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PA

### **The Independent Publisher**

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FREE Information & Training Sessions



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#### Vol. XXXV, No. 8 • October 2016



INDEPENDENT FREE PAPERS OF AMERICA

"...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

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#### **Advertising, Editorial & Production**

The Independent Publisher (IFPA) 104 Westland Drive Columbia, TN 38401 (931) 922-4171

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FITS (Free Information and Training Sessions) is the newest member benefit. Watch training sessions anytime, anywhere. Here's your next staff meeting material.





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### Introducing FITS



#### WHAT IS FITS?

FITS stands for Free Information and Training Sessions. It is the newest member benefit the IFPA board of directors is rolling out. FITS are short training sessions that will cover a variety of subjects; from Advertising Sales to Graphics Ideas and New Hires. The sessions are 30 minutes or less. This allows you to view the videos on your own or show them at your staff meetings and have them back at work quickly.

#### WHO BENEFITS FROM FITS?

FITS are broken down into groups that are central to your organization: Accounts Payable & Receivable, Circulation. Digital, Graphics, Human Resources, New Sales Staff, Promotions, Publishers, Sales Managers, and Sales Staff. Anyone on your staff can find something that will help them. They select the area they are interested in and click on the "View Now" button. They'll see the most recent videos at the top followed by the others in reverse chronological order. So, everyone benefits from these videos.

#### **HOW DO I FIND FITS VIDEOS?**

Go to ifpa.com and click on the "FITS-Videos" tab. You will see the list of groups as shown on the right. Click on the group that you'd like to see and select the video out of the list of titles that interests you most.

#### WHEN AND HOW CAN I WATCH?

The FITS videos are available to watch whenever it's convenient for you on your computer, smartphone, tablet, or connected TV. We worked hard to make the FITS videos easy to access and "fit" your connected lifestyle.

#### WHAT IF I DON'T HAVE **ENOUGH TIME FOR A FULL SESSION?**

You aren't required to watch a whole session at one time. If you have to stop because of pesky customer phone calls or any other reason you can continue whenever convenient. But what about when you only have a few minutes to look for a great ideac

#### **ENTER FITSBITS**

For those occasions when your time is really limited you are welcome to view FITSBITS (Free Information & Training Sessions—Bitesize Ideas Toward Success). See? We have an acronym for every need. These bite size nuggets of great ideas are just right when you only have time for a snack. These videos are supplied by you! Whenever you want to share your winning ideas with your fellow IFPA members just record a video and send it to us. See the next paragraph.

#### WHAT IF I HAVE A GREAT **IDEA?**

Everyone has great ideas. You can share your latest thoughts with your fellow IFPA members by making a short video. Explain what your idea is, how it works, who can benefit from it, and how to make it happen. Email Douglas Fry at fits@ifpa.com with the video and he'll make sure it is posted quickly on the appropriate channel.

#### VENDORBITS

If you're looking for great ideas from our associate members on how their goods and services can help you most, go over to the VendorBits section. There you'll find our valued associates

We want everyone involved in this exciting project. If you have any questions or would like to be featured on the FITS channel just give Douglas a call at 1-931-922-4171.



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A



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EGAS.

### Don't Be Like A Hummingbird



Back in March I put out two hummingbird feeders. The feeders are set up so that I can glance up from my computer and see the beautiful iridescent green speed demons as I work. I lovingly made nectar from scratch in order to make sure those little creatures had the very best to support their little thrumming hearts.

It took several months of throwing out sugar water, that had been out in the sun too long, before I saw my first hummingbird in May. Oh joy! Oh rapture!

But soon enough I began to see the dark side of those tiny little birds. If you don't already know, hummingbirds are very territorial. If a bird sees another of its kind trying to sneak a drink from the sweet well of sugar water the first one will try to drive off the newcomer. This scene plays out hour after hour, day after day.

Why are they so protective of their "stash?" It has to do with their revved up lifestyle. A hummingbird is slave to its raging metabolism. A hummingbird's heart beats more that 1,200 times a minute in flight and its tiny wings hum at more than 2,000 revolutions per minute. In the wild, it must find up to 1,000 flowers a day to drink almost twice its weight in nectar. A typical hummingbird establishes a territory large enough to maximize its daily weight gain for migration. Each bird defends its territory by chasing out not only other hummers, but also butterflies and bees that might drink "its" nectar. This same instinct operates in my yard, but fortunately a sugar-water feeder is such a rich source (and each bird must take a six-minute digestion break after filling up) that pretty much all of them can get plenty to eat.

Please understand there are two feeders with 8 wells each from which to drink. So, that gives the birds 16 different places to enjoy the sweet liquid. But hummingbirds don't play well with each other. Instead of sharing the bounty that is held in the numerous fake flowers of the feeders the hummers chase each other back and forth for minutes or perch on one of the roosts swiveling their little heads to the right and the left hoping to catch



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an interloper after their nectar.

The most comical thing to me is when the original "Lord of the Feeder" chases off one hummer only to have another one sneak in and drink while he or she is chasing away the first trespasser.

I often wonder about how much energy they are expending as they chase each other. Further, what kind of enjoyment would they all have if they simply shared what was available? I believe they would have plenty to drink and save tons of energy.

As always, I try to bring my ordinary, boring life experiences to bear on our industry. So here goes.

Competition is good for the consumer, good for us because it brings out our best, and good for the communities we serve as everyone benefits from better services at high value levels.

But are we ever like the humming-



birds? Are we so worried about our competition that we expend all our energy chasing imaginary threats away? Are we so busy fighting for our spot at the feeder that we allow others to come in and steal our resources while we are chasing others? I believe the obvious answer is "Yes."

I'm not saying that we should ignore our competition. We should be prudent as we secure our rightful places in the media space. Don't waste energy swiveling your head right and left trying to find your next enemy. Instead, find your niche in the marketplace, hold your ground, take as much as you need to be profitable, and don't worry too much about the competition.

I believe there might not be enough for everyone but there is enough for YOU if you stick to what you do best.



### **Graphic Hooks**



**SEQUELS ARE GOOD, RIGHT?** And with that in mind, I bring you the revised flyer from last month. I hope you didn't get your hopes up because this ad needs to be totally revamped... but baby steps. I did keep the same format, but the concept is still wrong. My intention is to show you that sometimes you just have to "trash" the original and rethink the content, concept and design.

The reason I kept the same format is to show why this still is not going to work effectively—even with changes in art, type and some of the layout. The flyer is definitely more striking, but the message is still "muddled."

The use of a vertical word is difficult at best, so the idea is to keep it short and sweet. The word "VACATION' is way too long and using more than one word in the "stack" makes it extremely difficult to handle... both readability and legibility suffer. When you do use a vertical word, you want to make sure the letter forms are of similar width for better uniformity and continuity.

I also decided to do a third and "final" version with new copy. If you are in control of the content make sure that there is a theme, organization and unity!

#### **WHERE I BEGAN**

The first thing I did was to get rid of the background art. It did not support the content and just made the copy/text more difficult to read. I left all the text as is, except I modified "Lakeshore Newspapers can help with that." The words "with that" are not necessary, so I deleted them. Everything else is the same.

When I think of "extra money," I don't think vacation. Sometimes it's just nice to order out, or go to a restaurant for a meal and drinks with family or friends.



The idea here is "extra money" by being a carrier. So for me there's a little disconnect between carrier wages and a vacation. I added artwork to depict the ideas of simple ways that money can be spent.

Contrast (the red color) was used to tie the business, theme and contact information together.

The typeface I chose is *Amplitude* because it's a sans serif and offers Compressed, Ultra and Wide choices. This also allowed for larger type and as I said last time, I did choose to use all caps. While the vertical type is stronger and the surrounding text is also better, the vertical type still does not work and readability is still not effective. Once upon a time I did an article on vertical type that explained it in more detail... I did an update for October at **SAPAToday.com** if you want to check it out.

#### **NO WASTED EFFECTS**

Since we have so much going on in this flyer, I did not use any outlines or drop shadows. Number one, it would not support the text and number two, there is still an issue with readability.

This flyer was in trouble from the start. Always look over the copy to get an idea of the information to be presented. If you have a chance to write your own copy, make sure that it is clear, concise and unified. And stay away from vertical type!

The contact information was placed in the red box to be similar and help unify the business.

#### "VISUAL CLUTTER" IS STILL HERE...

We are agreed that there was a lot of visual clutter last month... and we still have it. But we know that it is the vertical type that has created this dilemma. The principles that I concentrated on were...

**CONTRAST** which works with all the design elements—I used color to create visual interest and help organize information by providing a focal point. Whatever stands out the most gets noticed. I also created more visual contrast with the size and color of the vertical type and surrounding text. The red reverse type areas help to unify the business and the contact information.

**REPETITION** was used with the food. The size is about the same, the transparency is at 60% (if I didn't lessen the strength, the food art would have also competed with the text and added to the "clutter"). This was also a way to unify these items as well. The food is repeated at about the same size and intensity which helps tie them together.

**ALIGNMENT** is better, at least there is a better visual connection between the headline and contact information. The art also feels less like an afterthought and the food art takes advantage of those big gaping areas of negative space.

**PROXIMITY** in this flyer is still a problem. There are still too many disparate (oh, I like this word, it just means dissimilar) pieces. So no visual connection for the reader.

#### TO DO...

This flyer still doesn't work. Sometimes there is no "fixing," and I really, really don't like the middle part. Unfortunately it's about 70% worth of content. Next month, the vertical type is going to be gone and the copy will be reworked. The third time's the charm...

Stay tuned for the final flyer next month! Promise!

Ellen Hanrahan hanrahan.In@att.net ©2016



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)



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### Federal appellate court revives fireman's defamation suit

By Jordan Crews jcrews@kingballow.com

A federal court of appeals revived a Philadelphia fireman's defamation and invasion-of-privacy claims against a Philadelphia newspaper, holding that a reasonable person could understand that the newspaper article concerned the fireman.

In January 2015, a Philadelphia newspaper published an article on its website titled, "Heated Sex Scandal Surrounds Philadelphia Fire Department: 'It's Bad Stuff.'" The article described a sex scandal within the local fire department. The article stated that the investigation into the scandal "implicates dozens of city employees, including . . . firefighters," and that those employees could be criminally prosecuted. In the left column of the article was a photo of the fireman, in which his face, though out of focus, was visible. Also, the caption of the photo contained the fireman's name. The next day, the newspaper published a second article about the scandal, but this time did not include the picture of the fireman.

The fireman had no part in the scandal. He testified that after the article was published, he was inundated with messages from family, friends, colleagues, and even strangers.

The fireman filed a lawsuit against the newspaper, alleging several claims, including defamation and false light invasion of privacy. The district court dismissed the claims, holding that the fireman could not establish that the defamatory material in the articles was "capable of being reasonably understood as concerning him." (See April 2016 First Amendment Law Comment for article on district court ruling http://tinyurl.com/jqomfxy). The fireman appealed.

#### **DEFAMATION CLAIM**

The fireman argued that the district court was wrong in dismissing his defamation claim. To succeed on a defamation claim in Pennsylvania, the defamatory statement must refer



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# Federal appellate court concludes

to the plaintiff, but the publication does not have to specifically name the plaintiff. A court should ask whether "the defamatory material was capable of being reasonably understood as intended to refer to the complainant." The newspaper article described a sex scandal in which several firefighters were accused of scandalous behavior. The caption identifying the fireman was the only reference to a firefighter. In addition, the photo of the fireman was placed directly next to the text of the article and underneath the headline. Because several firefighters were implicated and the only name in the publication was the fireman's, the court of appeals found that "a reasonable reader could conclude

that the inclusion of his photograph and name meant to suggest that the text of the article concerned him."

#### FALSE LIGHT INVASION OF PRIVACY CLAIM

The court of appeals had to determine whether the district court was wrong in dismissing the fireman's false light invasion of privacy claim. Under Pennsylvania law, "One who gives publicity to a matter concerning another that places the other before the public in a false light is subject to liability...if(a) the false light in which the other was placed would be highly offensive to a reasonable person, and (b) the actor had knowledge of or acted in reckless disregard as to the falsity of the publicized matter and the false light in which the other would be placed." The district court dismissed this claim because the fireman could not show that a reasonable reader could understand the article to be "of and concerning" the fireman. In other words, the district court dismissed the false light invasion of privacy claim on the same erroneous basis for which it dismissed the defamation claim. Thus, for the same reasons given in its defamation analysis, the court of appeals concluded that "a reasonable reader could understand the article to be 'of and concerning' [the fireman]." Accordingly, the court of appeals reversed the district court's dismissal of the fireman's claims for defamation and false light invasion of privacy.



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\*Based on our recommended pricing structure of \$399 Setup followed by \$50/month.

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### Jane Means Receives Ben Hammack Award

Jean Means was named the recipient of the Independent Free Papers of America (IFPA) annual Ben Hammack Memorial Service Award at the recent conference in Orlando.

Means recently assumed the role of one of the largest and respected free papers in the country, over seeing 200+ employees as general manager for Kapp Advertising in PA.

The Ben Hammack award is presented to an IFPA member who exemplifies the attitude and willingness to serve the organization without concern for personal recognition. Hammack of Star Publications in Gaylord, Michigan was the icon that represented IFPA volunteers. A young man, he was always willing to help on any project, offering his time and creative advice to see a project though to completion. He died in July 1988, at the age of 34, from a heart attack at the finish of a 10K run.

In making the presentation last years recipient, Katy McNabb, said "This year's recipient is a shining example of Ben Hammack. Serving our organization for many years this individual has worked on numerous committees and contributed to countless projects over the years. I recently learned that back in the 90s this individual was part of a group that developed a handbook for our members to use with clients that would advise small businesses on advertising and setting budgets.

"In recent years, the recipient has overseen and grown membership for IFPA and is currently leading our Free Information and Training Sessions (FITS) program, that will position us for training and sharing ideas in the future. This individual was crucial in developing our current strategic plan. When this person takes on a task, you can rest assured that it will be completed and perfected in its entirety.

"The recipient has been known to quote Ware Buffet – 'Price is what you pay, value is what you get.'

"When asked, 'What would be your ideal job if you didn't have to worry about money?' the recipient replied 'Newspaper Publisher.'

"This individual is active with their local Kiwanis Club, an avid sports fan and a loving parent to three grown children with whom the recipient loves to vacation. This person has recently spoken at local chamber events promoting the free paper industry and educating small business owners on the future of print.

"If you haven't guessed the recipient yet, you will soon.

"This individual's voice can be recognized in a dark room and her laugh is contagious. She is one of the most sarcastic people you will ever meet yet known for her honesty, strategic thinking, and work ethic. In the office she excels at developing a system, is able to keep everyone on task and is willing to delegate responsibilities to competent team members. She devotes 50 to 60 hours per week to her company. She prefers working on a team rather than alone. Her attention to detail and organizational skills are an asset to our board of directors. This individual shoots you straight, is eager to learn and is always willing to help.

"Her generosity was clear to me when she was willing to use the few short weeks she had between recently switching positions to fly



to Southern Middle Tennessee and spend a few days with our team. She observed our sales department and provided invaluable feedback. It speaks volumes to have an expert and well respected individual in our industry use their personal time to help a fellow publication miles away.

"I personally would never book a trip with this individual. A flight that takes most of us a few hours will take this recipient a minimum of 48 hours to arrive. The recipients history of travel has been ruthless.

"Blain Fowler shared the following story. 'The second time the paper our recipient worked for was sold, she was out of a job. During this time, she took a position as a substitute teacher in an under-funded school district. But that's not the item. The item is that because the school did not have an adequate number of books to facilitate her lessons, even though she was technically unemployed and had no source of income, she bought the necessary books with her own money. This demonstrates her generosity, thoughtfulness, belief in the value of being literate and dedication to whatever task is before her.'

"Blaine describe the recipient in three works: 'Fun, Fair and Professional.'

"The former Kapp CEO, Val Stokes shared the following: 'The recipients energy, experience, innovative ideas and advocacy for the free paper industry made her the perfect choice to lead Kapp Advertising.'

"I am honored to present this year's Ben Hammack award to your next IFPA president, Jane Means."



### Optimizing Adverising Opportunities

by Darrell Davis

Last month, I wrote about the value of community publications and addressed the importance of developing an ongoing mix of advertising opportunities that target a wide range of readers and advertisers. A creative and profitable promotions calendar typically features an assortment of annual promotions (healthy living, family life, graduation, pets, women in business, car care, etc.) and the following five types of products, all of which can-and should-be published both in print and online:

1. Seasonal special sections and pages. In this category are sections focusing on activities that change with the weather, such as spring and fall home improvement, summer travel and activities, fall/winter sports, spring road trips, financial planning for the new year, the start of a new school year and spring/ summer and fall/winter weddings. Some of these topics-particularly improvement—also home lend themselves to advertising pages that run once a week or month during the busy season.

2. Holiday-oriented sections or pages. Just about any holiday, from New Year's Eve or Day, Martin Luther King, Jr. Day—even Groundhog Day—to St. Patrick's Day, Halloween and Thanksgiving, offers an opportunity to generate new revenue with content focusing on history, trivia, local customs and celebration tips supported by a mix of advertising. Even Election Day offers opportunities to approach nontraditional advertisers such as local, state and national politicians.

3. Community support promotions. These can be annual or one-time promotions. In both cases, the spotlight is on local people, places and things—the opening of a new hospital, a celebration of area athletes or artists, profiles of new or longstanding businesses, or a "Playbill" for local high school plays, for example. These promotions are perfect opportunities to feature as many familiar hometown faces as possible.

4. Contests. There is no better way to engage both readers and advertisers

than a contest. Anything to do with pets and kids typically gets a big response, but consider something different this year. A holiday decorating contest? A bathroom makeover contest? A football contest? The possibilities are endless.

5. Last-minute, one-time promotions. While having a packed promotions calendar is critical, publications also need the flexibility and resources to produce advertising promotions in a flash to mark unanticipated happenings—the awarding of a special honor or a new addition to the community, such as a school district superintendent, fire chief, police chief, etc. Capturing special moments with captivating content and the support of local businesses is one way that community publications can continue to create, sell and profit.

The key to packing your promotions calendar with successful products? Arrive at every sales call with a selection of customized, high-quality spec ads that inspire your customers to say "Yes!"





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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.

Including potatoes.



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



INDEPENDENT FREE PAPERS OF AMERICA



#### 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. Look for the S.H.A.R.E. peer groups link.

### Douglas Fry Receives Distinguised Service Award

Douglas Fry was presented the Independent Free Papers of America (IFPA) Distinguished Service Award at the recent annual conference in Orlando.

Fry serves as the executive director of IFPA and the Southeastern Advertising Publishers Association (SAPA).

Former IFPA executive director Gary Rudy made the presentation. "In my years of serving IFPA I have been privileged and honored to present this award four times – it is IFPA's highest award.

"It has been special for me mostly because the award was going to some very special people. Today's person is on top of that list.

"This award, as you may know, is presented annually and has included many past and current leaders in our industry. Once again today's recipient is on the top of that list.

"How special is this person? He

started in the early 80s as a sale rep. In nine months he was the publisher and two months later turned a profit for his publication, something that hadn't happened in seven years.

"There are two young leaders here today. One is IFPA's incoming vice president, the other is SAPA's current president. Our recipient worked sideby-side with their father for over 12 years. The publication is the award winning Exchange and I think that these two leaders can attest that our recipient was instrumental in the building of their paper and their careers.

"If you need technical help I have never heard anyone say that this person didn't have the answers. Not only the answers, but he is willing to share it with them in laymen's terms.

"When I retired (yeah right) this person was told that he had big shoes to fill. Even before he started his size 11 shoes over shadowed my size 9. He's now up to a size 14.



"I know how hard it is to manage one association. Our recipient has managed three at one time, and now manages two. He tells it how it is and hides nothing, unlike the last director who could put both Donald and Hillary to shame with bending things around.

"Our recipient is a dedicated family man who enjoys both bicycle riding and mountain climbing.

"When we were at a conference in Seattle we looked across at the summits of the Olympic Mountain Range. He told me that he and his father had climbed every one of them.

"I think that if any of us tried to emulate him, the words would truly be, 'This time Lord, you gave me a mountain to climb.'

"Please rise and give a round of applause to the IFPA Distinguished Service Award recipient, Douglas Fry."

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



#### IFPA BUSINESS MEETING, SATURDAY, OCTOBER 1, 2016 CARIBE ROYALE, ORLANDO, FL

President Doug Fabian called the meeting to order at 12:15 p.m. A quorum was established by Sergeantat-Arms Rick Wamre

Dan Buendo made a motion to accept the 2015 business meeting minutes, Deborah Phillips seconded the motion. Motion passed.

#### TREASURER'S REPORT -DEBORAH PHILLIPS

The financial status of the organization is good.

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### Orlando IFPA Business Meeting Results

For the calendar year period January through August, 2016:

• Balance Sheet: \$157K in cash, \$752K in investments

Total assets of the association are \$1.0 million.

Total liabilities \$175K

Leaving unrestricted net assets of \$856K, a \$45K increase to prior year • Revenue:

2016 Cadnet Classified Ad and Display Ad revenue through August 31st is \$252K, a decrease of -\$58K or -18.6% to prior year

Calendar year to date TOTAL revenue for the association is \$358K down -\$19K to prior year of \$378K with declines in CADNET / Display Ad (-\$58K) and TIP Newsletter (-\$2K) offset by gains in investment performance revenue (+\$36K) and training initiatives (+\$4K).

• Total expenses 2015 to date \$311K compared to \$340K last year-to-date

\$134K of the expenses to date have been Cadnet rebates along with commissions and new customer incentives for Cadnet sellers

\$20K for training initiatives

\$30K for member benefits including CVC audits for member publications

In calendar year 2015 the association

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invested the following amounts back to the members:

• \$202K in rebates and commissions from Cadnet

• \$101K in conferences, publishers' summits and training for members

• \$44K in member benefits including CVC circulation audits of member publications

The financial records of the association are reviewed annually and tax preparation completed by the accounting firm of Clifton Larson Allen of Minneapolis, MN.

#### BY-LAWS AMENDMENT -DOUG FABIAN

Doug Fabian presented an amendment to article #4 to allow an Associate Member to hold a Board position. A vote was held and 16 voted in favor and one in opposition. Motion passed.

### Orlando IFPA Business Meeting Concludes

The second proposed by law change was to amend article #4.5 to allow Board Meeting minutes to be distributed electronically. All were in favor.

#### NOMINATING COMMITTEE REPORT - DEBORAH PHILLIPS

President: Jane Means Vice-President: Katie McNabb Treasurer: Deborah Phillips Directors: Rena Reiser, Dan Buendo, Eileen Curley, Rick Wamre and Joe Mathes Sergeant At Arms: Eric McRoy

Past President: Doug Fabian

Greg Birkett made a motion to accept nominations as presented, Blain Fowler seconded the motion.

Deborah Phillips made a motion to adjourn the meeting at 12:38 p.m. and Dan Buendo seconded the motion. Motion passed.

Recording Secretary Danielle Burnett



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#### IFPA Board Meeting, Thursday, September 22, 2016

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

Treasurer's Report - Danielle Burnett August financials were emailed prior to the meeting. There was discussion about how the 2017 budget will be handled as well as an update on the Treasurer transition.

2016 Fall Conference- Eileen Curley All of the pieces are coming together for the conference in Orlando next week.

Publishers Summit - Danielle Burnett Marketing pieces for the Summit were emailed to the Board prior to the call. Marketing of the Summit will begin at the conference in Orlando next week.

Webcams for Board Members - Douglas Fry There was discussion on whether or not to start using webcams for future Board calls.

Nominating Committee Report - Deborah Phillips The previously approved slate of officers will be presented at the annual meeting next week.

2017 Fall Conference – Doug Fabian Doug reported that Joe Nicastro has marketing materials ready to be distributed at the Orlando conference however Doug wanted to have a Board discussion on conference pricing before the marketing went out. Joe Mathes made a motion to raise the 2017 conference rates to \$299 for the first person registration, \$149 for additional attendee registrations and \$159 for meal packages. There was discussion then Jane seconded the motion and all were in favor.

Dan made a motion to adjourn, Jane seconded the motion, all were in favor. The meeting was adjourned at 9:22am EST.

Recording Secretary Danielle Burnett

#### IFPA Board Meeting, Thursday September 29, 2016 Caribe Royale, Orlando, FL

In Coming President Jane Means called the meeting to order at 8:07a.m. (EST) Board members present: Eileen Curley, Jane Means, Deborah Phillips, Dan Buendo, Joe Mathes, Rick Wamre, Katie Thomas, Eric McRoy and Executive Director: Douglas Fry, Excused: Rena Reiser

President's Outlook - Jane Means Jane shared that she would like to have each Board member serving on a committee for all of the current Board initiatives. Jane would also like to involve more non-Board members in organization initiatives in order to draw more input from the membership.

2017 Budget Discussion - Danielle Burnett The following topics were discussed to determine the 2017 budget numbers: Adsense participation and revenue potential, CADNET rebates, Board Meeting expenses, travel liaison and membership dues. Doug made a motion to increase tier one dues to \$325, Tier two dues to \$425 and leave Associate member dues at \$300 and add \$25 to the new member rate structure. Joe seconded the motion, all were in favor.

2017 Fall Conference – Joe Nicastro Joe shared the updated marketing materials and there was discussion about allowing non-members to attend the conference. Doug made a motion to allow non-members to attend with a registration fee of \$599 for the first registrant and \$349 for all additional registrants. Joe seconded the motion, all were in favor. An addendum to the motion was made to state that a qualifying prospective non-member will be reimbursed the registration fee difference if they become members within 30 days of the conference.

Boot Camp - Jane Means Jane presented an opportunity to have Boot Camp sales training through a service called Genie Cast which would reduce the organizations costs and allow the training to be completely or semi virtual.

Deborah made a motion to adjourn and Eileen seconded the motion. Meeting adjourned at 11:51am

#### Recording Secretary Danielle Burnett

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