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2017

**LOUISVILLE**  
CONFERENCE DETAILS!

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PREDICTIONS for **2017**

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### COMING next month

The February issue of INK will focus on the Louisville Conference in even greater detail, including conference schedules, highlights and opportunities. In addition to conference, we will also continue to examine the people, companies and organizations that help shape the free publication industry.

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CVC is sponsoring the shirt and their logo will be on the front.

Save the dates: April 20-22, 2017

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[Alix:alix@afcp.org](mailto:Alix:alix@afcp.org)



*Dave Neuharth*

DAVE NEUHARTH  
**EDITOR**

# What ever happened to Gordon Lowry?

**WHERE IS GORDON LOWRY HANGING**  
out in his retirement?

Naples, Florida. And as always, he is keeping as busy as he was when he managed the Add, Inc. newspaper group in Ohio and Wisconsin.

Lowry was a member of the Association of Free Community Papers (AFCP) from 1978 until 2000, when he announced his retirement at the annual conference in Chicago.

For Lowry it was a memorable conference. He was completing his two-year term as president of AFCP; and for his service to the association, he was named the recipient of the annual Distinguished Service Award.

A native of Canada, he is a graduate of the school of hard knocks. Once he entered the advertising field his career grew quickly into management and he took over a large operation for Add, Inc. He became a student of many related courses including Dale Carnegie, accounting, real estate and sales courses.

When he announced his retirement in 2000, he said, "I wrote down 100 goals 17 years ago, I have completed 75 of them and now I want to take the time to get the other 25 accomplished. The goals include sky diving from a plane, rafting on the Colorado River, plus financial and spiritual goals and spending time with my family."

As president of AFCP, he established goals that included phone conferences with committee members. The NANI classified network grew and prospered. AFCP switched from a management firm to an executive director and a full time office.

Throughout the years he also served as the president of the Rotary Club, worked with the Scout Councils and various chambers of commerce. He has been actively involved in The Church of Jesus Christ of Latter-day Saints for many years, serving as Bishop and in many youth organizations. **INK**



Here are some of the many faces of Gordon Lowry. He accepts a parting gift (top) from AFCP Executive Director Craig McMullin upon completing his term as president. He's all suited up and ready to ride in a racecar around the Daytona Racetrack at the 2002 AFCP conference (middle). Lowry learns to wait tables at the Disney Institute (bottom).



# Steven Silver enjoys Making Dreams Come True

## MAKING DREAMS COME

true is one of the priorities of an Association of Free Community Papers (AFCP) board member.

Steven Silver, the co-publisher and owner of the Yankee Pennysaver in Brookfield, Conn., volunteers his time and resources to Dream Come True where he has served as treasurer of the board of directors for the past 15 years.

Dream Come True was founded in 1984 with one purpose in mind – to grant dreams to seriously chronically and terminally ill children living in a three-county area in western Connecticut.

To date the non-profit, volunteer-based organization has made a dream come true for over 250 children.

Silver said, "We grant 17-22 dreams a year. Mostly Disney World, NASCAR races, Dollywood and even a shopping spree with friends with a limo providing transportation."

The names of children whose dream the organization considers granting are provided by doctors, nurses, teachers, family and friends. The referral must be in writing or via an online form. Each child is interviewed by several board members. The child must be able to express his or her dream. It's the child's dream, not what the parent wants.

Funding for Dream Come True is provided by individual donations, business sponsorships, corporate giving and grants. The organization does not telemarket or solicit or receive government funding, but it does conduct charity events in the local area.



Steven and Gracie. Gracie is the child who wrote the story about "My friend Steven whose favorite color is Silver."

Silver and his wife, Susan, founded the Yankee Pennysaver in 1994. Seven years later they decided to get involved in charity work and Dream Come True was on their list. They use the Pennysaver to attract board members, raise money and awareness, and to receive donations from their clients.

They publish six direct-mailed shopping guides to over 65,000 affluent homeowners in their market. The company owns and maintains over 30 local web portals helping digitize the small business community.

Silver noted that Dream Come True holds a community picnic in August and regardless of the weather, families show up. "When we grant a dream it affects the entire family. A seriously or chronically ill child consumes the family. The other siblings are often taken for granted. The emotions of dealing with terminally ill children are difficult," he said. He recalls that he once

visited a child whom he had never met that read to him as he approached, "This is a story about my friend Steven whose favorite color is Silver." To this day that memory still makes the hairs on the back of his neck stand up.

A graduate of New York University, Silver currently serves as an officer and/or on the board of directors of the following non-profit organizations: the Community Papers of New England (president), the Brookfield Chamber of Commerce (vice president) and the Hudson County Montessori School (secretary). **INK**

## December 2016 / January 2017





Since then, Arcadia News has been a consistent award-winning publication at the state and national level, having won more than 90 design and editorial awards, including multiple "Best of Show" and "General Excellence" honors.

The paper has also made it a point to support the community that has brought it such success. The Arcadia News has sponsored numerous community events to benefit the area schools, as well as several nonprofit organizations that promote research, awareness, and support for families with various diseases. They have worked closely with two different local breast cancer research organizations and have been recognized by the Andrew Shapiro Foundation as one of the top community newspapers in the country for breast cancer support and coverage.

Still family owned and operated, Bruns' mother, Shirley, is the official proof-reader and his father, Bob, handles the distribution. The paper also employs local residents in positions like bookkeeping, sales, graphic design and editorial. The paper has five full-time employees and six to eight freelance writers.

The Arcadia News has felt the same economic

tremors as other newspapers, but has always found a way. The business has grown as the paper expanded distribution and delved into special sections. Now 68 pages in full color, the Arcadia News mails 13,000 of its 20,000 copies. Sales are still 250% higher than they were at the time of purchase, and the paper still maintains a popular status in the community.

"Our readers are some of our best salespeople," says Bruns. "They walk into new businesses and tell them they 'need to advertise in the Arcadia News.' We are very fortunate to have that strong of a following."

In 2017 the Arcadia News will celebrate 25 years and Bruns will celebrate his 20th year with the paper. Bruns and his wife have two pre-teen boys and one of them really likes his English classes, loves creative writing and is always reading books (and the Arcadia News).

"I haven't put him to work too much beyond office tasks yet," Bruns smiles. "I don't want to burn him out." **INK**

One important part of community newspapers is a presence in the community, which Arcadia News conveys with, among other things, its own building (below).



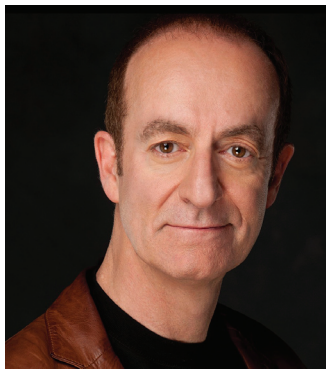
The Bruns family from Arcadia News (above) pose on the deck of the Midway at the 2016 AFCP conference in San Diego. From left to right are Bob Bruns, distribution manager; Shirley Bruns, proofreader; Jennifer Bruns (supportive spouse) and Greg Bruns, publisher.



# Conference Program Highlights

## Opening Keynote Speaker

### *You on Your Best Day!*



Michael Allosso

So what will it take to make you perform like “You on Your Best Day”... every day?

This unique presentation will highlight active, hands-on participation as Michael Allosso compares the preparation, performance, and role of an actor with that of the corporate executive. Through their participation in this keynote, attendees will

reach a more vital and dynamic awareness of the excellence needed not only for presentations, but also in your communications in every moment of every day. Allosso offers concrete suggestions and exercises designed to modify behavior and help each participant always be “you on your best day.”

Allosso believes you owe it to yourself and everyone around you to be “up” every minute of your day, at work, at home—inspiring others and being inspired. This presentation will deliver real useable techniques to enable you to accomplish this with talents you already have, cultivating them to improve and inspire. He will make an airtight case for leadership skills that are and need to be infectious!

Michael Allosso is a master communications expert who coaches CEOs and other high level executives both in dynamic presentations as well as effective day-to-day leadership. He has led award-winning workshops for leaders and sales teams all over the world and is a much sought after personal coach. His client base ranges from insurance producers to construction managers, doctors to bankers, actors to politicians. His experience as a professional theater and film director enables him to quickly identify strengths and weaknesses. He gives his clients practical tools to fortify their strengths and eliminate their weaknesses.

Since he started in 2004, Michael Allosso has been a top rated speaker for Vistage International (the world’s largest CEO enrichment organization). During that time he won an unprecedented four “Speaker of the Year” awards, two “Members’ Choice” awards, the

“Above and Beyond” award, the “Millennium” award, and “Speaker of the Year” award for TEC Canada. He has traveled the world bringing his “You on Your Best Day” program to a wide variety of organizations and businesses.

This keynote is sure to set the stage in Louisville to allow attendees to take home the kind of practical, usable information that is sure to help them “Knock It Out of the Park” in 2017 and beyond!

## Friday’s Featured Presentation

### *“Digital Analytics: The Good, the Bad and the Confusing”*



Sherri Horton  
Data Analyst  
Gatehouse Media

How important are your website’s analytics? Whether you love it or you hate it, you can’t deny that data is everywhere in the publishing industry. Gatehouse Media Data Analyst Sherri Horton will go over the good, the bad and the confusing when it comes to digital data analytics as it pertains to publishers. She will go over how to build a robust data strategy and make

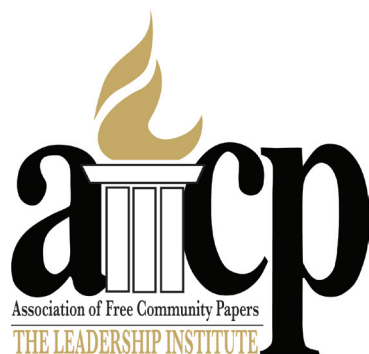
the most of your analytics data while also addressing some of the hurdles and difficulties present in the digital analytics space.

The afternoon presentation, “Google Analytics: Isolating and Analyzing the Data” will go deeper into how much of your web traffic is coming from mobile or desktop. Sherri Horton helps you build segments that can easily answer these questions and many others. What percentage of your traffic is organic or from social media? And how much of that traffic is hitting your section fronts or article pages? Horton will explain how to build out segments that let you isolate and analyze subsets of your analytics data. You can then apply these segments to your reports and dashboards so you can see and compare specific data sets. For sales, digital editors and anyone interested in learning more about their data.



## The Leadership Institute (TLI)

This cornerstone program of the AFCP Annual Conference will once again feature 30 classroom sessions presented in six different breakout groupings offering five concurrent classes to choose from. These sales and sales management classes offer the finest industry-specific training available anywhere in a setting that allows attendees to earn as many as five credits toward the 15 credits required to earn the Associate Advertising Executive professional certification.



There will be six brand new classes offered in Louisville in order to provide a broad range of offerings for both the seasoned professional as well as the attendee who is looking to deepen their understanding of advertising sales. This year's new classes include the following:

- TLI145 – The Power of Why
- TLI146 – 5 Keys to Setting AND Achieving Your Goals
- TLI241 – High Impact Sales Presentations
- TLI242 – Delivering the Right Amount of Management!
- TLI314 – The Human Side of Scientific Selling
- TLI315 – Why Print Matters (but why Facebook should scare the hell out of you)!

## The Annual Trade Show

The Trade Show is a very important part of our annual conference. Being able to connect with a broad array of the suppliers of goods and services to our publishing industry is a valuable component of the annual conference. The opportunity to take advantage of the “one stop shop” aspect of our trade show is the most efficient and cost effective way to establish direct access to some of the most valuable resources for our industry. Keeping pace with the constantly changing aspects of technology, software, resources and product innovations can be critical to the success of today's businesses.

These are a few of the companies who have already taken advantage of early commitment opportunities. We will continue to add participants right up until conference opening. We appreciate their commitment to our association and our industry and look forward to exploring what's new and exciting in our industry.


- Circulation Verification Council (CVC)
- allySites
- TownNews.com
- Little Fish Big Ocean, Inc.
- Metro Creative Graphics
- Times-Shamrock Creative Services
- Preferred Marketing Solutions
- Adbuilder
- Cummings Printing
- SCS
- CTGenius Inc.
- Bar-Z
- Affinity Group Underwriters
- Mirabel Technologies

## Networking, Networking, Networking

The most valued component of the annual conference is the opportunity to network with other professionals within the free community publication industry.



This annual event serves the free paper industry by acting as a facilitator to connect members seeking help, information and support. Whether it is advice, answers to questions or the wise counsel of people within the industry who have tackled similar issues in their own operations, there is no more efficient way to improve your business than by utilizing the resources available from fellow members.

Many of the issues you deal with – legal, personnel, marketing or production – are most often not unique to your operation but similar to those that face many free papers. All the activities during the daytime sessions and the evening activities are designed with networking (and some good old fashioned fun) in mind. 

# The only thing that isn't **possible** here... ...is **seeing it all** in one day!

## MUSEUM ROW ON MAIN

Discover the history of the city's beginnings and its future along historic Main Street in downtown Louisville. Once known as Whiskey Row in the early days of bourbon distilling, it was recently named one of "America's Top Ten Great Streets" by the American Planning Association because of its vibrant district of museums, cultural attractions and restaurants. [MuseumRowOnMain.com](http://MuseumRowOnMain.com).

Museum Row includes nine museums within four walkable blocks. Show your ticket from one location at the next and receive a discount.

- Frazier History Museum
- Glassworks
- Louisville Slugger Museum & Factory
- Louisville Science Center
- Kentucky Museum of Art & Craft
- 21c Museum Hotel
- Muhammad Ali Center
- Kentucky Center for the Performing Arts
- Kentucky Show!

## KENTUCKY SHOW!

If Kentucky was a movie, then Kentucky Show! would be its trailer. Start your visit to the city with a visit to the Kentucky Center for the Performing Arts and experience a visual sampler of the beauty of the Bluegrass State in this multimedia experience narrated by Kentucky's own Ashley Judd. [KentuckyShow.com](http://KentuckyShow.com).

## GLASSWORKS

Glassworks features hot glass, flame-working and cold glass studios where artists create their delicate crafts as well as the Von re Gallery, which features glass collectibles by national and international artists. You can create your own works of glass art too, with a variety of workshops and "Blow Your Own" events happening throughout the year, or pick up a glass treasure in the gift shop. [LouisvilleGlassworks.com](http://LouisvilleGlassworks.com).

## FRAZIER HISTORY MUSEUM

History comes alive at this internationally-acclaimed museum as it portrays the history, artistry and technological significance of weaponry and armor in the context of events that have shaped our country. Visitors can relive 1,000 years of historical events and meet ancestral heroes through live, costumed performers and interactive multimedia presentations. [FrazierMuseum.org](http://FrazierMuseum.org).

## 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. [SluggerMuseum.org](http://SluggerMuseum.org).

## 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. [AliCenter.org](http://AliCenter.org).

## LOUISVILLE SCIENCE CENTER

The largest hands-on science center in Kentucky lets you experience science, mathematics, technology, physics, engineering, telecommunications and manufacturing through over 150 hands-on exhibits, IMAX films and educational fun. [LouisvilleScience.org](http://LouisvilleScience.org).

## 21c MUSEUM HOTEL

Pose with the famous red penguins and discover why this supercool museum is the city's epicenter of culture, activity and artistic expression. Rated the #1 hotel in the U.S. in 2010 and 2011, 21c is North America's first museum dedicated solely to collecting and exhibiting contemporary art of the 21st century. [21chotel.com](http://21chotel.com).

## LOUISVILLE ZOO

Ride the zip line, visit the splash park and interact with the animals. The zoo's newest exhibit, Glacier Run, is a recreation of Churchill Canada, the Polar Bear Capital of the World, and mimics this imaginary gold mining town on the edge of the arctic wilderness. The final phase of the exhibit welcomed a grizzly bear and two polar bears who joined the seals and sea lions. This extraordinary exhibit not only entertains, it educates with daily animal training, enrichment demonstrations and zookeeper talks, many of which inspire visitors to make an environmental difference. [LouisvilleZoo.org](http://LouisvilleZoo.org).

## CHURCHILL DOWNS

You'll be hard pressed to find someone who doesn't know about the Kentucky Derby, "the most famous two minutes in sports." But most might not realize that they

can still horse around throughout the year during the Fall and Spring meets, and enjoy a variety of guided tours that tell the story of what makes Churchill Downs such an integral part of the equine industry and of Louisville's horse racing history. [ChurchillDowns.com](http://ChurchillDowns.com).

### 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. [DerbyMuseum.org](http://DerbyMuseum.org).

### 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. [BourbonCountry.com](http://BourbonCountry.com).

### 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 many hotels. 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. [4thStlive.com](http://4thStlive.com).

### KFC YUM! CENTER

Catch a game or see a show at the new KFC Yum! Center, the state-of-the-art arena that opened October 2010 in downtown Louisville. Seating 22,708 and featuring over 700,000 square feet of space, it's no wonder it's the new home of the University of Louisville men's and women's basketball programs and host to numerous concerts and other special events. [KFCYumCenter.com](http://KFCYumCenter.com).

### WATERFRONT PARK

With 85 acres of green in the middle of downtown and grand views of the Ohio River, Waterfront Park is a playground for people of all ages. Visit the water foun-



tains or throw a Frisbee on the Great Lawn. Rent a surrey and peddle your way to a picnic lunch. Or catch one of dozens of live shows, festivals and events that take place every year, including the famous Thunder Over Louisville. [LouisvilleWaterfront.com](http://LouisvilleWaterfront.com).


### BELLE OF LOUISVILLE

Much like her days as a floating USO nightclub during WWII, the Belle offers a variety of entertaining cruises. No other river steamboat in American history has lasted as long, been to as many places, or traveled as many miles. That's one of the reasons she's a Louisville treasure, and a National Historic Landmark. She cruises the Ohio River from Memorial Day to Labor Day. She celebrated her 100th birthday in 2014. [BelleofLouisville.org](http://BelleofLouisville.org).

### TROLLEY HOPS

Have a hoppin' good time on the First Friday Gallery Hop. The downtown galleries, shops and eateries of Main and Market streets are bustling with hoppers, and offer special events and complimentary treats on hop days. [LDMD.org](http://LDMD.org).

On the last Friday of every month, the F.A.T. Friday Trolley Hop is in full swing on historic Frankfort Avenue. Browse unique boutiques and galleries, and enjoy a meal at a locally-owned bistro, pub or café. To end the day right, join your fellow Trolley Hoppers for a nightcap at one of the corridor's many nightspots. [FatFridayHop.org](http://FatFridayHop.org).

This information has been provided by the Louisville Convention & Visitors Bureau. 



# People in the News



Rick Robinson

## RICHARD "RICK" ROBINSON

has been named the general manager of the Forum Publishing Group (FPG) and the west office director of sales in Southeast Florida.

In his new role, Rick will oversee the sales and operations of FPG and the west office local retail sales.

Robinson, a 23-year veteran in advertising sales and business development, comes to the Sun Sentinel Media Group from Houston-based Greensheet Media where, as vice president of sales, he oversaw all of advertising, sales training and digital ad operations, and successfully led the digital transformation of a traditional media company.

Previously, Robinson was executive director of digital sales for Hearst's Houston Chronicle Media Group, where he oversaw the core digital and digital marketing services teams for the advertising division. Prior to joining Hearst, he was a general manager for AT&T Digital Advertising Solutions and held leadership positions at Dex Media, Southwestern Bell and Pacific Bell Directories. Prior to his career in media, he proudly served in the Air Force and Air National Guard.

"Rick will have a vital role in helping us achieve our revenue goals. I've had the pleasure of working with him in the past and I've seen firsthand how he improves a sales division on every level. I'm very pleased to have Rick join an already talented team of sales leaders," said Rob Cravaritis, vice president of advertising for Sun Sentinel, who made the announcement.

FPG publishes 16 community newspapers with a combined circulation of over 700,000.

## MANY PUBLICATIONS PARTICIPATE IN CHARITY work during the holiday season.

Carol Toomey of Action Unlimited in Concord, Mass., said she gave blood and worked on a program for Giving Tuesday with the blood bank people.

The next day she worked on a Veterans Day breakfast. "A lot of Rotary clubs are doing this now," she said. "The breakfast is free to all veterans. The youth served them: Rotaractors and scouts. Spon-



Carol Toomey

sors paid for food. Rotary publicizes and organizes. State rep and state senator among the dignitaries. Great speaker."

The following day she ran a food packaging event at the mall. "I do this the first Saturday after Veterans Day each year. Last year we had over 200 people come to help and we packaged over 3,000 meals.

Much of the food went to the backpack project and the rest to food pantries," she said.

This year the food will go overseas to one of the recent disaster areas.

Toomey also noted that, "We very quietly sent the Action Unlimited off as usual with just a change of the volume number to 46. The first Action Unlimited was November 8, 1970. I remember how excited I was at the one year anniversary. It was the first paper with full color. On our tenth anniversary, we celebrated. In fact, we had a big party for our 25th, 30th, 35th, and 40th. The 45th was spoken of but we really didn't do much. Here we are 46 years old, one owner, one name. That's very unusual in this day and age. Yet we didn't celebrate. This is the biggest birthday yet."

## IN THE DES MOINES AREA OF IOWA, CELESTE

Tilton, the art director for Big Green Umbrella Media, coordinates the publication's work with Mentor Iowa.

The mission of Mentor Iowa is to provide trained volunteer mentors to abused, neglected, and delinquent children who are under the jurisdiction of the Juvenile Court.

"We do this by working in partnership with the children, their families and the community. Mentor Iowa provides our company with a family (at least one of the children is a mentee). The kids in the family choose items they both want and need for Christmas, and employees in our company donate money (used to buy gifts) or gifts for each of the children in the family," Tilton said.

Mentor Iowa then has a holiday party in December where all the kids and mentors are invited to have lunch, play games and visit with Santa before taking their gifts home.

Tilton is a member of the AFCP Rising Stars. **INK**





# Evaluation, Interpretation & Change

by Shane Goodman

**FOR MANY FREE PAPER** publishers, 2016 was a year of evaluation, interpretation and change. Or at least it should have been.

With paid daily newspapers continuing to decline rapidly in circulation and advertising revenues, we must now position our free papers in a distinctly different manner than they do. All too often, advertisers want to group us in with the paid dailies and the “print is dead” adage that we all have grown tired of hearing and know is not true for us. Now we have to prove that “we are not them,” and we should do so decisively, deliberately and definitively. This is the evaluation we must do individually and as the leading free paper association.

There is no doubt that digital revenues are on the rise both nationally and locally. There is also no doubt that digital fraud is rampant. Just search those keywords online, and you will be appalled at what you will learn. Some free paper publishers are welcoming the digital options and have chosen to join in the fray. This is abundantly apparent with the struggling dailies.

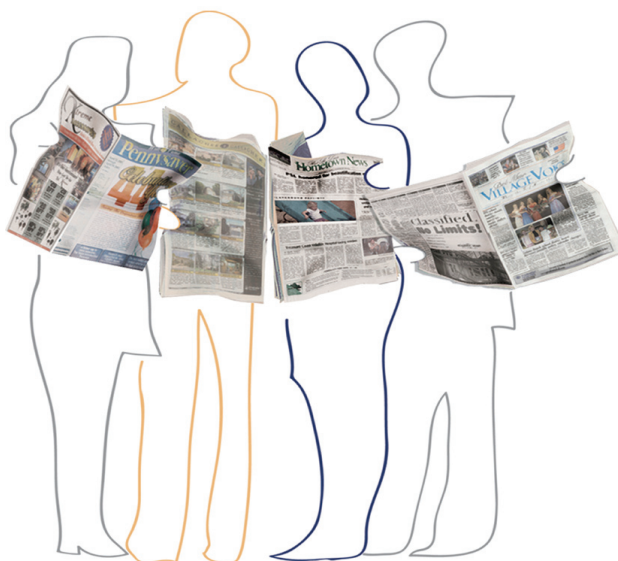
Other free publishers are drawing the line, defining digital as the enemy and uncovering its ugly warts. Time will tell who the winner will be, but we all have to be able to look in the mirror each morning and ask ourselves if we are doing what is right for our customers, what is right for our employees, and what is right for the future of our industry — beyond any short-term revenue gains. This is the interpretation that we must make, and it’s not an easy one.

Many free paper publishers are seeking alternative revenue sources that

enhance our core products by utilizing the strength of our readership. Classified revenue in print has clearly declined, and understandably so. It is difficult to compete with online competitors that don’t charge for their services (although many are now starting to).

Auto dealers have noticeably focused more on digital efforts, specifically with used cars. Real estate companies have also found great success in online listings with multiple photos, videos, maps and more. And we are beginning to see that grocery stores are finding success with online orders and home deliveries. These trends are undeniable, but as these changes happen, other opportunities arise.

We may not be able to rely on personal classifieds, auto dealers, real estate companies or grocers for the bulk of our revenue in years to come, but that’s OK. As many free paper publishers are learning, opportunities are plentiful with hundreds of smaller advertisers in service industries that we can deliver strong results for while not being threatened by the loss of one major customer. With this in mind, we also should continue to seek future advertising opportunities from personal classifieds, automotive, real estate and grocery — but with a different approach. This is the change that we must be prepared to make.



Evaluation. Interpretation. Change. The first two are optional. The third one isn’t. The difference in our successes individually, and as the free paper industry, will be in how openly and aggressively we can accept and implement all three. By working together and learning from each other, I know we can. **INK**

SHANE GOODMAN  
**AFCP PRESIDENT**  
CITYVIEW

# 2016: The Year in Review

**IN THE WORLD OF THE ASSOCIATION OF FREE Community Papers (AFCP),** San Diego was in the spotlight during 2016.

The well attended AFCP conference took place at a great location on the bay and the attendees were treated to the best in food and entertainment including a reception on the deck of the World War II aircraft carrier, the USS Midway.

The honors and awards were the highlight of the conference.



Shane Goodman

Shane Goodman was the recipient of the AFCP Publisher of the Year award. The AFCP president elect and the owner and publisher of City View in Johnston, Iowa, he has served AFCP for many years and is a longtime member of the board of directors.

The annual Craig McMullin Distinguished Service Award was presented to Greg Ledford, the owner and publisher of Community First Media Inc., headquartered in Shelby, N.C. In making the presentation Elaine Buckley said, "His belief in the free community papers and support of the associations over the last 30 years is truly second to none."



Greg Ledford



Jim Busch

Jim Busch was named the recipient of the annual AFCP Gladys Van Drie Volunteer Award. He recently retired from his position as the director of training and research at the Pittsburgh Pennysaver. Busch was honored for his volunteer work, including providing the monthly Link & Learn article for PaperChain and the quotes of the week that go to the AFCP membership.

Effective July 1, Shane Goodman assumed the role of president of AFCP. Elected to serve as first vice president was Charlie Delatorre, the owner and publisher of Tower Publications in Gainesville, Fla. Elected to the second vice president position was Michael Stry, publisher and owner of Coastal View News in Carpinteria, Calif. John Draper, publisher of The Free Star in Pipestone, Minn., moved from an at-large director position to third vice president.

Karen Sawicz of the Lake County Pennysaver in Albion, N.Y., was re-elected to serve as secretary/treasurer. Greg Birkett of the Dubuque Advertiser in Dubuque, Iowa, will serve as past president.

Will Thomas, publisher of The Exchange in Fayetteville, Tenn., was elected to replace Draper as an at-large director. Carol Toomey, the past president and publisher of

Action Unlimited in Concord, Mass., replaced Greg Ledford who after years of service resigned from an at-large director position.

Caroline Quattlebaum replaced Russel Quattlebaum as the SAPA director. Both are the owners of The Southeast Sun in Enterprise, Ala. David Sickels replaced Hans Appen's Rising Stars board seat.

In the "Best of the Best" awards competition, Tower Publications in Gainesville, Fla., topped the list with 22 awards including nine first place honors and the best of show award. Close behind was Appen Media Group of Alpharetta, Ga., with 20 awards including six for first place.

In other 2016 news across the country:

After years of service to its members, the Texas Community Newspaper Association (TCNA) closed its doors on January 1. The decision was made by its board of directors due to a lack of funds. TCNA's revenue was dependent on its classified network.

Will Thomas assumed the role of president of the Southeastern Advertising Publishers Association (SAPA). Thomas is the chief executive officer (CEO) of Exchange Media Group in Fayetteville, Tenn.



Will Thomas



Elaine Buckley

The PennySaver in Southern California announced its reopening one year after its abrupt closure. Elaine Buckley, who served the old PennySaver for 36 years, was named the CEO. The first edition was direct mailed to over 300,000 homes.

The free paper industry lost a pioneer when Brian Gay passed away May 2 at the VA Hospital in Des Moines, Iowa. Gay served as the executive director of the Midwest Free Community Papers (MFCP) and for many years wrote a monthly column for Free Paper INK. For his work he was honored with awards from MCPF, SAPA and IFPA.



Brian Gay

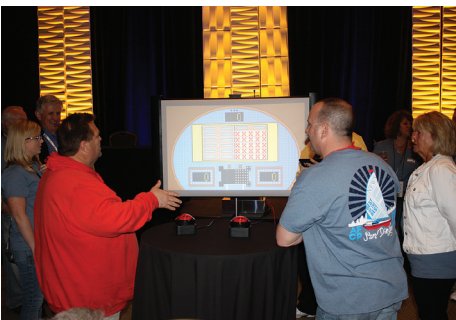


Henry Mundy

A longtime member of SAPA, Henry Clifton Mundy, died on Feb. 14. Mundy, 79, was the founder of the Southside Shopper in Garner, N.C. and served as SAPA president in the 1980s.

Jerry Watson Rolison died on August 17 at the age of 87. He founded the Mount Morris Shopper in New York and owned and operated it for 56 years. He was a longtime member of FCPNY.





Enjoy these never-before-seen 2016 conference photos!



# 2017: What's in Store?

## WHAT IS IN STORE IN 2017 FOR SOME OF THE Association of Free Community Papers (AFCP) vendors?

Employee benefits are high on the list for Affinity Group Underwriters in Glen Allen, Va.

Managing Director Stephen Wyss said, "We don't really make projections at the level of each association group – only in the aggregate – so I can't give you any hard numbers.

"In 2017, we expect to significantly ramp up our efforts with AFCP members. We just joined earlier this year and it always takes some time to make members aware of all of the benefit programs we can offer.

"Our main projects for 2017 include:

"1) For readers, a new discount prescription drug card offering significant savings at all of the major chains nationwide that fill 92% of all prescriptions. Savings of up to 50%. Offers a revenue opportunity for the publication.

"2) Also for readers, a lower-cost alternative (as little as \$9.95/month) to traditional dental/vision insurance, including a telehealth service (24/7 access to a physician by telephone for minor ailments). Also offers a revenue opportunity for the publication.

"3) For employees, AffinityChoice, a new employee benefit program providing group life, dental, vision and short-term disability insurance on a voluntary basis with premiums paid by payroll deduction."

## MOBILE, MOBILE, MOBILE IS THE CONTINUED BUZZ of BarZ Mobile Development.

William Lee Little said, "The world has not gone crazy, it's just gone mobile. At the end of 2016, Pew Research reported mobile statistics that are startling. For example: 75% of all Internet traffic is on a mobile device [and] 85% of all Americans own a Smartphone. They are on their Smartphones five hours per day and they go to their Smartphones over 150 times in a 24-hour period.

"Mobile is a new medium, just like the when the radio first came out, then the TV and any other consumer electronics device. Mobile is also a publishing opportunity. It's an efficient way for your commercial message to reach an audience who is looking to buy appliances, cars, houses and more.

"Mobile is an opportunity for the local publisher. As

long as your audience is consuming your content, does it matter if they consume it in print, on the web or in the palm of their hand? You just want them to consume your content. Don't be afraid of this new medium. Embrace it and make it work for you in 2017."

## As 2017 NEARS, AFCP ASSOCIATE MEMBER

TownNews.com has developed a road map that is geared to helping media companies be more proactive with their digital products.

Historically, TownNews.com has focused on technology by providing digital tools to some 1,700 media partners.

"We've provided tools for our customers to use," said

TownNews.com Founder and Executive Chairman Marc Wilson. "We've been successful, and our customer-partners have been successful – but we think we have to do even more."

TownNews.com has started two new divisions to help customer-partners create better and more profitable digital products.

"One of the new divisions is Ad Operations. As advertising becomes even more data driven, TownNews.com has incorporated a DMP – data management platform – into our Ad


Operations department. The DMP enables our customer-partners to more fully understand their readers and advertisers. The DMP enables customer-partners to sell targeted advertising, both locally and programmatically.

"As programmatic advertising becomes increasingly complex and powerful, the TownNews.com Ad Operations team can help our media partners sell more programmatic advertising at higher rates.

"The other major new department is the TownNews.com Content Exchange. Because TownNews.com customer-partners use the same content management technology, they can easily share content. Companies that syndicate their content through the exchange receive additional advertising revenue.

"Participating media companies have access to free content that can be used online, in print, and in special sections."

In addition to the two new departments, TownNews.com continues to enhance its technology to further assist newspapers in the production of their printed, online and e-edition products.

The TownNews.com roadmap has been driven primarily by input from its many customer-partners. 





# 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!

***"Say and do something positive that will help the situation. It doesn't take any brains to complain."***

**– Robert A. Cook**

**AS I WRITE THIS, THE 2016 ELECTION SEASON IS** whining down. (Note: this is not a typo!)

At this point in the game, most people are exhausted by the endless barrage of negativity pouring from candidates on both sides of the ticket. Instead of talking about what they would do to make the country a better place, today's candidates fill the airwaves with personal attacks and describe the catastrophic consequences that are sure to occur if their opponents win the election.

This "below the belt" approach to politics reflects contemporary American culture. Television reality shows glorify backstabbing, double dealing and outright lying. Tabloids and social media build audiences by fanning the flames of celebrity feuds and "twitter battles" have become a major topic of discussion.

We have become a culture of "Snark." The word "snark" is a combination of "snide" and "remark" and refers to comments made to belittle others. Insulting others and trying to bring them down may offer fleeting emotional rewards but is counter-productive in the long run. If we are focused on bringing down others, we will have no energy left to lift ourselves up.

While we can't single-handedly reverse this cultural trend, we can adopt a positive approach to life and to our interactions with others. Snarky people react to a situation; positive people respond. Rather than blurting out a quick repartee, positive people take the time to think about how they will respond to another. They consider how accurately their words reflect their thoughts and how they will affect the other person.

Most of all they think about how their words can positively impact the situation being discussed. They prefer finding a solution to finding faults with others. As Mr. Cook says above, this requires a lot more brainpower than complaining, but it is the only way to make things better.

Snarky people like to put others in convenient little boxes. They're "idiots" or "#@%\*^#s." These negative categories block true communication. Positive people give the other person the benefit of the doubt and try to see things from their point of view, allowing them to build bridges and arrive at mutually beneficial solutions.

Swimming against the tide of negativity that threatens to drown our culture is not easy, but doing so will not only make you more effective, it will make your life far more enjoyable. **INK**





# USPS Rate Filing **Raises Weight** and **CHANGES NAME**

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

**IN OCTOBER 2016, THE USPS FILED ITS** Notice of Price Adjustment for market dominant products with the Postal Regulatory Commission.

The rate filing generally increased rates in line with the cumulative increase in the Consumer Price Index (CPI) since the Service last adjusted rates. Significantly for mailers of free papers and other shared mail programs, the USPS has increased the breakpoint of allowable weight for standard mail flats from 3.3 ounces to 4.0 ounces. This change was done without a commensurate increase in prices for the extra weight. The new price for a piece weighing up to four ounces is the price with just the CPI increase.

Another significant change in the filing is the proposal to change the name "Standard Mail" to "Marketing Mail." The price change, upon approval, will become effective January 22, 2017. At that point the name will also change, but requirements for mailers to change their software, postal indicia, or placards to reflect the name change will not be imposed until July 2017.

For members of the Saturation Mailers Coalition, the increase in the breakpoint was welcome news. It was responsive to requests and appeals we have been making to the USPS for many years to take steps to reduce the rates for heavier pieces to make the mail more valuable and to make mailed free papers better able to offer competitive prices to advertisers that can choose between other print media, electronic, and an ever-growing array of digital offerings.

In support of these changes, the Postal Service echoed arguments SMC has been making about the benefits of additional weight. The USPS wrote in its filing, "The purpose of this change is to add value to the mail by allowing senders of automation, non-automation, and carrier route flats to improve the quality of their mail piece (e.g. by adding more material to the mail piece or by increasing the weight of the paper used) without incurring additional pound charges. In addition, this change will simplify the price structure for mailers who are already mailing items weighing more than 3.3 ounces."

As a participant in postal proceedings for the past 20 plus years, SMC has sponsored and supported economic testimony that shows postal costs do not increase significantly as piece weight increases. Yet

the competitive playing field between private carrier delivery and other methods of print delivery, and postal distribution for heavier pieces, can be intense. It is hoped that this increase in the allowable weight will give free papers an opportunity to add pages to their publications, to offer rates more attractive to insert advertisers, and to attract heavier inserts than was competitively feasible in the past.

Other adjustments on rates, and prices for weight over 4.0 ounces, maintained the same pound rate in place before the filing for mail brought to the destination delivery office (DDU). The pound rate dropped a fraction for pieces brought to the SCF. A full chart showing the individual rate cells, and before and after rates, accompanies this column. Our thanks to PostCom for permission to share this chart.

Other features of the rate filing include no change proposed for the DAL (detached address label). The surcharge remains 3.5 cents. The price for Every Door Direct Mail (EDDM) Retail will be 17.7 cents. The allowable weight for this product remains limited to 3.3 ounces.

The industry largely greeted the rate filing as one where the Postal Service officials responsible for costing, pricing, and industry engagement had done a good job of discussing, in advance, price and structure changes with the industry. The filing did not produce any unintended consequences or unwelcome surprises.

The industry reacted in a slightly different manner to the proposal to change the name from Standard Mail to Marketing Mail. In support of the change, the USPS writes, "The 2015 Household Diary Study shows that customers used Standard Mail to send advertisements (84.1 percent of standard mail volumes), funding requests (0.6 percent), political materials (1.5 percent), and newsletters/information (12.8 percent). While the content may differ, each of these uses "markets" a product, a service, or the benefit of an event or an organization. Accordingly, this name change will aid our customers in understanding what standard mail is and how it can be used as part of their respective marketing strategies."

Some industry associations and mailers are less enthused about the new name. Some associations have reached out to the USPS to ask it to reconsider this  
*Continued on page 22*



**Regular Standard Mail Flats Postage Rates--Enhanced Carrier Route**  
**(USPS Proposed Rates for January 22, 2017 Implementation)**  
*(All Rates Shown in Cents)*

SUBCLASS/ Rate Category	For Pieces Weighing 4.0 Ounces or Less /1 /2				For Pieces Weighing More Than 4.0 Ounces /1 /2			
					Current Rates		Prop Rates	
	Curr. Rate	Prop Rates	% Diff	Amt Diff	Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound
<b>ECR FLATS – Basic</b>	28.8	29.0	0.7%	0.2	14.5	70.1	11.0	72.0
NDC Entry	25.6	26.0	1.6%	0.4	14.5	54.0	11.0	60.0
SCF Entry	24.5	25.2	2.9%	0.7	14.5	49.2	11.0	56.8
Delivery Unit Entry	23.8	24.1	1.3%	0.3	14.5	44.9	11.0	52.4
<b>ECR FLATS – Basic (5-D Pallets)</b>	28.3	27.0	(4.6)%	(1.3)	14.0	70.1	9.0	72.0
NDC Entry	25.1	24.0	(4.4)%	(1.1)	14.0	54.0	9.0	60.0
SCF Entry	24.0	23.2	(3.3)%	(0.8)	14.0	49.2	9.0	56.8
Delivery Unit Entry	23.3	22.1	(5.2)%	(1.2)	14.0	44.9	9.0	52.4
<b>ECR FLATS High Density /3</b>	23.5	24.8	5.5%	1.3	10.8	61.5	9.4	61.5
NDC Entry	20.2	20.8	3.0%	0.6	10.8	45.4	9.4	45.4
SCF Entry	19.2	19.4	1.0%	0.2	10.8	40.6	9.4	40.0
Delivery Unit Entry	18.3	18.5	1.1%	0.2	10.8	36.3	9.4	36.3
<b>ECR FLATS – High Density Plus</b>	23.0	22.8	(0.9)%	(0.2)	8.4	61.5	7.4	61.5
NDC Entry	19.7	18.8	(4.6)%	(0.9)	8.4	45.4	7.4	45.4
SCF Entry	18.7	17.4	(7.0)%	(1.3)	8.4	40.6	7.4	40.0
Delivery Unit Entry	17.8	16.5	(7.3)%	(1.3)	8.4	36.3	7.4	36.3
<b>ECR FLATS – Saturation</b>	20.5	21.8	6.3%	1.3	7.8	61.5	6.4	61.5
NDC Entry	17.2	17.8	3.5%	0.6	7.8	45.4	6.4	45.4
SCF Entry	16.2	16.4	1.2%	0.2	7.8	40.6	6.4	40.0
Delivery Unit Entry	15.3	15.5	1.3%	0.2	7.8	36.3	6.4	36.3
<b>EDDM ECR FLATS – Saturation</b>	20.6	21.9	6.3%	1.3	7.9	61.5	6.5	61.5
NDC Entry	17.3	17.9	3.5%	0.6	7.9	45.4	6.5	45.4
SCF Entry	16.3	16.5	1.2%	0.2	7.9	40.6	6.5	40.0
Delivery Unit Entry	15.4	15.6	1.3%	0.2	7.9	36.3	6.5	36.3

For all Standard Mail letters and flats, add **\$0.070** (no change) per assessed piece, for mailings with less than 70 percent of pieces passing Performance Based Verification at acceptance and which cannot demonstrate Move Update compliance.

Forward and Return Service - If used with electronic/automated Address Correction Service, forwarded flats pay **\$1.36** (currently \$1.355) per piece (no change from current rate). Returned flats pay the applicable First-Class Mail price. All other returned flats requesting Forwarding-and-Return Service are charged the appropriate First-Class Mail price for the piece plus the price multiplied by a factor of 2.472.

Add **\$0.035** (no change) for each piece addressed using a Detached Address Label with no advertising or a Detached Address Label containing advertising (Detached Marketing Label).

- /1 The USPS has increased the per piece maximum weight to 4.0 ounces before piece/pound rates apply.
- /2 Saturation, High Density Plus, and High Density letter-shaped pieces, that weigh more than 4.0 ounces must pay the piece and pound prices shown in the applicable Saturation, High Density Plus, and High Density Flats (Commercial and Nonprofit) price tables. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 3.5 ounces, but not more than 4.0 ounces, must pay Carrier Route Flats (4.0 ounces or less) prices. These pieces cannot be entered at a DDU and must be prepared as letters. Carrier Route letter-shaped pieces that weigh more than 4.0 ounces must pay Carrier Route Flats (greater than 4.0 ounces) per piece and per pound prices. These pieces cannot be entered at a DDU and must be prepared as letters.
- /3 Subtract \$0.001 per piece for each High Density flat that complies with the requirements for Full Service Intelligent Mail.

This chart was prepared by Postal Consulting Services, Inc.  
the Association for Postal Commerce(PostCom) \*

POSTAL update



# Silent Auction Donations Needed!



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ALL PROCEEDS FROM THE SILENT AUCTION GO TO THE BILL WELSH FOUNDATION TO HELP PROVIDE SCHOLARSHIPS FOR RISING STARS TO ATTEND THE AFCP ANNUAL CONFERENCE.

## POSTALupdate

*Continued from page 21*

change and to take it out of the filing for further discussion. Reasons for concerns include the fear that the name "Marketing Mail" will be synonymous, in the eyes of some consumers, with the notion of "junk mail." Some associations have pointed out that the name change reflects a shift from identifying the level of service the mail receives ("standard") to a description of its content (marketing material).

Another industry request has been to suggest that the Postal Service keep this name change "optional." The USPS would be free to market its current standard mail product as marketing mail, but the required postal indicia and names that must appear on a piece, or on mail as entered with the USPS, could continue to use the name "standard" and current, acceptable, postal indicia and abbreviations.


The filing also included the USPS promotions for 2017. Promotions that are available for free paper publishers that mail include a Tactile, Sensory and Interactive Engagement promotion that will award eligible mailers with a two percent, up-front discount for a promotion period running February 1 through July 31. Another Emerging Advance Technology Program runs March 1 through August 2017. A Mobile Shopping Promotion will be offered for a five-month period beginning August 1 through December 31, 2017.

Many SMC members, and free paper publishers that use the mail, were able to take advantage of ad copy and promotions sponsored by Paper Chain and/or AFCP that helped the association and allowed registered mailers to earn the discount. All of the promotions include detailed rules and promotion requirements and require pre-registration. A future column will discuss more of the details and requirements of the promotions.

The latest program requirements for 2017 promotions and incentives can be found on the RIBBS website: <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>. Questions on the 2017 promotion can be directed to the Mailing Service's program mailing office at [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov).

In addition to the filing for market dominant pricing, the Postal Service also filed its proposed prices for competitive products and shipping prices, with these rates scheduled to also take effect on January 22, 2017.

Some highlights of the proposed changes for shipping and other market dominant prices include the following:

- A 2.0 cent increase in the price of a first class mail forever stamp, bringing the price to 49.0 cents.
- A single price for first class mail commercial pre-sorted letters weighing up to 3.5 ounces.
- Increases in priority mail of 3.9 percent with an average increase in the retail prices for this product of 3.3 percent. The price for a medium flat rate box will increase from \$13.45 to \$13.60. The price for a regular size, flat rate priority envelope increased from \$6.45 to \$6.65. 

# All for **one** and **one** for all!

by Ashley Ochoa, Rising Star

ON A WARM, BLUE SKY DAY, AS I SAT IN THE green grass and watched the first half of my daughter's soccer game, my attention was immediately caught.

Her team quickly regained control of the ball after losing it just moments before and my daughter managed to score the first goal of the game.

I cheered as loud as I possibly could. I never miss the opportunity to be the embarrassing mom loudly cheering her team on from the sidelines.

As I started to calm myself from the excitement, I noticed a sudden change in expression on the opposing team's faces. It was an undeniable look of sadness that spread like wildfire as they walked away from their goal that we had just scored in.

They weren't playing like a team. Their parents weren't cheering them on to keep their heads up and their coach wasn't encouraging them.

Both teams substituted players so everyone had the opportunity to play, and the tables turned. Our team swiftly fell behind on the scoreboard and the opposing team cheered, but they only cheered when their team was doing well.

On the contrary, the parents on our team were never silent. From the sidelines we cheered, clapped, and encouraged them to keep trying. We encouraged them to work harder. Even though they didn't win the game, they still played like a team and supported one another with grins from ear to ear.

This situation was all too familiar. It reminded me

of AFCP and our annual conference, how we all come together to support each other and share new ideas.

If we are struggling, we share our doubts and concerns, only to get a response that is filled with positive suggestions and encouragement. We share our successes and the steps we took to achieve them.

I remember sitting in a dim, quiet room filled with a handful of people in Savannah, Georgia, anxiously waiting to take my TLI exam. I knew this was an

exam I was able to take as many times as needed, but I was so nervous because I wanted to pass the first time and I started doubting my knowledge.

Before the exam, I expressed these doubts to the smart, beautiful and witty Elaine Buckley. With a smile on her face as she nodded at me, she said, "You've got this. I know you're going to pass this exam!" She didn't doubt me for one minute. That encouraged me to succeed.

A few months after taking the exam, Alix Browne sent my publisher an email saying everyone who took the exam in Savannah had passed.

Not only did Elaine encourage me to succeed, she encouraged everyone. We played like a team during our study hall before the exam, and afterward as we walked out of the exam room wishing one another the best.

I've realized it doesn't matter where you are or what you're doing. Being a team and being positive and encouraging is what makes a difference. It's what makes YOU different. **INK**

**"Being a team and being positive and encouraging is what makes a difference. It's what makes YOU different."**

- Ashley Ochoa



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# Know When to FOLD THEM

by Kevin Slimp



**WHEN DOES HOLDING ON** to older software and hardware become detrimental?

While in Minnesota last week, I had an assignment similar to assignments I've had many times during the past 20 years: to spend a day with a small community newspaper group, meet with the management and staff individually, then propose

two optional plans with the same goal in mind.

The goal was to improve the editorial and production workflow, thereby improving the quality of the publication and efficiency of the operation. Sounds simple enough; and having completed similar assignments hundreds of times before, I felt up to the task.

Every newspaper is different, so I keep their particular needs in mind when offering advice. This group is in a process that many of us find ourselves in: determining whether to tweak the current workflow using the tools available, or to upgrade hardware and software throughout the organization to achieve monumental jumps in efficiency.

I understand the dilemma. Having owned several publications in the past, plus a couple of companies right now, I know what it's like to make upfront expenditures in order to see longterm gains.

Perhaps you are in the same dilemma. Should I purchase new hardware and upgrade software at the same time, or will everything be OK if we upgrade software on our current machines? Would my staff be more efficient with training or is it a waste of time? If I train them too much, will they run off and find a higher paying job somewhere else?

The questions go on. What about camera raw? Will it improve my product or just slow down my workflow? Am I spending enough time on my digital products or am I possibly spending too much time on them?

Speaking of staff, do I have too many or too few? Are they organized in the most efficient manner? Should we create our website in-house or use an outside vendor? The questions could go on forever. It's enough to bring on a panic attack.

Don't panic. Let me suggest a few things to think about when faced with similar questions. Let us consider hardware and software today and I will discuss other issues in upcoming columns.

**Q. Is my hardware too old? Is it all going to come crashing down?**

A. Hardware is a delicate issue. One of the quickest ways to improve efficiency is to improve the tools we use. Why do you think Amazon is always investing in new robots and distribution methods? However, hardware isn't cheap and no one wants to waste money.

I would suggest newspapers look over their current hardware and ask a few questions. How old are my computers? If you are working on machines more than six years old, chances are they are getting pretty slow and produce all kinds of delays. I've noticed six years is kind of a magic point for computers. Yes, Macs can last forever, but like anything else they slow down in time. And Windows-based machines slow down more quickly than Macs. It's just a fact of life.

I have four computers I primarily use in my work.

One is an eight-year-old iMac. It still works and is fine for word processing and less intensive processes. But, I notice lately that it even slows down during simple tasks like checking email. I wouldn't dare waste my time trying to

crank out pages on that computer. Sure I could do it, but it would take three times as long as creating the same pages on my two-year old iMac.

**Q. What can I do to get the most of my current hardware?**

A. If hardware is slowing down your workflow but new computers aren't in the budget, one of the easiest ways to get more from your machine is to maximize its RAM memory. RAM isn't expensive these days and I've seen machines double or even triple in speed by upgrading their current RAM to higher levels. Most computers can hold 8 to 16 gb of RAM. Check to see how much your machines currently have and how much they can hold, and make an investment (usually under \$100) to maximize the memory in each machine.

*Continued on page 27*



# Thank You

by Dennis Wade, Trainer – Speaker – Publisher



**OFTEN THE MOST SIMPLE WORDS ARE** the most meaningful. All too often we get so wrapped up in what we are doing to move the business forward that we forget to consider the considerable contributions of all of the people around us. "Considerable contributions" does not necessarily mean large contributions. What it means is that in some meaningful way, other people were involved in our achievements and we would not have been as successful had they not been involved.

No one can be successful in a vacuum. You cannot achieve anything meaningful without the help of other people. While you may be the person who gets the attention, I assure you your efforts are not the only individual efforts that contributed to your achievements. Many other people helped you – from the doctors and nurses who aided in your delivery, to

your teachers and your friends who gave you advice even when you didn't want it.

Take the time to look around and consider where you would be if you didn't have other people helping you. You may subconsciously look to those who set fine examples by what they do well, and you follow their lead. You may learn from the mistakes others have made, because indirectly they paid a price you didn't have to. All of these people deserve your thanks.

And to those people who have helped and may not be around any more, one of the best means to say thank you is to make the best of what you have because of the opportunities you have been given.

Of course, the very best way say thank you is to simply say, "Thank you. I really appreciate what you have done for me." **INK**

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# Associations IN the NEWS

**ENTRIES FOR THE** Association of Free Community Newspapers (AFCP) "Best of the Best" publication awards contest must be postmarked January 23, 2017.

Forms are available for download from the AFCP website, [www.afcp.org](http://www.afcp.org). Email the AFCP staff at [Loren@afcp.org](mailto:Loren@afcp.org) for more information.

**THE ANNUAL ASSOCIATION** of Free Community Papers (AFCP) and Southeastern Advertising Publishers Association (SAPA) conference scheduled for April 20-22, 2017, in Louisville, Ky., will feature an educational and social gathering for the members of the associations.

Over the last decade, this conference has transitioned from being a training gath-

ering into "the" educational and social gathering of the year for AFCP members. This NANI-supported conference is all inclusive, featuring TLI's professional training certification courses and upper echelon motivational and industry speakers, back-dropped against some of nation's top resorts and vacation hot spots.

**NAMPA, THE NORTH** American Mature Publishers Association, Inc., announced its top awards for publishing excellence at its 2016 National Convention at the Magnolia Hotel in Denver, Colo.

NAMPA publications were independently judged by the prestigious University of

Missouri's School of Journalism. This year there were 127 awards presented at its award banquet in a wide variety of categories including general excellence, writing/editing, design, content, concept, photography, and website excellence.

The Best of Show award

winners in their categories were The Best of Times, Louisiana (under 25,000 circulation); Senior Life of Florida (25,001 to 50,000 circulation); Forever Young, New York (50,001 to 100,000 circulation); and The Washington Beacon, Washington, D.C. (over 100,001 circulation).

**SAM RICHTER AND KEVIN SLIMP** WILL be the keynote speakers at the Midwest Free Community Papers (MFCP) Spring Conference scheduled for April 7-8, 2017, at Prairie Meadows in Altoona, Iowa.

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

**THE INDEPENDENT FREE PAPERS OF** America (IFPA) Publishers Summit to be held in Las Vegas, Nev., will feature an all new lineup of four speakers: Joe Mathes, Jean Means, Katie McNab and Rick Wamre.

The summit is a full day roundtable format on new ideas to grow your business. It is scheduled for January 27-28, 2017, at The Flamingo Las Vegas Hotel and Casino.





## | mar.

GETTYSBURG, PA :  
MARCH 17-18, 2017

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

CHARLOTTE, NC :  
MARCH 27-29, 2017

Niche Media's Super Niche Media Event, Sheraton Charlotte Hotel, Charlotte, N.C. For information contact Carl Landau at: [carl@NicheMediaHQ.com](mailto:carl@NicheMediaHQ.com).

## | apr.

LOUISVILLE, KY :  
APRIL 20-22, 2017

Association of Free Community Papers (AFCP). Annual Conference & Trade Show, Gait House, downtown Louisville, Ky. For information contact Loren Colburn at [loren@afcp.org](mailto: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@mfc.org](mailto:kevin@mfc.org).

## | sept.

NEW YORK CITY, NY :  
SEPTEMBER 28-30, 2017

Independent Free Papers of America (IFPA). Annual Conference, Westin Newport Hotel. For more information contact Douglas Fry at [douglas@douglasfry.org](mailto:douglas@douglasfry.org).

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

To list your conference information on the AFCP website, send it to:  
**Loren@afcp.org**

## Know When to FOLD THEM

Continued from page 24

**Q. Is my software too old? Do I really need to pay a monthly fee to keep from falling too far behind?**

A. Maybe, maybe not. Approximately a third of the newspapers I visit are using the most recent design software. If you're an Adobe user, that means the Creative Cloud version, which requires a monthly subscription.

Does this mean you're behind the curve if you have older software? Again, maybe or maybe not. I don't work for Adobe or Quark, so I have no reason to mislead you.

You don't have to have the latest version of InDesign or Quark to be efficient. I have three versions of Adobe's software on the machine I'm using right now: CS5, CS6 and CC. I've noticed no big difference in speed between CS6 and CC. That's also the case on other machines I use. So if your staff is using CS6 software, speed probably isn't an

issue. If it is, you should check the RAM memory, as mentioned earlier. You may want to upgrade to Creative Cloud for other reasons but speed probably isn't one of them.

You might even be OK with Adobe CS5 or 5.5. If things seem to be moving along nicely and you are getting your ads and pages out in a timely manner, you might be safe for now. I wouldn't plan to use CS5 for several more years, but your operation won't come crashing down in the near future due to software issues.

However, if you are using really old software like CS or CS2 (even CS3), your days are numbered. One

day in the not-to-distant future you might walk in to learn no one can get their pages out. Even if that weren't a possibility – and it is – it's taking at least twice as long as it should to get your product out the door using old software. CS3 was released just under ten years ago. Not many of us are driving the same cars we were in 2007. And if we are (I've had mine five years), we're probably thinking about upgrading to a newer model.

It's interesting we often update our cars before updating the things that provide our financial security. We forget that time is money. If it takes twice as long to get an issue designed due to old software and computers, the amount of time it would take to recoup the cost of new equipment is minimal.

As I tell my clients, I'll be home in a couple of days. So do what you think is best. But if it were my decision, I wouldn't wait too long before upgrading any older software and hardware. **INK**



# GRAPEVINE

**THE PUBLISHER OF THE** Fairbury (Neb.) Journal-News has purchased the paper from its long-time owner.

Timothy Linscott, who has held the position of publisher for the past year, bought the paper from Fred Arnold and McBattas Publishing.

"I want to thank Fred for this opportunity and can't say how much I have learned from him over the years. The Journal-News has always had a special place in my heart as it is where I truly received my break in this business and learned so

much from Fred and the entire community," Linscott said.

Linscott started at the Fairbury Journal-News in 1997 and would then move on to manage and own several local weeklies, including papers in Wilber and DeWitt, Nebraska. In 2008, Linscott started the Czech Slavnosti, an international Czech/Slovak publication.

Most recently, Linscott was the managing editor of the Grant Tribune-Sentinel in Grant, Neb. He held that position for two years before moving back to Fairbury in 2015.

## WHAT'S GOING ON...

Linscott said he plans to continue to grow the Fairbury Journal-News's operations, produce more FairburyTV segments, and increase digital and social media products while continuing to give readers what they want each week.

Meanwhile, Arnold will continue to operate the Belleville Telescope and run McBattas Packaging with his son, Freddie Arnold Jr.

Julie Bergman of W.B. Grimes and Company represented Fred Arnold in the transaction. **INK**

## Our Wish For You In 2017

All of us at AFCP would like to wish each of you a very happy and safe holiday season and a new year filled with hope, success and professional growth for each and every one of you.

We would like to take this opportunity to thank you for your involvement in the community publication industry and continued support of our association and its initiatives.

Let this be a year where we all become more involved with our families, our industry and our nation.

The AFCP staff and Board of Directors

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**EMPLOYMENT**

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