



tip

The Independent Publisher

**I'll See YOU In New York
Because...**

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AUDIT PROMOTION CHECKLIST

All of the services listed below are FREE promotions included with your audit.

When your audit is complete the most important part of your audit process begins! To get the biggest return on your investment, make sure you promote your audit. It's easy, and it's free. Use this checklist to increase revenue today!

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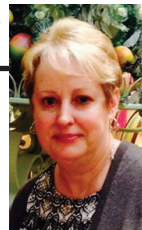
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"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

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

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IFPA goes to New York. Read all the articles in this issue of TIP and find out all the reasons you should attend this history making conference. I'll see YOU in New York because...



Jotted by Jane

by
Jane
Means



There must be a thousand tiny details contributing to a sales rep's success.

Having my office in earshot of our front desk, here's one of those sales details I ran across yesterday.

A gentleman came in and asked to talk with Kevin. Kevin came to the front office. The gentleman says, "Hi, I'm Bob Smith with ABC Supply Company. I'm your new rep; I was in the area and just stopped by today to introduce myself." A bit more blah, blah, blah; they shook hands and he left.

I immediately thought, OMG. This introduction may be perfectly

acceptable for some personnel ... but not the best approach when meeting an advertising decision maker.

Please role play with your sales reps so they are comfortable saying something like:

"Hi, I'm John Doe with (the Merchandiser.) I'm the advertising consultant for this area and I wanted to stop by today to meet YOU." followed by a bit more blah, blah, blah; shake hands and leave :-)

OH, WHAT A DIFFERENCE when the advertiser is shown that she is the important one. And note that this should not be a visit of convenience;

it's deliberate of you to meet this significant businessperson. ("I was in the area" = "you're not worthy of a special trip")

This tip would also apply to an inside salesperson who may be calling to "introduce myself" ... help him with a script that incorporates something like, "I wanted to call to meet you over the phone!" This will show the prospective advertiser that she is the noteworthy one.

As we all know, sometimes the littlest things make the biggest difference.

Jane

32 Quarterfold

32 Magazine

37 Broadsheet or Tabloid

32 Digest

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Bob Wright Memorial Scholarship Requirements:

- Parent must work for a community paper that is a current member of the Independent Free Papers of America (IFPA).
- Applicant must be a high school graduating senior or current college student.
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- Application must be received by 3/22/17

**To download application: Visit www.ifpa.com
Click on “Member Benefits” the “Bob Wright Memorial Scholarships”**

History Has A Way Of Repeating Itself

by
Joe Nicastro



When I started my papers in 1987 I was struggling to get sales, had no idea about producing my own papers (computers were still new for graphics) and no idea that I can print and have change pages instead of printing each edition separately.

I was looking for help and I found it in 1988 with IFPA. I heard about this group and that they held a conference in St. Louis. I was told that if I go, I would learn more in those few days than I would in years on my own. So, despite tough financial times, and as hard as it was for me to get away, since I was the main sales person, I booked a flight and a room and went.

Almost 30 years later, I am still publishing and I literally owe it to IFPA and the publishers who I spoke with at that conference and in the following years.

Fast forward to today, in some ways for me it is like I am back in 1988, business is tough, I still sell more than all my other reps and money, let's just say is not as good as it was in years past.

So, what is the best thing to do? Attend the IFPA 2017 conference in New York City.

I have been publishing a long time as well as serving as a Conference Chair, Director and President of IFPA in the past to have heard it all. "I can't get away" or "I can't afford to attend a conference" or "No time." All I can tell you is if I had not attended that conference in 1988 when I had no time or money I would not be writing this article today.

The IFPA conferences are about

helping, lifting and educating each other. Whether a sales rep, graphic designer, manager or publisher you cannot put a value on what you take away when you network with others in your field and exchange ideas and problem solving that money can't buy.

In September IFPA will be heading to New York for the first time in its history. That is great and many people look forward to spending some time around the New York Area. But as much fun as it is to have some time off and take a stroll thru Times Square, or visit the Empire State Building or Statue of Liberty there is nothing like mixing fun with work and coming away with ideas that will help you in whatever position you are in for years to come.

I am again the Chair for an IFPA conference and I am honored I was asked to do it one more time. New York being in my back yard is great but being able to choose some great speakers that will help us all in our business is the most rewarding.

I have lined up what I feel will feature some of the best speakers we have had.

Our feature speaker is Jason Evans. I met Jason when I spoke with him and signed up for his sales training program for my reps. He is a great speaker but more important offers practical ideas that you can use now to grow your business. Not theories and feel good stories but actual things you can do to increase sales. Jason will also be hosting a Publisher round table on the Importance of Training your reps... the correct way as well as a Q&A for reps.

Other sales speakers include Ryan Dohrn who is also great and we asked to speak again at our conference. Other new speakers include Greg Stewart on sales, management and a session for publishers. Patti Singer on Social Media how reps can use their social media to get sales as well as publishers using their social media to increase sales. Graphics, we have a great trainer, Russell Viers, who will show graphic artists some tricks as well as Metro Creative Graphics who will be helping show some new ways to design ads.

Each Month in Tip we will feature one of the speakers so you get to know them better.

Something new we are trying this year is a Video 3 Minute Idea. You don't have to be a movie producer to create a video these days, a simple phone or computer will do. Be the star of your own 3 Minute video and share some money-making ideas with others and get some new ideas for yourself. This will give a chance to every member to enter even if they cannot attend the conference. Watch for details, but in the meantime, go ahead and create your video. There will be prizes (\$\$\$ money \$\$\$) for 1st, 2nd and 3rd place!

So, if you are on the edge and can't decide if you should attend, you need to just say, "Yes!" and sign up today. Go to IFPA.com and register for the conference. I can assure you whatever you spend on this conference will come back to you over and over for years to come.

Look forward to seeing you in NYC!!

Joe

The Statue of Liberty is shown from the waist up, holding a tablet in her left arm. The tablet has the date "JULY 17" and the word "LIBERTY" written on it. The background is a clear blue sky with a few wispy clouds.

2017 New York City IFPA Fall Conference and Trade Show



Sept. 28 - Sept. 30

*Great Location!
Learn, Stay and Play!*



Download the app "Layar" from the Apple App Store or Google Play for an interactive experience. Open the app and hold over the video symbol.

Graphic Hooks

by
Ellen
Hanrahan



Toss or save... that is the question. Once again, I find that I have accumulated too many files, too much paperwork and too much information that is no longer relevant. I intend to simplify my life, but I keep running into these objects, articles, distractions that need to be addressed.

Paperwork is easily removed and you can see the results. Computer files, yech, not so much.

They are not in anybody's way, usually don't take up much file space and worst of all, are pretty much invisible. So why should I keep them?

I have been writing consistently for **TIP** since 1995 and am not even sure what some of my earlier columns were about because I no longer use the software program. I started with **QuarkXPress** and then moved to **InDesign**. But as I open the files—yes, InDesign does a pretty good job of opening old Quark files from 1995—I find that it's about design issues and the same elements we deal with today. So in this article from October of 1995, I compare contrast...

Contrast—Then and Now

Uh, no difference. What was said twenty-odd years ago, still holds true. Ads change, but concepts, elements and principles remain the same.

When there isn't enough contrast, the ad can look "**wimpy**," but too much contrast can turn the ad "**muddy**." Seems like you can't win.

Contrast gives **color** to the design—and can be applied to a number of areas. There's contrast in line, space, shape, texture, size, value and color... basically all the **elements** (the building blocks of design, any design) can be paired with the **principles** of design (the **how-to** or **directions** in using the elements... which include balance, rhythm, emphasis and unity).

I chose this ad because of the use of screens,

especially graduated screens in small space ads can turn the ad into a... let's just say that the message gets muddled.

A Number of Issues

I admit, this ad was hard. I like to revise an ad as little as possible to show that small changes can have a big impact... but that is not always easy to do.

Some of my concerns regarding this ad are in the use of the double rule border, the graduated circular blend screen, the difficulty in reading the type (not to mention the lack of kerning between the caps and lower case letters) and the fact that the logo shape and ad shape seem to be two separate entities. In other words, too much going on in such a small space!

I eliminated the double rule, kept the round border box but changed the dimensions and the curve and got rid of the screen. I also moved the logo to the center and put the phone number under the name. Type was changed to emphasize a more definite message.

The logo was very difficult to use because the circle around the art and name creates a barrier and isolates the very information it surrounds. The contrast between the art and text is too great. In order for the name, ie. identity, of the business to stand out you must keep the type readable and that makes the graphics large. Understand? A lot of thought goes into developing an identity for a business—or should.

The identity, address and phone numbers are now closer together so the eye can "read" them in one glance. The contrast of only black type against the white background also makes the information easier to read.

I wanted the idea that this is the place to call for a "terrific vacation" to stick in the readers

Daylight Savings
begins March 12



mind as well. I made the type more powerful, and also placed the information "between an average..." between "We're the difference" and "terrific vacation" to create a visual in the reader's mind. The contrast in type size keeps the text confined to an organized block that keeps the words manageable.

"Free ticket delivery" was de-emphasized and relocated. When doing an ad, it makes sense to read what the ad is about. It may cause you to rethink where or what the emphasis of the ad should be.

Contrast in black/white, size and scale have opened up the ad and given the ad more organization. More can be said...but it'll have to wait...**until next month!**

We're the difference between
an Average Vacation and a
Terrific Vacation.

**FREE TICKET
DELIVERY**

555-0055/800-555-5555
555 East Street • Anytown, WI 55555

**VACATION
ADVENTURES**

Another big challenge in this ad is the logo itself. This design is too confining and the name of the business gets lost in the artwork. When developing logos, keep in mind that the purpose is to create an identity that is easy to comprehend as well as be memorable. Maybe next month I need to go through the process of refining the logo itself!

FREE TICKET DELIVERY

**WE'RE THE DIFFERENCE
BETWEEN AN AVERAGE VACATION AND A
TERRIFIC VACATION!**

**VACATION
ADVENTURES**

414/555-0055
555 East Street
Anytown, WI 55555

1-800-555-5555

Since the logo demands (commands?) so much space, I moved it to the center to make it a more dominant element and put the phone number under the name. Type was changed to emphasize a more concise and positive message.

Ellen Hanrahan hanrahan.in@att.net ©2017



Gary's Gallery

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



Court holds student athletes are not "employees"

from
King & Ballou



by Kyle Watlington, kwatlington@kingballou.com

In a recent case before the United States Court of Appeals for the Seventh Circuit, the court reviewed a lawsuit involving former student athletes of the University of Pennsylvania who sued the university, the National Collegiate Athletic Association (NCAA), and over 120 other schools arguing that as student athletes they were employees of the university entitled to be paid minimum wage.

The students who filed a lawsuit were former members of the University of Pennsylvania's women's track and field team. The track and field team was regulated by the NCAA. According to the students, they qualified as employees within the meaning of the Fair Labor Standards Act (FLSA) and should have been paid minimum wage. The failure to do so amounted to a violation of the FLSA according to the students.

The universities and the NCAA sought to have the case dismissed claiming that the student athletes did not have standing to bring the lawsuit and that the student athletes were not employees under the FLSA. The district court granted the motion to dismiss and the students appealed the district court's decision.

On appeal, the court found that the students only had standing to sue their alleged employer, the University of Pennsylvania. The students had no direct employee/employer relationship with any of the other universities and thus had no grounds to bring a lawsuit alleging FLSA violations.

Reviewing the student's claim against the university, the court began its analysis by noting that the FLSA requires every employer to pay employees a minimum wage of \$7.25 per hour. However, the court found the FLSA's definitions of "employee" and "employer"

to be unhelpful. In order to determine whether the students should be classified as employees of the university, the court looked at the "economic reality" of the relationship between the alleged employee and employer. The court found that the "economic reality" of the relationship between the university and the students was a tradition of amateurism.

Next, the court looked at the Department of Labor's (DOL) Field Operations Handbook, which further indicated that student athletes are not to be considered employees under the FLSA. Although not binding on the court, the court found the handbook to be persuasive. According to the DOL, "University or college students who participate in activities generally recognized as extra-curricular are generally not considered to be employees within the meaning of the FLSA."

Ultimately, the court declared that since the DOL categorically stated that students who participated in extracurricular activities were not considered employees, it was clear that the FLSA did not apply to the students in this case. The court held that since participation in college athletics was completely voluntary, the students could not allege that the activities they pursued as student athletes qualified as "work." In the court's opinion student athletic "play" simply cannot be classified as "work" under the FLSA.

I'll See YOU In New York City Because

I will be attending the IFPA New York conference to find my next money making idea, my next money saving idea, and meet the next person that will blow my mind with useful information.

Eileen Curley





by
Gary Rudy

Start Spreading The News!

The opening lines and following words to Frank Sinatra's famous song "New York, New York," couldn't be more fitting to IFPA's Fall Conference...How Fitting?

I want to be a part of it, New York New York... Yes! You Do.

Wake up in the city that doesn't sleep... Yes! You Can.

Lose those Little Town Blues... Yes! You Will.

Be King of the Hill, Top Of The Heap... Yes! You will be.

If you get a chance, find the music to that song and play it. I did this weekend in February— on a damp, cold and windy day at the Jersey Shore. It was all I could do to keep from getting on a bus or train and heading to that great city.

In the next couple of months you are going to hear a lot about the fantastic program that Chairman Joe Nicastro has put together for you, but I'll leave that up to him and others. As Hotel Liaison, I want to tell you what you can expect at your accommodations.

Let me say that having lived in close proximity to NYC many years, I have been fortunate to have stayed in some great hotels, but only when it was a \$pecial Occa\$ion. It's not unusual to see average rooms for well over \$300 per night, and they are not right where you want to be. You are going to be treated to a 4 Star Hotel at a 1 Star rate of only \$189.

Our hotel, The Jersey City WESTIN is located in the waterfront Financial District with beautiful views of the city and the Newport Marina. Its spacious 429 guest rooms and suites featuring Westins Heavenly Bed and

Heavenly Bath, in room refreshment center, coffee makers with free Starbucks coffee and tea, large desk workspace with FREE internet and 37" LCD televisions. Your hotel is located a half block from the PATH train to take you non-stop to downtown Manhattan in minutes. It is located close to 3 major airports with Newark Liberty International only 12 minutes away. It features a 24-hour Westin workout gym with a heated pool and hot tub. Both valet and self-parking is available and the self park is only \$22 per night. You are located a short subway ride from Times Square, Broadway Theater District, Statue of Liberty, Rockefeller Center, Liberty Park, Ellis Island and EVERYTHING else New York has to offer. For the shopper in you, the hotel is attached to the 3-story Newport Center. This is a huge mall featuring over 140 stores with 4 anchors of J.C. Penney's, Macy's,

Kohl's, and Sears. It has an 11 screen cinema and restaurants featuring The Cheesecake Factory and Sarku Sushi. All of this with only a three and a half cents sales tax

The \$189 rate will be honored for 3 days prior and 3 days post of the conference so you can bring the family and really see the city.

As your Hotel Liaison for over 20 years and having booked meetings from as far north as Edmonton Canada, south to Puerto Rico and in almost all of the lower United States, I can honestly say that I am more excited to present New York City to you than any other property we have ever booked.

Lose those Little Town Blues come join us in the Greatest City in the World.

Gary



<http://www.westinjerseycitynewport.com/>

This photo was taken by Gary Rudy, from his 5th floor hotel room while exploring the Westin Jersey City Newport for IFPA. Your hotel room might be on the 23rd floor (hope you share a photo of your view!)

5 Tech Tools to Grow Your Publishing Business

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business in 2017.



SiteSwan

What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website...you can change that and make money all at the same time.

How much does it cost: Plans start at \$99/mo
www.siteswan.com

Ideal Directories

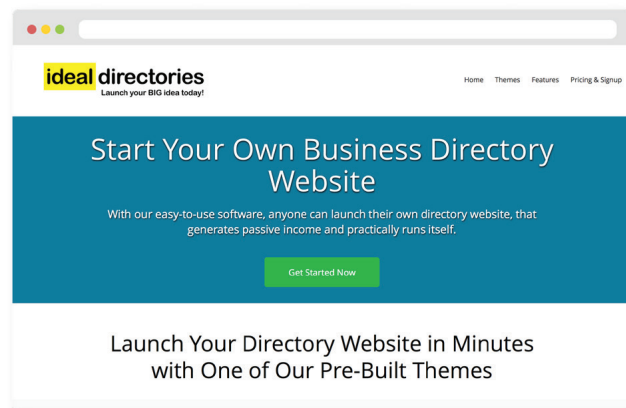
What is it?

Turn-key business directory websites that can be branded for your publication and market. Choose from different directory "themes" including a general business directory, restaurant directory, wedding vendor directory and more.

How can it help you grow?

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

How much does it cost: Plans start at \$99/mo
www.idealdirectories.com





PageFlip Pro

What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully-responsive interactive Page-Flip Digital Editions.

How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is **always up-to-date** with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers...plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

How much does it cost: Pricing starts at just \$1 per page (based on volume).

www.pageflippro.com

Exchange Classified Ads Platform

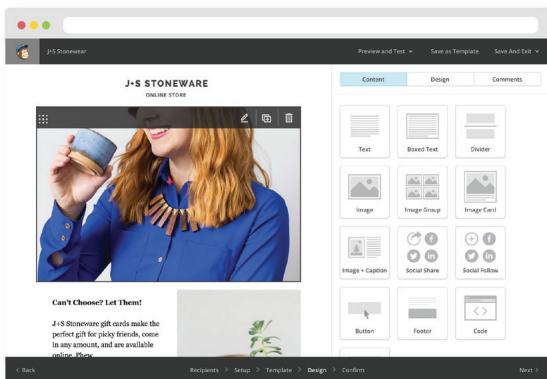
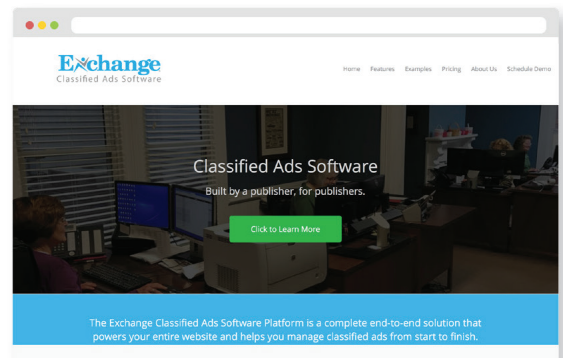
What is it?

An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated upsell opportunities to add a photo to an ad significantly boost average ad cost. Your **staff all have separate logins** to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

How much does it cost: Plans starting at \$685/mo
www.classifiedads.software



Mailchimp

What is it?

An easy-to-use email marketing system that lets you send out thousands of emails at once.

How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

How much does it cost: Paid plans starting at \$10/mo (based on subscriber list size)

www.mailchimp.com

Online 3 Minute Idea Exchange

One of the best ways of learning winning ideas is to attend the 3 Minute Idea Exchange during a conference, like the one we will have in New York in 2017. I know I have heard ideas that I've been able to take home and put to use on Monday following a conference. It's really good stuff.

For the New York Conference we are completely booked with great presentations and speakers. We didn't want anyone to miss out on sharing great ideas with each other. As a result, we developed an online 3 Minute Idea system.

We would like for each of you to take a few minutes and record yourself presenting your award winning 3 minuted idea. If you need help on how to record such a thing using your phone go to FitsBits and watch the video here: <http://tinyurl.com/z2bo6bf>

If you have an supporting documents like pricing sheets or rate cards or whatever you need to "sell" your

great idea, have them ready to upload to the system.

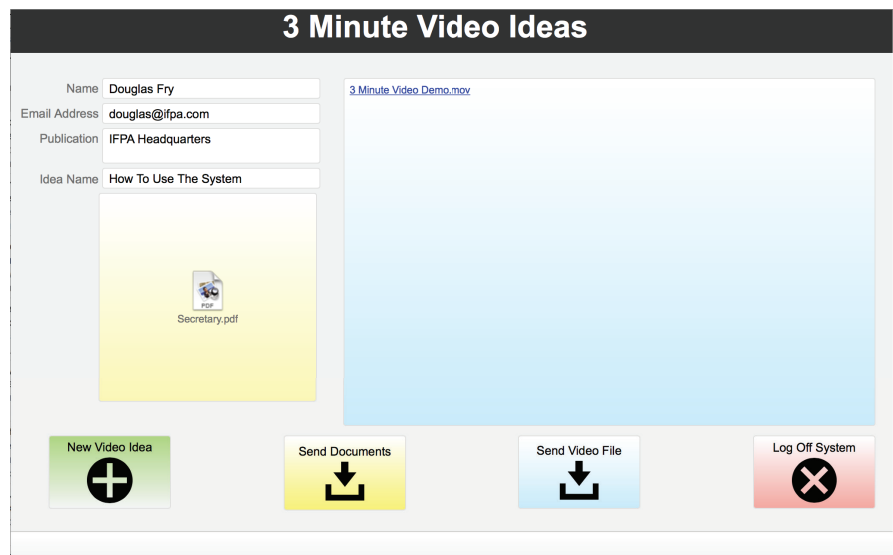
Have your documents and video files at hand to send into the system.

It's pretty simple to use this new system. Just go to: [tinyurl.com.zvucbcj](http://tinyurl.com/zvucbcj). Alright, that isn't really that simple but putting in that web address is the hardest part. Enter your Account Name: IFPA and your

Password: ifpa. Click on the 3 Minute Video Ideas button and you're in.

Click on the New Video Idea button and enter your name, email address, publication, and idea name. Then click on the Send Video File button and navigate to the video file you created to show your great idea and upload it to the system. Finally, if you have an supporting documentation click on the Send Documents button, navigate to your files and upload them. When you are finished click on the Log Off System button. You can enter as many ideas as you'd like.

The winners will receive \$500, \$300, or \$200! So enter soon and often.



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



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Eric McRoy, VP, AdvAntage News, Alton, IL



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"Printeractive" Promotes New Ideas

by
Cindy Cruz



Mines and Pines, a free "Printeractive" Shopper based in Grand Rapids, Minnesota has been able to accomplish something that other publications have not been able to master. Publisher/Co-Owner Steve Saxton says Mines and Pines was started as a proof of concept in order to expand their offerings to existing publishing company customers. "We like to say, 'A funny thing happened along the way to proof of concept, we became profitable in less than six months and haven't looked back since.'"

Not only do they have the tried and true print, web and mobile presence, they also have a "telephony" relationship with that same audience and some they have not reached with the aforementioned methods. "By 'telephony', here is what we mean, we interact with our audience in a big way utilizing texting, MMS (multimedia texting), and truly interactive/entertaining IVR (Interactive Voice Response) systems," Saxton explains. The concept has been so successful that they currently have over 7,500 unique phone numbers in their database that have used the "telephony" systems. "Think about that number for a moment, that equates to almost 35% of our distribution number," Saxton says. "How many of you would love to be able to tout an entirely new and trackable audience engagement method with such high penetration in under 18 months?"

Grand Rapids is the county Seat of Itasca County with a population of 45,564. Their distribution area covers virtually all 2,928 square miles of the county. The publication is distributed weekly utilizing its' EDDM (Every Door Direct Mail) Program. First



Publisher/Co-owner Steve Saxton presents the first check to the Fraternal Order of Police based on "Turn Our Community Blue" promo that ended up topping out over \$8,000 raised.

published on August 20, 2015, Mines and Pines is at the top of the list for circulation in their coverage area with a circulation of 22,000.

Parent company the "Printeractive" Shopper, Community Delivered LLC also provides software services to other newspapers throughout the United States to accomplish the same "Printeractivity" that Mines and Pines delivers.

"When we first started Mines and Pines, we felt our biggest challenge would be to draw in the coveted "young" audience by using our technologies, while hoping that we didn't scare off the "older" audience with those same interactive tools. AND it worked," Saxton explains. "The only way to stay relevant in today's world is to secure a relationship with our audience in what has become their most "personal" method, meaning the phone that is strapped to their hip at all times. That is truly what makes us unique in this industry."

Mines and Pines utilizes this new method of communicating with its audience in various ways. Readers can text in for more information on any product or offering advertised in Mines and Pines in real time, including links back to every bit of information on that item or items. This is just one way they are building a database of what that particular phone number is interested in. Saxton refers to their innovative approach as "googlefying" of the print product. Their classified ads can be placed using telephony, with very limited human interaction. The system that they built can run in either a paid or free environment. By leveraging their state of the art technologies, they also offer SMS marketing programs to their businesses, so they can also forge a stronger relationship with their customers.

Community involvement is also important. Contesting using their telephony systems is a big hit in their markets. Mines and Pines has

Continued on page 17



Local police officers award a plaque to Mines and Pines Co-owners, Steve and Shari Saxton for their efforts in "Turn Our Community Blue Promo", which not only raised funds for the Fraternal Order of Police, but brought community awareness of our men and women in Blue to a new level, never seen before according to local police officers.



Steve Saxton, Mines and Pines Publisher and Co-owner presents just one of 52 weekly prizes for an Interactive Trivia contest that was sponsored by many area businesses.



Steve Saxton, Mines and Pines Publisher/Co-owner along with local State Farm Agents hands off the prize for "Santa Wish List Hot Line" winner. End users would call in and talk to Santa through an automated Interactive Voice Response System that even made the recordings available for parents to download.

successfully run trivia contests, scavenger hunts, selfie contests and on premise contests as part of community events. "This allows us to not only build upon our very large database, but also allows us to match that data with their interests," Saxton says. In addition, they have utilized Interactive Voice in ways that provide an entertaining offering, such as their Santa Wish List Hotline, Saxton says was a huge success, while garnering even more valuable data. "Because of the interactive nature of our offerings, we sometimes offer voting capabilities to involve an even larger audience in the offerings, such as the "Selfie Contests."

Their most successful promotion of 2016 was Turn Our Community Blue to support law enforcement. The promotion generated nearly \$10,000 in revenue and \$8,000 in donations that was presented to the Fraternal Order of Police.

Saxton says they also partner with many community organizations and "in essence 'lend' them our technologies as part of widening the net they cast into our communities, just like we have. Just one of those

items being "borrowed" is our entirely interactive silent auction system. Again, think data!

Their ingenuity continues. They have just recently started adding interactive "kiosks" to interactive with our audience in another way. There is more to come. Saxton says preliminary results are amazing for their partner businesses.

Saxton foresees a bright future for Mines and Pines that includes more markets, of which the next two have already been identified and researched. They also envision their product being printed on a Variable

Data Press, so that each edition can be unique to the home it is delivered to. "This is not a pipe dream as our underlying technologies have been built on that premise from day one," Saxton says. While they have a 24-30 month roadmap for their growth and implementation, they are not naïve enough to believe that there won't be forks in the road, that will cause them to remap that future.

"Our belief boils down to, 'Don't get too hung up on what you are currently doing or you may just risk losing the future of your business,'" Saxton says.

I'll See YOU In New York City Because

I find IFPA conferences the best opportunity to truly connect with fellow members. It's priceless to get to know them especially when I face a crisis, I am totally comfortable asking any of them for help!



Jane Means



Boot Camp Reboot

by
Douglas
Fry



Boot Camp has been one the greatest benefits of being a member of IFPA. Hundreds of sales people have been trained on the fine art of sales, how to do their jobs more effectively and more professionally.

The program was not without its challenges. First of all, you had to do without your sales people while they traveled to the location. Then there was the cost of travel, either flying or driving. Next, they got to stay in a great hotel, on your dime. Finally, it was like the new sales reps were fed with a fire hose. When they came back they were charged up. But that enthusiasm cost the publisher and sales reps time and money.

As a result of these challenges the IFPA board has determined to offer this great benefit via virtual training. Your people can log in to the meeting on Monday morning, interact with the presenter from the convenience of their computer screen, gain critical knowledge and skills each morning for two hours, and then get back out

into the field for the remainder of the day. This process will repeat for each day from Monday through Thursday.

Diane Ciotta will present the virtual training in her polished, professional way. The topics covered will be: Learning to be a creative and persistent marketeer, Presenting long term sales commitments with confidence through benefits, Identifying 8 specific business needs vs. wants, Managing unavoidable challenges with conviction, and Tim

Bingaman of CVC will show the attendees how to make the most of your circulation audit to flip prospects from “potential” to “closed.”

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Go to IFPA.com, click on the Benefits tab and select Sales Training to register your people. Hurry! Spaces are limited.

I'll See YOU In New York City Because

For several reasons, I'm very excited to attend the IFPA Fall conference in New York. It's always profitable to mingle with "my people" and share business ideas. There's a ballroom full of great vendors who are always eager to improve my newspaper. I'll definitely spend some time at Nat Sherman's in New York City (@Nat42nd) and smoke the world's finest handmade cigars!



Eric McRoy



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IFPA Board Meeting, Friday, January 27, 2017 - The Flamingo, Las Vegas, NV

President Jane Means called the meeting to order at 8:06 a.m. (EST) Board members present: Eileen Curley, Deborah Phillips, Dan Buendo, Doug Fabian, Joe Mathes, Rick Wamre, Katie McNabb, Eric McRoy and Rena Reiser Executive Director: Douglas Fry Guest: Gary Rudy

IFPA Sales Training – Rick Wamre: Rick reported that Diane Ciotta will do a video conference at the Publishers Summit to explain the new training format to the Summit attendees. Rick will also conduct a survey at the Publishers Summit.

Vendor Packages – Eric McRoy: The New York conference sponsorship packages are posted on the website and Eric will be talking with the Publisher Summit sponsors about the New York opportunities.

New York City Conference - Joe Nicastro: Prior to Joe's report there was Board discussion about how to promote the Conference to both members and non-members. It was decided that non-members will receive a credit on the registration price difference if they become a member within 90 days of the conference. Later in the meeting there was a video conference with Joe Nicastro. Joe reported that there are promotional videos that will be emailed to all members as well as columns about the speakers and other Conference highlights for upcoming editions of TIP. Joe said he will also send flyers to non-member publications in his area.

June Board meeting - Jane Means: The June Board meeting will be held at the New York Fall Conference location June 23, 2017.

Website – Eileen Curley: Eileen reported that she and Dan have gone through the entire website and have made updates and changes.

TIP – Eileen Curley: Eileen reported that she is working on Publisher Profile opportunities for future editions of TIP. Eileen will conduct a survey to gather information to expand TIP content. There was also discussion about sending both emails and Facebook posts notifying members that the newest edition of TIP is available on the website. Eric will be working on pricing and packages to sell sponsorship opportunities for the TIP email. The Board is also working to find a person to sell TIP ads and the packages Eric is putting together.

CadNet – Dan Buendo: There was discussion about the future of CADNET rebates. The discussion will be continued on next months Board call.

FITS – Doug Fabian: A new video camera has been purchased to film the new FITS videos. Douglas will be taping ideas and information from Publishers Summit attendees over the next couple days.

SHARE – Doug Fabian: Doug reported the Sales Managers' SHARE group has been very valuable,

and there are only a few open spots available. (editor's note: several Publishers' Summit attendees are eager to join.) The next group Doug will organize will be for publishers; followed by groups for graphics and distribution. Doug reported that the testimonials they have received regarding the Sales Managers' group have all been saying the one hour a month has been extremely valuable to the participants.

2018 Membership Dues – Jane Means: Discussion about 2018 dues will occur at the June Board meeting in New York.

Membership – Rena Reiser: Rena and Danielle will work on member benefit packets for both new members and prospective members.

Social Media – Joe Mathes: Joe has been regularly posting industry relevant articles and information and deliver.it is being used to provide content as well. Facebook followers have increased and the Board will continue to find ways to get more followers.

AdSense – Joe Mathes: Joe reported that Google AdSense is currently bringing in about \$300/month and the total revenue to date is \$2500. There was discussion about how to get more member participation.

Publishers Summit 2018 Location – Gary Rudy: Gary presented several hotel options in Florida for the 2018 Publishers Summit. The Board asked Gary to move forward on a location in Clearwater the for the beginning of February.

Joe made a motion to adjourn and Doug seconded the motion, all were in favor. Meeting adjourned at 11:51am

Recording Secretary Danielle Burnett

IFPA Board Meeting, Thursday, February 15, 2017

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

2017 Conference – Joe Nicastro: Joe reported that he and Douglas are working on a video 3 minute idea exchange for the upcoming conference. The conference is currently being promoted through emails, videos, articles and ads. Joe is also planning to get in touch with contacts he has in the New York area.

Treasurer's Report – Deborah Phillips: The January financials were emailed to the Board prior to the call. Deborah gave an overview of the financial report. Doug made a motion to accept Deborah's report and Dan seconded the motion, all were in favor.

Membership – Danielle Burnett: The Lower

Bucks Leader/Mullins Publishing in Fallsington, PA was presented for membership. Doug made a motion to accept their membership, Deborah seconded the motion, all were in favor.

Sales Training – Rick reported that the online registration for IFPA's Basic Ad Sales visual training program is now available at ifpa.com, Benefit tab, Sales Training. A few people have already registered for the March 20-23 session; maximum class is 25 students.

Publishers Summit – Katie McNabb: Katie reported that the 2018 Publishers Summit will be held in Clearwater, FL January 25-28. Katie also shared the survey results from the recent Summit in Las Vegas.

Vendor Packages – Eric McRoy: Eric reported that the fall conference sponsorships are ready to present to potential vendors. Eric also shared a new rate structure for TIP advertising. The Board will review the proposed rate structure and get in touch with Eric by Monday, February 20th with questions, recommendations, and/or approval.

Website /TIP– Eileen Curley: Eileen reported that articles promoting the fall conference and Publisher Profiles will be featured in upcoming editions of TIP. With regards to the organization website, the Publishers Summit information and registration was replaced with 2017 Fall Conference information. To promote the NYC Conference, we will be adding photos and quotes from members declaring the variety of added benefits members value from attending conferences and why each will be going to NYC.

Membership – Rena Reiser: Rena reported that she and Danielle are working on packets to send to both new and prospective members.

CADNET – Dan Buendo: Dan will be forming a committee to review the rebate changes discussed at the Board Meeting in Las Vegas.


FITS– Eric McRoy: Eric reported that a new FITS video was sent out earlier this week and Douglas is working on new FITS videos utilizing the material taped at the Publishers Summit.

SHARE – Doug reported that he is mailing invitations to members to join the Sales Manager's SHARE group. This week eight people participated in the Sales Manager group and five people participated in the Magazine group.

Social Media/AdSense – Joe Mathes: Joe reported that he recently posted a picture on the IFPA Facebook page from the Publishers Summit and tagged 300+ people in an effort to generate more exposure to the IFPA page. Prior to the call Joe shared the current AdSense report which showed that due to increased participation, the monthly revenue is now over \$400.

Deborah made a motion to adjourn, Dan seconded the motion, all were in favor. The meeting was adjourned at 10:05am EST.

Recording Secretary Danielle Burnett



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