the meeting. The treasurer transition is in progress, steps are being taken to change the signers on the US bank account.

New Member Report - Danielle Burnett Community Delivered which publishes Mines and Pines in Grand Rapids, MN was presented for membership. Steven Saxton is the Publisher and their circulation is 21,300. Joe made a motion to accept their membership and Deborah seconded the motion, all were in favor.

Nominating Committee - Deborah Phillips Deborah reported on behalf of the nominating committee that Eric McRoy from Advantage News in Alton, Illinois has agreed to fulfill the 2016-2017 term as Sergeant at Arms.

2016 Fall Conference- Douglas Fry Douglas reported that 158 attendees are registered at this point. Douglas has spent the last few weeks calling members to personally invite them to attend the conference. The hotel room block closes on Monday the 29th.

FITS - Jane Means The new monthly webinar format will be kicked off in October with a segment from Tim Bingaman. The committee is working to find topics and presenters for future webinars.


Adsense - Joe Mathes Joe emailed a report prior to the call. About 10% of the membership is on board and earnings are growing. The Board is working on new ways to encourage members to participate in the Adsense program.

SHARE Group - Rena Reiser Rena reported that more work needs to be put into forming additional groups and finding moderators for these groups.

TIP Updates -Dan Buendo Dan is working to find freelance writers to write the monthly TIP Publisher's profiles.

Deborah made a motion to adjourn, Jane seconded the motion, all were in favor. The meeting was adjourned at 9:35am EST.

*Recording Secretary Danielle Burnett*



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