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COMING next month

The December/January issue will summarize the key events from 2016 as well as take a look at what the industry is anticipating for 2017. Information on the Louisville conference will be presented along with news relating to the people, publications and businesses that comprise the community publication industry.

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Free Paper INK is dedicated to keeping the industry informed on key issues, topics and industry news. If you have any items of interest that should be shared with people throughout the Free Paper Industry, simply email them to loren@afcp.org. We welcome your input, appreciate your readership and look forward to your contributions to our content.

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The Remarkable Career of Bill Altman

DAVE NEUHARTH
EDITOR

GOING BACK TO 2003, MANY OF us who have been around for a while remember the remarkable career of Bill Altman.

That was the year, at the age of 75, that Bill decided to retire as the executive director of the Texas Community Newspaper Association (TCNA).

Under his leadership TCNA was recognized as one the strongest free paper associations in the industry. Their annual trade show was the largest in the industry. Bill left TCNA and eventually the association closed its doors.

At the 2003 annual conference he was honored by the association. With camera in hand, I decided to attend the conference in San Antonio and find out a little about Bill.

As a native of Detroit, he grew up watching the baseball team and worked there as a vendor. He attended the University of Michigan where he earned an undergraduate degree. After graduation he served in the U.S. Air Force and earned his wings. During the Vietnam conflict he flew B66 combat missions.

He made the Air Force a career. While stationed in San Antonio, the Air Force sent him to Texas A&M University where he earned a masters degree in business, majoring in computer science.

His love for sports and softball were responsible for his publishing career. He played softball; and in his spare time, he started a softball league for children that involved over 1,200 youngsters. But Bill was

disappointed in the media coverage of local sports, so he decided to start his own newspapers.

With the help of a couple of part-timers and working out of his garage with a Veritype Lettering Machine, Herald Newspapers was born in San Antonio. Community service and local news paid off. The Herald grew to three offices, 180,000 circulation and over 50 employees.

In 1981 he sold Herald Newspapers and went into the print and labeling business. He also assumed the role of TCNA executive director.

Throughout this time he continued to play and support softball leagues.

What is Bill up to now?

He turned 83 in July and continues to run the bases. He often is called on to be a designated runner because "I can sometimes outrun 65 year olds," he said.

When it comes to softball skills on the field, he has gotten better with age. He considers his best all around year when he was 81. "Maybe it was the 25 years of practice," he said.

In 1987 Altman founded the San Antonio Senior Softball League. He serves as board chairman and chief administrator.

Bill continues to compete, to help run the league and to advocate for senior softball.

To the Editor:

letter to the EDITOR

THIS MONTH'S [SEPTEMBER] INK BROUGHT BACK SO MANY MEMORIES.

Reading about Diedre Flynn was so special, she was then and obviously still is a dynamic business leader. In those days she was the glue and go to person in our association. Just a nice pleasant lady.

I skim INK every month – thanks for sending it – to see how many people I still know. Not very many. It now is a young corporate culture industry trying to stay viable.

I started in 1953 and sold out in 2000. In the early years, most Pennysavers were family owned. As publishers we became friends through the association to learn, develop and grow our businesses.

In my years on the board and through the chairs to president, I knew just about everyone in the business. Our business was great, it proved the greatness of our country. Only in America can you start out with a typewriter and end up with a publishing company. So many of us did that. We had a great industry in a great country.

In the Fall of 2014, after I lost my wife, I knew Tom Karavakis was battling cancer. I spoke to his wife one day and she told me the end for Tom was very close. I called Dick Snyder and we got on a plane the next day to see him one last time. It was a special visit. Steve Huhta joined us there and Tom rallied that day. We laughed and talked about everyone and all the challenges we faced as we grew our business. We had a ball that day. He was by far the ICON of our industry. He passed away several days later. I wrote a special tribute to him, to be read at his funeral.

As for me, now 79 years old, in good health, keeping busy managing some business interests and enjoying life as best I can without my wife. She was my whole life and inspiration.

Thanks for listening. 

- Vic Ianno



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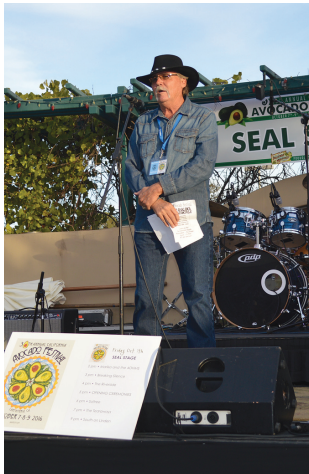
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Gary Dobbins & the Avocado Festival

THANKS TO THE EFFORTS OF AN ASSOCIATION OF Free Community Papers (AFCP) member, over 100,000 persons will visit the small town of Carpinteria, Calif., for an annual festival.



Gary Dobbins at the 30th Annual California Avocado Festival, October 2016. (Photo by Robin Karlsson)

Gary Dobbins, co-publisher of the Coastal View News in Carpinteria, has volunteered on the board of the Avocado Festival since 1989. He served as its president in 2008 and has served on the festival's executive board since 2001.

The Avocado Festival is one of the largest free festivals in California. Scheduled for three days, it boasts over 75 music acts on four stages.

Visitors can celebrate the importance of the avocado to the Carpinteria Valley by visiting the Expo Tent which is home to Avocado agricultural photos, historical photos, lessons in avocado grafting, FFA restored antique tractors, and the Largest Avocado Contest.

The festival is also home to the world's largest Vat of Guacamole. The food venue provides plenty of avocado dishes.

The festival also features many of the local flower growers in a large tent display.

Dobbins moved to Carpinteria in 1989. In 1994, he co-founded the Coastal View News, a weekly newspaper. In addition to publishing the newspaper, he founded Carpinteria Magazine in 2001 and DEEP Surf Magazine, a Central Coast surf magazine, in 2007.

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World Famous Guacamole Contest, 2016. (Photo by Robin Karlsson)

He has been a member of Rotary since 1994, and served as president of the Rotary Club of Carpinteria in 2005-06. In 1997, Dobbins co-founded Rods & Roses, an annual classic car show and Independence Day parade in Carpinteria.

Dobbins also served on the board of directors of the Carpinteria Sanitary District from 1990 to 1995; the board of directors of the Boys & Girls Club of Carpinteria, Girls Inc. of Carpinteria, HELP, and the Host Program. From 1994 to 1998, he produced a weekly television show called Carp.

He studied civil engineering at Cameron University in Oklahoma before working for the Department of the Interior as a surveyor on the Central Arizona Project, which was the country's largest open water canal. During this time, he also owned a record label and publishing company.

Dobbins' wife, Dianne, passed away in 2003. They have two daughters and two grandchildren. **INK**

The Coastal View News crew (at right) scoops avocado ice cream at the Festival. (Photo by Robin Karlsson)



California Avocado Festival crowd shot. (Photo by Dubock.com)

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Enter AFCP's 2017 Best of the Best Publication Awards contest and show the rest of the world your best work. Use your winning entries to promote your staff, your advertisers and your national award winning publication! **MARK YOUR CALENDARS!** Entries must be postmarked by January 23, 2017. Forms are available for download from the AFCP website www.afcp.org or email the AFCP staff at Loren@afcp.org for more information.

How Color Impacts Readers & Revenue

by – Hank McAfee, Associate Publisher/Creative Director, Tower Publications, Inc.

READERS

Readers love color. This isn't news to any of us. Yes, there's certainly an artistic place for black & white photography and graphics, but rarely (if ever) is that the reason we have black & white images in our publications – nor is that the intent when the photographer shoots the photograph. So, what's really holding us back from including color on all page positions in our products? Press limitations? Printing costs? Maybe both?

I submit that rather than agreeing to these limitations and continuing to maneuver around black & white positions in our publications, we should be actively pursuing the most efficient and responsible way to put color on every page.

Readers have more options than ever before in history to consume information. When a reader picks up your product, you want to seize that opportunity to remind them why print is special. Reading from a tangible page is by anyone's account more personal and meaningful. Don't sour that moment with the reader by leaving them unimpressed with a page because the photo they want to see, or the ad they're interested in, is in black & white. Whether they say it out loud or even think it, they're judging that experience against similar experiences on their computers, tablets and phones. If you put the same content online, would you run it in black & white? If the answer is no, then it should be in color on your printed page as well.

We made a commitment to being all-color in our products nearly 10 years ago, and haven't regretted it for a single day. Our readers are passionate about picking up the magazines we publish and a lot of that has to do with our presentation. We give them a quality product that they can feel good about sitting down to read, and in return they continue to pick us up and tell their friends to do the same.

REVENUE

Stop charging for color. I'll say this again for emphasis – stop charging your clients for color.

If you've been doing this for a long time (as many of us have), you know that color up-charges were once essential for boosting overall revenue and offering value to customers. The problem with the continuation of this practice

now (for most of us) is that it has lost its luster in the eyes of the customer. Businesses have a brave new world of digital options available to them for marketing their brand and none of them include limitations on color. Limiting your base prices to only allow for black & white with an option to pay more for a full-color advertisement only strengthens the notion that print is antiquated and something to avoid when planning a marketing budget.

In our operation, we decided to scrap the idea of charging for color as soon as printing technologies allowed us to have every page in full color at an affordable price. At that point, we decided that we'd rather offer full-color advertisements as the rule and tied it to a cost-appropriate percentage rate increase for all advertisements in our publications. Of course we framed the rate increase in terms of "color for all" in order to justify the rate increase.

This pleased our current advertisers that used to pay extra since their cost went down slightly. As for our other advertisers that did not previously pay for color, the vast majority took the change as a positive one since they could now get full-color ads (which they all wanted), but at a rate that more closely aligned with what they had paid before.

Additionally, we were able to gain some time back for our design and pre-press departments since we streamline all new designs as CMYK. Our pre-press operations enjoyed the same streamlining as well because there was no longer a need to map out CMYK, Spot, and Black & White page positioning and coordinate which ads had to run in specific spots. **INK**



Color!

by Kevin Slimp



Kevin Slimp

I GET HIRED TO TALK about color more often than any other subject. It hasn't always been this way.

In 1995, I had been working on what's now called the "PDF Printing Method" for two years. At first, it was nothing more than a way to get proofs to my clients.

You see, in those days (boy, do I feel old when I write that), I owned an ad agency. These were the days before large color inkjet printers, and color lasers were a decade away. Getting a color proof to a client – usually a retail store, hospital or real estate agent – meant printing a page on a device called a rainbow printer.

Rainbow printers were about the size of a small oven, using chemicals and inks to print accurate color proofs by combining four color plates onto one page. My cost to print a page on the rainbow printer was more than \$50.

Next, someone at my office would call a courier who, for a mere \$20, would deliver the proof across town to the client. Remember, these were the days before the 1998 recession, and advertisers had money to burn.

So every time I submitted a proof to a client, I was out at least \$70. If the client were in Oak Ridge, 20 miles away, the courier fee was \$30.

I heard that Adobe, then a small company, was working on a file format that would allow Mac and PC users to share files from both platforms on their computers. These PDF files weren't for printing, but would allow a PC user to view a file created on a Mac.

Adobe's Gary Cosimini became my chief cheer-

leader, reminding me that Adobe's official stance was that no PDF file would ever have the capability of process printing, while giving me several winks and nods, urging me to keep up my work.

The first full-color PDF created for printing was for Bob Thaves, creator of the Frank & Ernest comic strip. His daughter, Kathy, read about my work in Publish Magazine and wondered if this new file format would be capable of printing color comic strips for newspapers.

I credit Scott Whaley, publisher of the Chester County (Tennessee) Independent, for giving me the push to move PDFs into the world of color newspaper printing when, in 1995, he contacted me with

a crazy idea: a community newspaper printed in full color on every page. We succeeded and the first issue of Putnam Morning Light was printed in late 1995. Looking back, the quality of printing on those pages was amazing. I still have copies of the first few issues.

Fast-forward twenty years and here I am, still working with newspapers and magazines to help them achieve near perfect color on their pages. Last year, I worked with more than 100 newspapers and newspaper presses on-site to help them improve the color of their printed photos.

There really is so much, and so little, to know to

achieve good results in printed photos, and there are various methods to achieve these results.

I remember teaching a class for newspaper photographers in Columbus, Ohio, about 15 years ago. I looked back in the room, and there sat Karl Kuntz who, to this day, knows more about color than anyone I've ever met. Karl is among the best photographers and perhaps the single most knowledgeable color expert in the publishing world. During a break, I introduced myself to Karl and asked what he was doing in my class.

He held up a legal pad with eight pages of notes

"A two-step process ... includes testing the press to determine the best possible settings to be used in the prepress area to achieve optimum results, and training the prepress staff to use what we've learned from the test to create better pages for the press."



and said, "I didn't know any of this when I walked in here."

If I had been in one of his classes, I would have probably had 20 pages of notes. But his point is well taken. There are many ways to achieve good results with printed photos, and even more ways to get bad results.

Over the past few years, one of the processes I've enjoyed most is working with newspaper and magazine printers. It usually works one of two ways. Either a printer has heard of me through the grapevine and contacted me to find out if I can help get better results from their printed pages, or a publisher calls me, wanting to find out if I can get his or her pages to look better in print.

What follows is a two-step process which includes testing the press to determine the best possible settings to be used in the prepress area to achieve optimum results, and training the prepress staff to use what we've learned from the test to create better pages for the press.

There are a lot of things we test, but the most important include:

- **Dot Gain:** The perfect dot gain goes a long way toward creating a clear, clean picture on the page.
- **Black Ink Limit:** The amount of black ink that creates a photo with enough detail, but not so much ink that the pictures look dark and muddy.
- **Color Ink Limit:** The amounts of cyan, magenta and yellow that combine to create the cleanest, most crisp images.

The use of various Photoshop tools also makes a big difference. Learning to set the exposure in the right areas, to dodging and burning images when necessary, is crucial if perfection is the goal.

A few days after working with a paper in Minnesota last year, I received one of the best emails I've ever received from a client.

"I had to tell you," she wrote, "we just heard from our printer. He said our dot gain was on target, our ink levels were spot on and the color was perfect. We've never gotten a call like that before!"

It's the little details that makes for perfect color on the printed page.

Obviously, there's more to creating an attractive "look" to the printed page. Consistency is key. Use consistent design and colors from page to page.

Make sure that common elements use the same style and color from page to page. Consistent color is just as important as consistent styles and fonts.

Quality of paper is an important factor. Various


degrees of quality among newspaper and glossy stock offer options, depending on the type of publication.

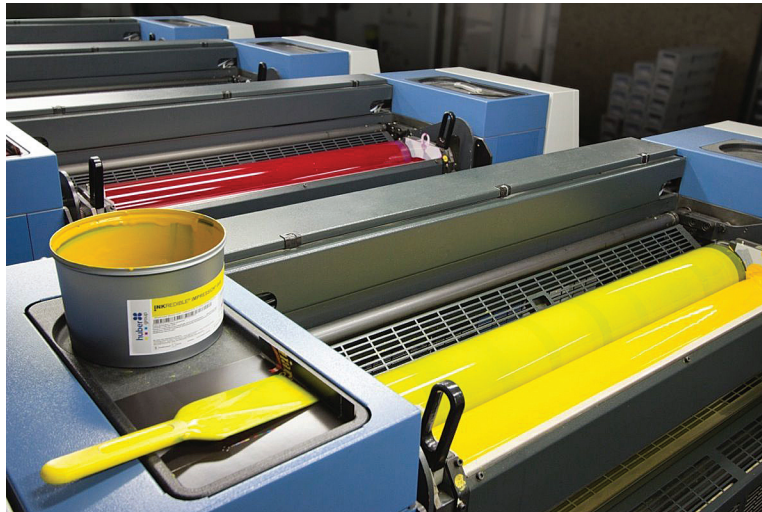
A few years ago, I was creating a shopper for areas of Knoxville, where I live. It became apparent that the big national advertisers weren't interested in anything but full color on glossy paper.

We never looked back. We converted the publication to full color with glossy stock on every page and reaped the rewards of increased high-dollar advertising.

Most of my clients print on newsprint, and it's my goal to make their pages look as good as the national newspapers they see on the racks and at the bookstores.

If I had a suggestion, it would be to work closely with whoever prints your publication to be sure you're both doing everything you can to get the best results possible.

It's been my experience, having worked with thousands of clients to increase the quality of their publications, that keeping tabs on the quality of design and printing on a regular basis pays big dividends on the long run. 



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by Will Thomas, Conference Committee Chair

THE CONFERENCE TEAM is excited to have the AFCP community experience all that Louisville has to offer as it provides a very unique mix of southern charm and cuisine with the upscale fun of the Urban Bourbon Experience. Being named one of the 13 greatest destination food towns in America by the Huffington Post will give you a clue as to what you can expect for the culinary experience. Louisville didn't originate southern cuisine, but they certainly have put their own unique spin on it (including adding a touch of bourbon)!

If you want to mix some personal fun with the outstanding program that will be offered to attendees over the three days of the conference, here is how the convention and visitor's bureau describes just a few of the things you should consider while you are in town:

KENTUCKY DERBY MUSEUM – Adjacent to Churchill Downs, visitors can experience the history and pageantry of the Kentucky Derby year-round. The thundering hooves of the Thoroughbreds and the excitement of the fans that arises each Derby season is beautifully captured in a 360-degree high-definition multimedia show. The museum also features interactive exhibits, memorabilia, a gift shop and a café overlooking a paddock with a resident horse. Admission to the museum includes a guided tour of Churchill Downs.

LOUISVILLE SLUGGER MUSEUM & FACTORY – Watch the makings of the legendary Louisville Slugger bat and leave with your very own sample at one of the city's most iconic attractions. New renovations include an area to hold and photograph bats used by some of baseball's greatest legends like Joe DiMaggio and Babe Ruth.



Muhammed Ali – the Greatest – was born in Louisville, so it's only fitting that the multicultural center and museum named after him is found in the same city. (Photo by Muhammad Ali Center)

MUHAMMAD ALI CENTER – As a boxer, Muhammad Ali brought unprecedented speed and grace to his sport, while his charm and wit changed forever what the public expected a champion to be. The Muhammad Ali Center, both a cultural attraction and an international education center, showcases this sporting legend's poetic and athletic talents while offering a timeline of the world events happening around the rise of his career.

URBAN BOURBON TRAIL – Get ready to savor this cultural, cocktail and culinary experience that celebrates Louisville's bourbon heritage. You can raise a glass at some of the best-stocked bourbon bars in the world, savor bourbon-inspired cuisine from some of the most creative chefs in the region and soak in over 200 years of bourbon history. Collect stamps at each location using your Urban Bourbon Trail Passport, and you'll be rewarded with a special gift.

FOURTH STREET LIVE – This buzzing entertainment district is just a few blocks from almost everything you want to see and do in downtown, including Museum Row on Main and the Galt House Hotel (our host hotel). The complex offers bars, restaurants and clubs including Hard Rock Café, TGI Friday's and Maker's Mark Bourbon House & Lounge, as well as outdoor concerts and events. This is also where the Friday night activities will be held at the Tavern on Fourth. Louisville promises to provide a fantastic assortment of professional enrichment at this information-packed AFCP and SAPA joint conference, but it will also offer an incredible opportunity to experience one of the most welcoming, uniquely fun and historic cities America has to offer. 



Hand me the X-ACTO knife

by Shane Goodman

THE FIRST NEWSPAPER published in America was arguably the Boston News-Letter, which first printed on April 24, 1704. It was a single page,

printed on both sides, in black ink. Approximately two centuries went by before color was introduced on the printed page. Today, with all the color capabilities available in modern printing, few papers still print only in black ink.

The electronic television was successfully displayed for the first time in 1927 in San Francisco. All-electronic color was introduced in the U.S. in 1953. In the next two decades, nearly all broadcasting stations and networks upgraded from black and white to color transmission. In 1972, sales of color sets surpassed those of black-and-white sets.

There is no doubt that we now live in a colorful and changing world, and successful newspapers have improved with colorful, quality printing.

Some say that color doesn't have all that much of an impact on the printed page, that we have so much color today that it no longer stands out. Maybe. But ask a bull fighter if the color red has any significance. Or see if a duck hunter would mind if you traded his orange vest for a brown one. You might want to even ask a race car driver if a black flag, or a white flag, or a green flag means anything.

We have even added words to colors to give them more meaning. Sky blue. Snow white. Jet black. Fire engine red. Even John Deere green.

Ever seen a group of children mesmerized by the

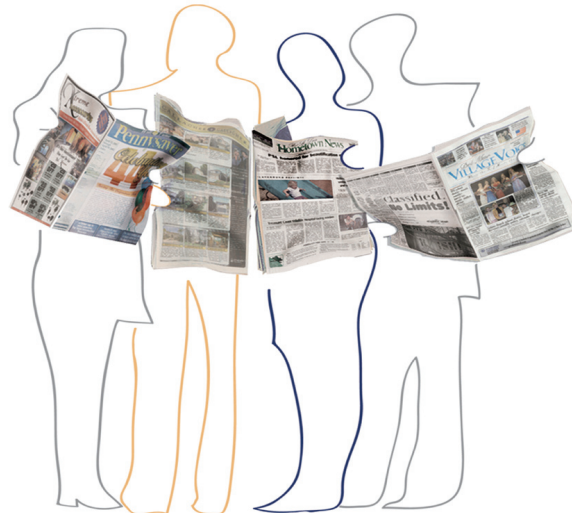
beauty of a rainbow? What do you think the impact would be if the colors were shades of gray? Yes, color has a definite impact on our views, our attention span and our focus.

Like many of you, I can recall cutting Amberlith masking film with an X-ACTO knife to highlight the spot colors we were so excited to run in our newspapers. When I sold advertising for the local daily, we had a sign-up sheet for color spots that filled quickly – and the color reproduction was questionable at best. We would open the pages of the paper hoping the registration would be somewhat close. Aaaaah, the memories. I can almost smell the waxer heating up now.

Well, those days are gone. At our small publishing operation in central Iowa, black-ink only ads are not even an option. If you run an ad with us, it runs in full color. Every page. Every publication. Yes, it costs more, but we see the value in how it makes our publications look, how it engages our readers, and how it drives results for our advertisers.

Television isn't in black and white. The Internet isn't in black and white. Billboards aren't in black and white. Even the yellow pages (or what's left of them) now printed in full color.

In this month's issue of INK, we focus on color printing – its history, its impact and its future. If you haven't already made the switch to full color, you should consider finding a printer who can accommodate you or risk being the next black and white TV. **INK**



SHANE GOODMAN
AFCP PRESIDENT
CITYVIEW

Katy Magazine

Has a Winning Formula!

In 2000 YOU MOVE FROM THE SILICON VALLEY in California to Katy, Texas. You have lost a high paying marketing job. You have experience in writing, marketing and advertising.

What's next?

For Katrinia Katsarelis it was a good feeling about starting a high quality magazine and putting her trust in God while proceeding.

Katsarelis moved to Katy with her husband, Matt, who is an engineer at Lockheed Martin located at NASA. She noticed there was virtually no media in the Katy area and started thinking about creating a high quality publication that would appeal to families in the community.

"The more I dug into it, the more I knew it was meant to be. It was a perfect skill set for me and I enjoyed every aspect of developing Katy Magazine. My husband believed in me and supported my dream," Katsarelis said.

The rest is history. Katy Magazine was launched in 2003. It has never been in the red, has had no investors or business loans and owns its own building. Now with 17 employees, it is an award-winning magazine in national competitions.

Katsarelis has worked in every position at the magazine. "I'm still very hands-on but my main roles are editor-in-chief and creative director. I still oversee the content and the creative direction because I have a good eye for knowing what readers like to see, marketability, and for incorporating human interest and innovative ideas into Katy Magazine. I do this because I want to make sure our customers' ads are effective and generate a good response for their businesses."

Before starting Katy Magazine, Katsarelis worked in marketing communications and was a freelance writer for numerous publications including USA Today.com, the Houston Chronicle, and various parenting and community magazines.

Her first role for Katy Magazine was writing a business plan and developing the editorial content. "My husband, Matt, put in a lot of 'sweat equity' driving all over Katy trying to sell ads (while still holding down his full time job at Lockheed Martin). He sold ads until that

first publication date of September 2003. It turns out my engineer husband was quite good at sales because he is super likable and genuine."

In 2004, the company integrated a high-ranking Katy, Texas online directory, and in 2014 had a major social media integration to promote and endorse advertisers to the community as an extra visibility opportunity. "I always say 'social media is the new word of mouth' so we are all over it talking about our community and our advertisers. We are now working on a Katy, Texas app that's about to launch so we try to stay current with the latest advances in digital publishing and readership trends,"

Katsarelis said.

Hiring is part of the success of Katy Magazine. They screen applicants very carefully and hire mostly for attitude and work ethic over specific magazine talent.

"We follow 'The Disney Way' with regard to their employment philosophy of brainstorming, storyboarding, and incorporating innovation and creativity into everything we do. Ideas are always encouraged and are actually required at all of our department meetings, not only editorial and design, but even distribution, customer service, and accounting. We refer to our employees as 'Dream Team Members' and if one of them fails at their role here, we believe it is partially our fault for not coaching and training them correctly or not setting clear expectations.

"Another thing we do is have an 8:05 'standing pow wow' in the lobby every morning to touch base on what's going on that day, announce outside meetings, give shout-outs for great work, and an upbeat message to start the day with. We communicate for a living so we have to be exceptional communicators with one another too. After 13 years, I still love coming to work!" Katsarelis said.

As a member of AFCP, she said, "We enjoy seeing the other publishers' products and seeing how different and unique each of them is to their respective communities. It's also nice to attend the seminars and learn topical things pertinent to our industry."

In the last four years, Katy Magazine has dominated the AFCP "Best of the Best" awards, winning numerous awards. Since 2013, Katy Magazine has won four awards



Matt and Katrina Katsarelis at the 2016 Katy Area Chamber of Commerce Gala.



Matt and Katrina Katsarelis with Boston Marathon bombing survivor Rebekah Gregory and husband, Chris Varney, presenting Katy People of the Year Awards.


in the competition including three first place and one third place general excellence awards. (See sidebar.)

Katy Magazine is also a member of the American Society of Magazine Editors/ Magazine Publishers of America. Katsarelis was one of the judges for the National Magazine Awards in 2013 in New York City. "It was very eye-opening and exciting to see what national-level editors and judges look for and also to rub elbows with well-known editors from some of the largest magazines in the country like Oprah Magazine, Elle, Sports Illustrated, and many more," she said.

Community service is important to Katy Magazine. "We volunteer at various senior citizen centers where we visit, give manicures, do crafts, or play games with these folks. As a team, we will attend various charitable events and support causes like ending human trafficking, children's cancer research, organ donation, etc. Plus, we use our magazine platform to showcase many local charities including domestic abuse centers, homeless organizations, teacher grant foundations, and many more," she said.

Katsarelis is the vice-chairman of the Katy area Economic Development Council to promote positive business growth in the greater Katy area. She also attends church and volunteers at other organizations around the Katy area.

Married to Matt for 27 years, they love to travel. They own a beach condo in Grand Cayman which they visit four times a year to unwind and relax at the beach.

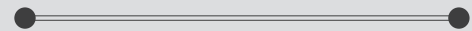
Her most important hobby is spending time with family. She stays fit by running three miles every day. 

Katy Magazine

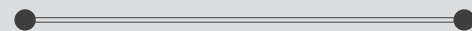
AFCP Best of the Best Awards Summary / Highlights

General Excellence Winner for Publications printed on Glossy Stock 2014, 2015 & 2016!

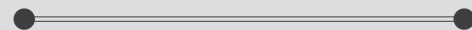
- 2016** • 1st Place in General Excellence – Glossy Stock Publications
- 1st & 2nd Place in Cover Design – Glossy Stock Publications
 - 8 total Best of the Best Awards



- 2015** • 1st Place in General Excellence – Glossy Stock Publications
- 3rd Place in Cover Design – Glossy Stock Publications
 - 10 total Best of the Best Awards



- 2014** • 1st Place in General Excellence – Glossy Stock Publications
- 2nd Place in Cover Design – Glossy Stock Publications
 - 19 total Best of the Best Awards



- 2013** • 3rd Place in General Excellence – Glossy Stock Publications
- 2nd & 3rd Place in Cover Design – Glossy Stock Publications
 - 7 total Best of the Best Awards

Shine **brightly** to see who you can **truly** be

by David Sickels, 2014 Rising Star

IN THE MIDDLE OF APRIL 2014, AS A FLEDGELING 24-year-old editor for The Post Newspapers, I was invited to board a plane in chilly northeast Ohio which was destined to land in sunny Orlando, Fla., to participate in the AFCP's annual conference as a Rising Star.

For the next three days I shared ideas with leaders of the free paper industry, had opportunities to review some of the country's most impressive free publications, listened to experts in the field of leadership and worked closely with my other Rising Star peers, some of whom I still consider good friends today.

It was an experience I will never forget and that I draw from on a regular basis – and thanks to the Rising Stars program, I got to do it again in Savannah, Ga., (2015) and San Diego, Calif., (2016).

The Rising Stars program is looking to acknowledge seven individuals this year who represent the best of our up-and-coming industry professionals. If accepted into the program, nominees will receive free conference registration, a meal plan, up to \$500 in travel reimbursements and specialized training sessions during the conference. A nominee can be selected up to three times; so with enough conferences under his or her belt, a Rising Star could potentially accumulate nearly enough TLI credits to graduate – without ever paying a cent to attend.

For me, those training sessions are a big deal. Usually led by Creighton University Associate Professor of Management Dr. Andy Hoh, these sessions have always forced me into critical thinking situations that have caused my skills to grow as an editor, a leader and a conversationalist.

If you're thinking that's a pretty good prize, you're right. The organization isn't shy about investing in Rising Stars; however, Rising Stars are also expected to assist in various aspects of the association. Some members host conference calls for groups like graphic designers, editors or salesmen to discuss industry news and tips. Others help prepare aspects of the AFCP's annual conference, such as the night of Club AFCP. A few Rising Stars write for and help produce INK Magazine.

As the AFCP's Rising Stars director, I cannot recommend enough that publishers in the free paper industry take advantage of this AFCP recognition program. If you have an outstanding individual under the age of 36 working for you who you'd like recognized, download the nomination form at <http://www.afcp.org/media/2319/2017risingstarform.pdf> and tell AFCP why that individual deserves this honor. He or she should exemplify good character, leadership and professionalism not only at work, but in the communities they serve.

If you're interested in learning more about the program or have questions, please send me an email at dsickels@thepostnewspapers.com. **INK**



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!

"When you have exhausted all the possibilities, remember this...YOU HAVEN'T!"

– Thomas Alva Edison

IT'S HARD TO IMAGINE WHAT THE WORLD WOULD BE like if Thomas Edison had chosen another career path. In addition to the lightbulb, the phonograph and motion pictures, he discovered the "Edison effect" which led to the development of all modern electronics.

This was an impressive body of work for a man who had at most a few months of formal schooling and was considered "addled" by the local schoolmaster. Though he was awarded 1093 U.S. patents, many historians believe that Edison's greatest contribution to science was his creation of the modern research laboratory.

In his Menlo Park facility, he assembled a team of skilled craftsmen and researchers and provided them with all the tools and materials they could possibly need. Like all successful people, Edison set an ambitious goal for his team, "to produce a small invention every ten days and a big invention every six months."

He was one of the rare individuals who was both a dreamer and a doer. Edison's character was a unique mix of optimism, perseverance and a focused work ethic. He was absolutely confident that any problem could be solved if intelligent people worked on it long enough.

The workmen in Edison's Menlo Park lab proudly dubbed themselves the "insomnia squad," because of the long hours they and their boss would put in when working on a project. While most people would quit after one or two or a hundred failed attempts, Edison refused to abandon a project. He experimented with thousands of possible filaments for the first lightbulb before he found one that produced a bright and long lasting glow.

He did not see his failed experiments as missteps or wasted time, but as learning experiences. When asked why he continued his experiments after so many failures, Edison replied, "I haven't failed, I've just discovered 10,000 ways that don't work."

Edison is well known as the most prolific inventor of all time, but paradoxically he is also one of the greatest failures in world history. Every one of his creations was the result of hundreds, if not thousands, of failed attempts.

The next time you encounter an "insurmountable problem," reach over and flip the light switch on your wall. Think about Edison's 10,000 failed bulbs and get back to work on your problem. To paraphrase Mr. Edison, remember when it's time to give up—IT ISN'T! **INK**



IFPA, SAPA & CPF's Joint Conference



Douglas Fry Honored With IFPA's Distinguished Service Award

DOUGLAS FRY WAS HONORED WITH 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 80's 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 side by 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 does he have the answer, but he is willing to share it with them in layman'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 overshadowed my size nine. 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



Douglas Fry receives the Independent Free Papers of America (IFPA) Distinguished Service Award from IFPA's former Executive Director, Gary Rudy.

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 seven huge mountains. He told me that he and his father had climbed every one of them.

"I think that if any of us tried to evaluate 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." **INK**

Carol Quattlebaum Receives SAPA's Herb Campbell Award

CAROL QUATTLEBAUM WAS NAMED THE RECIPIENT of the annual Herb Campbell Award at the recent conference in Orlando.

Quattlebaum is the co-publisher of the Southeast Sun in Enterprise, Alabama. She is the current president of the Southeastern Advertising Publishers Association (SAPA).

In making the presentation, SAPA Executive Director Douglas Fry said, "This award was established in 1979 for Herb Campbell, a sales manager for the Busy Shopper in Fort Oglethorpe, Ga. He was tireless in his commitment to the free paper publishers in the southeastern United States.

"We present the Herb Campbell Award in memory of the man who passed away October 6, 1982. It is presented annually to the individual who has contributed in a significant way to SAPA and the free paper industry in the southeastern United States, who worked to promote our industry and does so tirelessly and with the same high ethical standards Herb set.

"This year's recipient is a 1978 graduate of Auburn University with a degree in Industrial Management. She worked for Dunlop Tire and Rubber Plant in Huntsville, Ala., from 1978 to 1982. In 1982 she left a promising job with Dunlop to return home to start The Southeast Sun with her father and two partners. Although she did not know it at the time, Dunlop was getting ready to promote her to upper management because of the need for more females in the area. She has never regretted that move and has cherished the fact that their community paper has become the main local historian.

"Her job in the beginning was bookkeeping and layout. Layout was done by hand in journals, and pages at that time were not paginated. You had to use photographic paper spit out of a typesetter and developed, waxed and pasted into place on the page all by hand. The first paper took almost 24 hours to paste up and get ready for press. I am sure she wondered why she left Huntsville after that first Tuesday night.

"By 1991 the Quattlebaum family became the sole owner of the paper. Caroline is still the bookkeeper, as well as co-publisher and managing editor. She and her brother, not husband, co-publisher partner Russell, took over the operation from their father in 1998.



Carol Quattlebaum was presented with the Southeastern Advertising Publishers Association (SAPA) Herb Campbell Award for her contributions to SAPA and the free paper industry in the southeastern United States. SAPA Executive Director Douglas Fry made the presentation.

"It is with a great deal of pride that we present this year's recipient with the Herb Campbell Award. This individual receiving it has been an active member of SAPA since its early years, served the membership diligently, freely given advice and support, and in every way perpetuated the legacy Herb Campbell began. Will you please join me in congratulating Caroline Quattlebaum of The Southeast Sun, this year's Herb Campbell recipient. **INK**

IFPA's Ben Hammack Award Goes to Jean Means

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 a role in one of the largest and respected free papers in the country, overseeing over 200 employees as general manager for Kapp Advertising in Pennsylvania.

The Hammack Award is presented to an IFPA member who exemplifies the attitude and willingness to serve the organization without concern for personal recognition. From Star Publications in Gaylord, Mich., Ben Hammack was the icon who 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 through to completion. He died in July of 1988, at the age of 34, from a heart attack at the finish line of a 10K run.

In making the presentation, last year's recipient, Katy McNabb, said "This year's recipient is a shining example of Ben Hammack. Serving our organization for many years, this individual has served 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) 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 Warren 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, who the recipient loves to vacation with. This person has recently been speaking at local chamber events promoting the free paper industry and educating small business owners on the future of print.



Jean Means was named the recipient of the Independent Free Papers of America (IFPA) Ben Hammack Memorial Service Award for her dedicated service to IFPA without concern for personal recognition. The presentation was made by last year's recipient, Katy McNabb.

"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 is 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 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

Continued on page 24

Sally Yoder Named Recipient of CPF's Milton & Bernice Beckerman Award

SALLY YODER OF THE ISLAND REPORTER WAS named the recipient of the Milton and Bernice Beckerman Award at the recent conference in Orlando.

In making the presentation, CPF President Wendy Murray said, "We are honored to present the annual Milton and Bernice Beckerman Award to an individual who has devoted years of service to her community and to the free paper industry.

"The award was established by the Beckermans to honor a CPF member publication, or an employee of a member publication, for outstanding community service. During their lifetimes, the Beckermans were longtime association members who contributed time, service and funds to this association.

"Our recipient this year has contributed countless hours from 1990 through this year to establish and operate an historical society in St. Pete Beach.

"The Gulf Beaches Historical Museum is run totally by volunteers. Our recipient, despite being in her 80's and wheelchair bound, generally donates two days and about 20 hours a week and time from home as the director of collections. She is credited with capturing and preserving the history of this beach community. She also designed and oversees all the displays and recently began digitizing thousands of photos to ensure their preservation for years to come.

"The effects of our recipient's work made the museum a reality. Last year the museum received over 5,000 visitors from around the country and as far away as central Europe.

"In total she has dedicated the better part of two and a half decades of volunteer work to this project.

"While helping to establish the museum and volunteering there each week, she has also been employed as a writer for a CPF member publication.



Sally Yoder of The Island Reporter was the recipient of the Community Papers of Florida's (CPF) Milton and Bernice Beckerman Award for service to her community. The award, presented by outgoing CPF President Wendy Murray, was received on her behalf by The Island Reporter Publisher Betsy Judge.

"Please join me in awarding the Milton and Bernice Beckerman Award to Sally Yoder of The Island Reporter. Though Sally could not join us today, we are pleased to present the award on her behalf to Betsy Judge, the publisher of The Island Reporter." **INK**

Ben Hammack Award Goes to **Jean Means** *Continued*

Continued from page 23

able 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 recipient's 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

Justo Rey Honored With CPF's Presidential Award

JUSTO REY WAS NAMED THE RECIPIENT OF THE Community Papers of Florida (CPF) Presidential Award at the recent conference in Orlando. Rey is the president of The Flyer and current CPF treasurer.

In making the presentation, President Wendy Murray said, "As I conclude my term as president of the Community Papers of Florida, I am honored to be able to name a recipient of this association to receive the Presidential Award. This is not an annual award, but one that gives the current president the honor of naming someone who has provided volunteer service for the betterment of CPF.

"The award was initiated in 1993 when Paul Pilblad of the New Smyrna Pennysaver was the first recipient. Since that date others who have received the award include Paula Freeman, Gary Hawken, J.W. Owens, Sharon Blais, Jim Tucker, Greg Snyder, Jim Kendall, Vincent Grassia and Charlie Delatorre.

"In using some of his own words, the person we are honoring this year is not being honored 'because he is Cuban which automatically gives him the right to exaggerate, makes him a great swimmer, especially in the 90-mile breast stroke to cross the 90 miles from Cuba to the U.S., and considered an expert when it comes to cigars and rum.'

"Our recipient has devoted countless hours of volunteer service to this association. He has served as president, vice president, treasurer and on the board of directors. He has been involved in the business of CPF several times, including serving as the conference chair this year. Last year he was responsible for legal action that benefited the association to the tune of over \$20,000.

"Since I have worked with this individual, I learned early on that if we needed help on a project, he was a phone call away from getting involved.

"He has excelled in his career in the free paper



Justo Rey was honored with the Community Papers of Florida (CPF) Presidential Award for his countless hours of volunteer service to the association. The presentation was made by outgoing President Wendy Murray.

industry. He started with Dick Mandt when The Flyer in Miami was launched. He moved on to be the president of Forum Publishing Group in Southeast Florida. A few years after Mr. Mandt sold The Flyer – and then purchased The Flyer back from Harte-Hanks in the Southeast Florida and Tampa areas – our recipient rejoined The Flyer as its president and CEO.

"Please join me in presenting Justo Rey with the 2016 CPF Presidential Award." **INK**

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.'

"Blain describes the recipient in three words: 'Fun,

Fair and Professional.'

"The former Kapp CEO, Val Stokes, shared the following. 'The recipient's 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." **INK**

GRAPEVINE

JONES MEDIA, A FOURTH- generation family-owned media company with three daily and several non-daily community newspapers, tourism-related products and services as well as a digital marketing solutions agency, has been sold.

The buyer of Jones Media's assets is family-owned Adams Publishing Group, based in Minneapolis, Minn., and chaired by Steve Adams.

The transaction closed Thursday, Sept. 1, 2016, for an undisclosed amount. The sale was announced in a joint statement of the two companies.

Newspapers included in the sale include The Greeneville Sun (Greeneville, Tenn.), The Daily Post-Athenian (Athens, Tenn.), The Daily Times (Maryville, Tenn.), The Newport Plain Talk (Newport, Tenn.), The Rogersville Review (Rogersville, Tenn.), the News-Herald (Loudon County, Tenn.), The Connection (Tellico Village, Tenn.), The Advocate & Democrat (Monroe County, Tenn.), The Herald-News (Dayton, Tenn.), the Watauga Democrat (Boone, N.C.), The Mountain Times (Watauga County, N.C.), Ashe Mountain Times (West Jefferson, N.C.), The Avery Journal-Times (Avery County, N.C.) and The Blowing Rocket (Blowing Rock, N.C.).

Jones Media's holdings also include two other major operations. Touring Publications is based in Sevierville, Tenn., and serves the Great Smoky Mountains region and the southeastern United States with a multitude of print and digital publications, travel guides and services. High Road Digital, based in Johnson City, Tenn., is a full-service digital marketing solutions firm serving the needs of businesses in eastern Tennessee, southwestern Virginia, western North Carolina and beyond.

Adams Publishing Group owns and operates newspapers and printing plants in 11 states and is a division of an Adams company that owns and operates a number of other businesses.

Gregg Jones will continue as president and CEO of Jones Media, a role he has held for more than 15 years, and will succeed his late father, John M. Jones, III, as publisher of The Greeneville Sun.

Cribb, Greene & Cope of Charlottesville, Va., represented Jones Media, Inc., in the sale.

PAXTON MEDIA GROUP HAS purchased three newspapers in Indiana and Illinois – the Princeton Daily Clarion, the Mount Carmel Register and The Standard – from Brehm Communications.

Paxton Media, a family-owned company headquartered in Paducah, Ky., owns more than 30 daily newspapers and numerous weekly publications. Brehm Communications is a family-owned newspaper group based in San Diego, Calif., and owns newspapers in the mid-west and western United States.

The Princeton Daily Clarion in Princeton, Ind., was founded in 1846 and is Gibson County's oldest continuous business institution. It publishes five days a week. The Mount Carmel Register in Mt. Carmel, Ill., publishes three days a week, and The Standard in Boonville, Ind., is a weekly serving Boonville, Chandler, Elberfeld, Lynnville, Newburgh, Tennyson and all of Warrick County.

The papers will join other surrounding Paxton publications in a group managed by Group Publisher Bob Morris. That group includes three other dailies – the Messenger-Inquirer in Owensboro, Ky., The Messenger in Madisonville, Ky., and the Vincennes Sun-Com-

WHAT'S GOING ON...

mercial in Vincennes, Ind. – and three weekly publications.

Randy Cope of Cribb, Greene & Cope, represented Brehm in the transaction.

SLECHTA COMMUNICATIONS, a group of three community newspapers in Iowa, has been purchased by Anamosa Publications.

Slechta Communications publishes The Kalona News, The Lone Tree Reporter and The Highland Review. Ron and Helen Slechta have owned the company since June 1, 1992. They plan to retire.


"We have enjoyed publishing strong newspapers to serve our communities for the past 24 years," said Ron Slechta, a 54-year veteran of the newspaper industry.

Jim and Bridget Johnson own Anamosa Publications. They also own the Wellman Advance and the Riverside Current, which they also acquired on Sept. 28.

Julie Bergman of W.B. Grimes and Company represented Ron and Helen Slechta and Slechta Communications in the sale.

THREE CHICKS PUBLICATIONS, LLC has sold the assets of The Wellman Advance and the Riverside Current in Iowa to Anamosa Publications owned by Jim and Bridget Johnson. The sale was effective September 28, 2016.

The papers have been owned and operated by Ranee Fladung of Wellman and Mary Zielinski of Kalona. They have owned the Riverside Current since 2004 and they purchased the Wellman Advance in 2006.

Julie Bergman of W.B. Grimes and Company represented Three Chicks Publications in the sale. 



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Mid-Atlantic Community Papers Association (MACPA). Annual Conference, Wyndham Gettysburg, Gettysburg, Pa. For information contact Alyse Mitten at info@macpa.net.

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

ALTOONA, IA :
APRIL, 2017
Midwest Free Community Papers (MFCP). Spring Conference, Prairie Meadows, Altoona, Iowa. For information contact Kevin Haezebroeck at kevin@mfcpp.org.

NEW YORK CITY, NY :
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Independent Free Papers of America (IFPA). Annual Conference, Westin Newport Hotel. For more information contact Douglas Fry at douglas@douglasfry.org.

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