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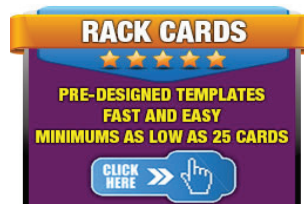
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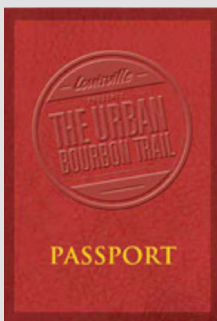
INK features:



6 EDUCATION & TRAINING



13 GLADYS VAN DRIE, LIFETIME LEARNING



15 THE URBAN BOURBON TRAIL

INK departments:

- 4 | AFCP DIRECTORS
- 8 | ASSOCIATE MEMBER PROFILE: KANTAR MEDIA
- 9 | MEMBER PROFILE: THE SOUTHEAST SUN
- 10 | RISING STARS
- 11 | FROM THE TOP
- 14 | CONFERENCE COMMITTEE UPDATE
- 16 | ADVERTISING ADVICE: CLIENT ENGAGEMENT
- 17 | THE LEADERSHIP INSTITUTE
- 18 | ASSOCIATION UPDATES
- 19 | ON THE HORIZON
- 20 | GRAPEVINE
- 21 | CLASSIFIEDS

COMING
next
month

The April Issue will be our annual Trade Show Issue. It will detail our trade show partners and what these valuable Associate Members have for products and services and how they can help improve your business. We will also have information that will help attendees prepare for their Louisville Conference activities to maximize their experience.

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Dave Neuharth

DAVE NEUHARTH
EDITOR

ONE OF THE MOST DIFFICULT factors in the success of publications in the free paper business is finding qualified sales reps to roam the streets and sell advertising. Ditto for inside reps that serve as telemarketers.

The good sales reps are not roaming the streets. The majority of them are employed and publishers go out of their way to retain them on their payroll.

Education & Training

The solution is hiring the reps with potential and then training them, and that's where education takes over.

The Association of Free Community Papers (AFCP) staff and board of directors has made a huge investment to help member publishers be successful in this venture by funding one of the most respected training programs in the industry – The Leadership Institute (TLI).

The program was initiated in 2006 at the annual AFCP conference in Miami, Florida. One of the top speakers in the country, Tom Hopkins, helped kick off TLI with his keynote speech.

At that conference TLI offered eight 50-minute sessions. Volunteer instructors were obtained from the AFCP membership. The volunteers met in Tampa to set goals and future training sessions. Rob Zarrilli was named the Dean of TLI and he still serves in that capacity. Other instructors who have served since the inception include Charlie Delatorre, Jon Cantrell, Bill Osborne and Jim Busch.

The mission established by TLI was, "To provide leadership and sales training support to inspire and motivate those passionate about making a difference in the lives of others."

Since 2006 the program has been on a roll. Each year classes are changed and updated. Over 30 classes are made available at the annual AFCP conference. Visiting professors have been added to the agenda.

TLI classes were also made available to all of the free paper associations to offer at their conferences.

A visiting examination program was established by TLI. To take the exam, each student has to have earned a minimum of 15 credit hours of TLI classes held at the free paper conferences. If successful, the students earned a first level of professional certification degree as "Associate Advertising Executives."

Over the years close to 1,800 people have attended the classes. Close to 100 have earned degrees.

TLI has also entered the digital



TLI Dean Rob Zarrilli congratulates 2011 TLI graduates (L-R, top row) Jim Kendall, Ashley Alexander, Dan Alexander and Kay Dunn; and (L-R, bottom row) Anna Vasquez, Jennifer Epps, Gabriela Martin Del Campo and Joy Crowe.



The Leadership Institute (TLI) kicked off in 2006 with its original volunteer instructors (top left) from among the AFCP membership. Some of the instructors have changed over the years as evidenced by the 2007 (top right) and 2008 (bottom left) instructor photos, but many of the original instructors remain. At bottom right is the 2011 TLI graduating class.

world. The TLI Online Learning Center currently offers classes that can be completed from a publication's business office during normal business hours.

Available classes are listed on the AFCP website. The online classes include credits for certification.

On the agenda at the AFCP conference in Louisville are 19 TLI classes. Visiting professors include Dennis Wade, the president of Texas Opportunity Partners. His sessions include "The Art & Science of Advertising" and "The Human Side of Scientific Selling."

Joe Mathes, the vice president of Delta Publications, will teach courses

on "Pitch Anything with Emotional Intelligence" and "Why Print Matters."

What is impressive is the list of some of the graduates. The majority of people who took the classes were in sales; but we have some well-known publishers and key management individuals who earned the necessary credits to qualify for the graduation test.

Some of these individuals include: Loren Colburn, the executive director of AFCP; Tom Cuskey, former publisher and staff member of the Free Community Papers of New York (FCPNY); Randy Miller of Kapp Advertising in Pennsylvania; Allen Lingerfelt of the

Piedmont Shopper in Virginia; Ed Coats of the New Market Press in Vermont; Mark and Kay Dunn of Dunn-deal Publications in Florida; Doug Fabian from Reminder Publications in Massachusetts; Dan Alexander of Denton Publications in New York; Jim Kendall, recently retired from The Flyer in Florida; Janelle Anderson, executive director of the Wisconsin Community Papers; Lee Borkowski of the Richland Center Shopping News in Wisconsin; Carol and Joe Toomey from Action Unlimited in Massachusetts; Dick Colvin, former executive

Continued on page 8



Dean Rob Zarrilli congratulates more 2011 TLI graduates (L-R) including Lisa Fredrickson, J.W. Owens, and two unidentified graduates.



Meet DAVID CRAWFORD of Kantar Media

KANTAR MEDIA IS A GLOBAL LEADER IN MEDIA intelligence, providing clients around the world with data they need to make informed decisions on all aspects of media measurement, monitoring and selection.

In 2009, Kantar expanded its operations to include the Standard Rate & Data Service (SRDS) in the United States. SRDS connects the buyers and sellers of media together on the largest media discovery platform in the U.S.

SRDS has long served as the “go to” place for advertisers to serve their clients. For years, the company printed books listing daily newspapers and their distribution figures. Advertising agencies and brands have used SRDS as an affordable, all-in-one resource to find and compare digital and print media across business, consumer and geographic audiences. They rely on this extensive dataset of U.S. media to make informed decisions and initiate contact with media reps directly from the planning platform. As the world turned digital, SRDS made its information available on its website and quit publishing its annual book.

Then along came PaperChain promoting the free paper industry. David Crawford, an account manager for SRDS, began working with PaperChain to promote free papers in late 2007. He was instrumental, along with CVC President Tim Bingaman, in striking a deal to list the stats of the audited free papers on the SRDS website next to the information of the daily newspapers. Crawford was recently assigned to take on a new role with SRDS working with agencies on their access to SRDS.com. He will be replaced by Michael Forgash, who has long been part of the SRDS team.

David Crawford has served as a media planner, media associate, account executive, client service manager and account manager. Some of the clients he



David Crawford (at right) accepts the Southeastern Advertising Publishers Association's 2013 Herb Campbell Award from Executive Director Douglas Fry.

served included Circuit City, Home Depot, JC Penny and Coca Cola. He has long been known to the free paper industry, attending the associations' conferences and sharing his knowledge with the attendees.

In 2013, for his work with PaperChain on behalf of the free paper industry, the Southeastern Advertising Publishers Association (SAPA) honored him with its annual Herb Campbell Award. It is presented to an individual who has contributed to SAPA and the free paper industry.

Crawford works out of his home in Atlanta with his wife of 20 years, Juli, and his daughters Lillian (17) and Miranda (13). Those who know him know that he is a music geek, movie nerd and hockey fan. **INK**

Education & Training

Continued from page 7

director of the Midwest Free Community Papers in Iowa; David Manis from the San Diego Community News Network in California; Rich Paulsen from Creston Publishing in Iowa; Boyd Peterson from the South Valley Journal Publications in Utah;

Hans Appen from Aspen Media Group in Georgia; Vincent Grassia, former publisher and a director on the NANI board, from Florida; Tony Onellion, a publisher in Slidel, Louisiana; Julie Thompson of the Southern Minnesota Shoppers in Minnesota; and Michael Van Stry, a publisher on California's central coast.

Then there is Gladys Van Drie. She sold her publications in Iowa some years ago but still attends the AFCEP conferences. She completed the classes last year and plans to be ready for graduation at the 2017 conference. See the related article on page 13 of this issue of **INK**.

Meet the Quattlebaums from THE SOUTHEAST SUN

NOT TOO MANY IN THE FREE PAPER BUSINESS work together as a management team.

Caroline and Russell Quattlebaum of The Southeast Sun and the Daleville Sun-Courier in Alabama do just that.

Caroline launched her publishing career in 1982 when she left a management job with Dunlop Tire and Rubber Corporation in Huntsville, Alabama, to return home and help her father start The Southeast Sun.

Russell also followed in his father's footsteps. He was attending college when his sister and father started The Southeast Sun. Following college, he was employed at the Montgomery Advertiser as a sales rep. In 1986 the family decided to start another weekly, the Daleville Sun-Courier, at which time Russell returned to Enterprise to help with the two publications.

In 1995, Russell and Caroline took over management of the company after their father retired. They became co-publishers at his death in 2004.

Before assuming the role of co-publisher, Caroline served as operations manager of both publications. Her job in the beginning was bookkeeping, layout and photography. She continues to serve as bookkeeper and as managing editor of both publications. She also manages the front office, oversees layout for the two papers and shoots photographs when needed to fill in.

Russell serves as co-publisher and advertising director and is responsible for circulation. His past employment started at the age of 14 working at a

vegetable stand. He also worked at a local pharmacy and one summer was employed with the state highway department.

Their responsibilities with the publications are divided by departments, but they share equally in the leadership of the business.

"I hire all the editorial staff and ensure what our reporters are writing each week is factual, newsworthy and appealing to our readers," said Caroline. "Russell has the 'money' job, making sure his sales staff is looking after the needs of our advertisers. We don't cross over much into each other's territory but we are both open to suggestions in our respective areas. I'm more the 'inside' manager while Russell works outside the business. I know he's taking care of business with our advertisers while he knows I'm working in the office handling day-to-day operations. We both have someone we can trust to talk with when there are concerns in our departments. That alone is invaluable."

Both are avid members of the free paper associations and their state association. The company is a member of the Southeastern Advertising Publishers Association (SAPA), the Association of Free Commu-

nity Papers (AFCP), the Independent Free Papers of America (IFPA) and the Alabama Press Association.

Both have served as president of SAPA. Caroline is the immediate past president and has served on the board since 2008 as secretary, treasurer and vice president.

Continued on page 10



Russell Quattlebaum (above right) received the South-eastern Advertising Publishers Association's 2009 Herb Campbell Award from Executive Director Douglas Fry, and sibling Caroline Quattlebaum (below) was honored with the 2016 version.



Education is a Powerful Investment for the Future

by Diana Garcia, 2016 Rising Star

INVESTING IN EDUCATION IS IMPORTANT IN A rapidly-changing industry. With this in mind, The Leadership Institute (TLI) training program returns to this year's 2017 Louisville Conference, held on April 20-22.


Since its debut in 2006, TLI has been committed to providing leadership and sales training for AFCP members who wish to improve their effectiveness and increase their sales. The program consists of several 100- and 200-level courses designed to strengthen skills and transform its participants into Certified Advertising Executives.

During the 2016 conference in San Diego, I attended several TLI courses as a first-year Rising Star. Although my professional background is in art and

design, the leadership and sales courses allowed me to view my role within the company from a sales perspective. It was a valuable new experience that helped me grow as a professional, which in turn also benefits my employer.

TLI sessions occur every year at AFCP annual conferences. Some courses are also available in the Online Learning Center, a convenient tool for members who want to train their staff without the costly travel fees every year.

To learn more about The Leadership Institute or to access the Online Learning Center, please visit www.afcp.org.

For questions, please contact Alix Browne in the AFCP office at alix@afcp.org or at 877-203-2327. 

Meet the Quattlebaums from THE SOUTHEAST SUN

Continued from page 9

Russell has also served on the board for over 10 years as president, secretary, treasurer and vice president. Of belonging to the associations, he said, "You can't place a money value on time spent with other papers and publishers in the industry. We learn from each other through sharing ideas and finding out new things they are doing in their markets. We also share financial information to gauge where we are and what we can do better to run more efficient operations."

Caroline said, "The networking capabilities and high level of training available for our employees at such a reasonable cost is a key to our operation. Being able to keep up with technological changes in the industry through our vendors is also vital to us."

Both take an active role in community service. Caroline is a member of the First Baptist Church of

Enterprise and has served as a class coordinator for her Sunday School class. She also serves as chairman of the Public Relations Committee and has served on the Audio/Visual Committee. She is a member of the Enterprise Quarterback Club and a lifetime member of the Auburn Alumni Association.


Russell is a member of the same church. He has served as chairman of the Personnel Committee and as a Deacon. He has been a member of the Enterprise Rotary Club for over 30 years. He has served as president of the Enterprise City Board of Education and was involved in rebuilding an elementary school as well as a new high school after both were destroyed by a tornado in 2007.

Caroline is a graduate of Auburn University with a bachelor's degree in Industrial Management. In her spare time, she enjoys spending time with her family and going to the beach. She is an avid Enterprise High School

and Auburn University football fan.

Russell earned a degree in marketing from Troy University. His favorite hobby is spending time with his family. He enjoys going to Auburn with his wife to visit their daughter while taking in an Auburn football or basketball game, and attending his son's high school football and baseball games.

"I don't know many families that can work closely together, but we have been successful working partners. I am a blessed man with a loving, patient family," he said.

"I never planned on staying here when I helped my father launch our first publication, but 35 years later, I'm proud of the success and the impact we've had on our community," Caroline said. "I probably would have never had the relationship I built with my father and brother if it hadn't been for this business, and I will be eternally grateful for it." 



Breaking the Ice

by Shane Goodman

THE YEAR WAS 2003

and I was attending an AFCP conference with my wife, Jolene, in Las Vegas, Nevada. I had

attended prior conferences, but this was Jolene's first experience.

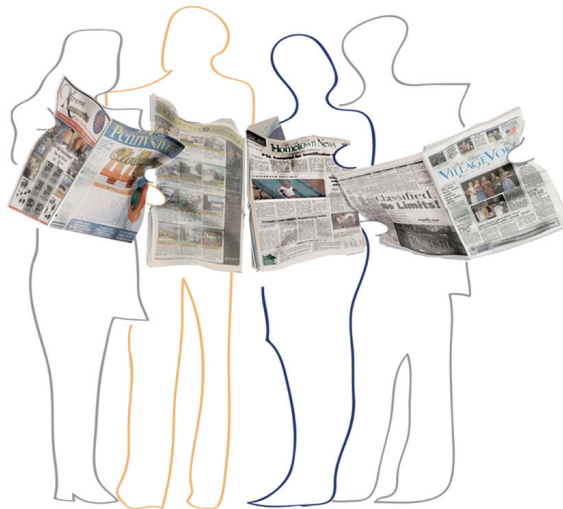
The conference and trade show were being held at the Flamingo Las Vegas Hotel & Casino, and we had an event poolside the first evening. Several of us from around the country were conversing and getting to know each other, which is exactly what this type of social event was designed for. In the midst of a few laughs, Jolene dropped her drink, spilling its contents on the concrete. The few seconds of silence felt like a few minutes until my friend Greg Birkett took his drink, raised it over his head and smashed it to the ground — with a hearty laugh as only he could do. Soon all others followed suit, and both Jolene and I knew we were among friends. We all thought it was funny. The maintenance staff? Not so much. Luckily, the cups were plastic, and the concrete was easily rinsed off.

That was 14 years ago, and Jolene and I have been fortunate to build on those friendships and add many more, too. We can both proudly say that we have friends from nearly every state thanks to the relationships that were created at these conferences. We have also been able to visit cities in this great country that we clearly would otherwise not have had the opportunity to see.

With three young girls, we were fortunate to have Grandma stay at our home while we attended conferences in those early years. Now with three teenage girls, the challenges are different. As such, Jolene has not been able to attend each year. But this year, we are going to make it work.

Now, I am not condoning vandalism or food fights or cup smashing at AFCP conferences, but if you truly need to break the ice, well, then break the ice. You will be glad you did.

See you in Louisville! And, as always, thanks for reading. **INK**



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April 20-22, 2017

Gladys Van Drie

BELIEVES Education Never Stops!

A COMBINATION OF HARD WORK AND LEARNING

from her peers led to Gladys Van Drie's success in the free paper industry.

Despite retirement, education and learning remain at the top of her priorities. Van Drie said, "I am a firm proponent of lifelong learning. Many of the classes The Leadership Institute (TLI) offers are so applicable to everyday life. I have used ideas I learned in those classes when I served in leadership positions in my community.

"My children and grandchildren have benefited from lessons I've learned. Things I learned were helpful in relationships with friends and colleagues. Even though I am retired and not actively working in the industry, every class I took was well worth my time.

"For staff or publishers it has to be even more valuable. It is one of the best reasons for being a member of the Association of Free Community Papers (AFCP).

"I think I will be the first 80-year-old graduate. I've passed the test and only have to take one more class, which I will do before the Louisville conference. I plan to be there and am looking forward to it."

In 1958 she and her husband, Rudy Van Drie, started the Ames Advertiser in Ames, Iowa. They began attending the national trade association conferences in 1959, and their success is attributed to what they learned there.

After several thriving years, the Van Dries purchased the Boone County Shopping News and continued their successful endeavors in the publishing business.

In 1976 tragedy struck. Her husband, at the age of 45, suffered a fatal heart attack. Van Drie, at the age of 40 and with two young girls at home, carried on in the business. She became very active in the state and national associations, contributing wherever she could help.

During her years of publication ownership, she made a lengthy list of lifelong friends. She attributes her successful career to what she learned from the individuals who attended the conferences and became close friends.

"Members, leaders, past presidents of AFCP should be very proud. Many of you will never know what contributions you made to ensure the success of someone's pa-

per. Keep sharing ideas, mentoring and having fun. That is my definition of a successful person and a successful organization," she said.

Van Drie has served in numerous roles in the free paper industry and in the communities in which she has resided.

She served as both president and vice president of NAAP, now AFCP, from 1981-83, receiving the Robert Green Award for her service.

She also served as president of the Shopper's Guides of Iowa.

In 2015 AFCP honored Van Drie with the "Gladys Van Drie Volunteer Award." The award is presented annually to a person who has gone above and beyond expected contribution levels to ensure that AFCP members receive the best experience possible from the association.

Education was key in the role of raising her two daughters. While taking on the difficult task of publishing, her goal also was the education of her daughters.

Mission accomplished.

Her oldest daughter, Karen, did her graduate work at Houston University and received her

master's degree in library science from the University of Iowa. She now resides in Turkey where she teaches English to Turkish corporations.

Her youngest daughter, Karla, graduated from Cosmetology School and from Regis University in Denver, Colorado. She works as a hair stylist in Estes Park, Colorado. She has served as the president of the Rotary Club and serves in other leadership roles in the community.

Van Drie has sold her publications, retired, and moved to Estes Park. After retiring, she continued to attend the AFCP conferences and education continues to be a factor in her life. At the last conference, she attended the TLI classes along with her daughter Karla.

Following the conference Van Drie said, "Even though I am retired and my daughter is involved in a different industry, we both came home with ideas from The Leadership Institute and the keynote speakers that we could immediately apply to our respective activities."

Van Drie is on the list of those who are eligible to be a TLI graduate at the 2017 AFCP conference. **INK**



In 2015, AFCP presented Gladys Van Drie (at right) with a volunteer award named in her honor. Gayle Alexander (left) was the first recipient of the Gladys Van Drie Volunteer Award.

Prepare to “Knock it Out of the Park”

by The Louisville Conference Committee

IN JUST A FEW WEEKS, AFCP AND SAPA

members will converge on Louisville, Kentucky to explore all the trends, topics and opportunities that exist in the free community publication industry right now. As our window of time to prepare for this event gets smaller, let's look at what we need to be doing to take advantage of this great event.

PLANNING

- Registration: If you haven't taken this first step, get on it today. The AFCP website, www.afcp.org, provides a quick and easy way to reserve your place in Louisville.
- Travel Arrangements: Anyone who has flown recently knows that flights and schedules book up fast. Plan to arrive no later than Wednesday, April 19 and depart on Sunday, April 23. Of course you can come early or stay late so as to take in more of the sights and experiences of this historic American city.

PERSONAL PREPARATIONS

- Bring an Open Mind: With so many of the industry's brightest publishers and vendors on hand, come prepared to listen, participate and learn. Successful ideas aren't just your own, but are many times gleaned from your peers.
- Bring Your Appetite: As always, AFCP and SAPA are putting together some great meals and social events. These events offer the perfect opportunity to nourish your body and your mind. Plan to sit by a stranger during your meals, network with new faces, and if so moved, discuss our industry over a drink.
- Silent Auction Item: Plan to donate an item or service to the AFCP Silent Auction. This fun fundraising event helps raise money for the Bill Welsh Foundation in order to support the continued success of the AFCP Rising Stars program. Visit www.afcp.org for details.

ACTIVITIES HIGHLIGHTS

- Wednesday Special Activity: For those of you who can include an extra day to experience a bit more of beautiful Louisville, there is an add-on event you can register for that will include a tour and lunch at the Papa John's Campus to see both the Papa John's pizza process as well as the printing facility for Preferred Marketing Solutions (a Papa John's company). Following the tour, the group will visit the Kentucky Derby Museum to celebrate the tradition, history, hospitality and pride of the world-renowned event that is the Kentucky Derby.

- Thursday Kick-Off: Our conference events get started first thing Thursday morning by acknowledging AFCP TLI graduates and Rising Stars. This ceremony will be followed by a keynote presentation by Michael Allosso entitled, "You on Your Best Day".


- The Leadership Institute: TLI will conduct 30 classes presented throughout the event. We will be introducing six all-new classes in Louisville along with a strong compliment of industry-specific training sessions.

- Management Track: A great variety of sessions are in the lineup for attendees. This track will cover topics ranging from sales management and classified advertising to digital media initiatives and a variety of others. Specific topics will be addressed in a new segment called Flash Sessions, and offer a full assortment of topics across three separate sessions.

- Trade Show: The industry's biggest and best trade show happens once a year at our annual conference. Gathered will be technology providers, operations experts, quality printing providers, and a host of others. Learning the tools to success happens both in the sessions and on the trade show floor, so don't miss out.

- Socials: Thursday night's reception and dinner will be held at the Galt House Hotel and provide an opportunity to network with fellow attendees. Make new acquaintances or even renew some if you have attended before. Friday night we will move our evening to Tavern on 4th, which is in the heart of Fourth Street Live! This annual networking extravaganza will include a reception, dinner and an unbelievable mix of music and activities. From pool, indoor bocce ball, darts, corn hole, beer pong, and all kinds of competitive activities to some live music for the music lovers – Club AFCP will have it all!

- Saturday Bonus Events: Attendees will have the amazing opportunity to experience one of the nation's largest civic celebrations and annual top 100 events in North America! Saturday afternoon and evening is known as "Thunder Over Louisville" and features one of the nation's top air shows all afternoon followed by one of the country's most amazing fireworks displays after the sun goes down. Our host hotel, The Galt House, happens to be front and center to these amazing events and will provide the most spectacular closing ceremonies to any conference ever!

The opportunity for you to "Knock it Out of the Park" in 2017 is entirely before you; and remember, you can't win if you don't play! We look forward to seeing you in the lineup at Louisville. 

Louisville's Urban Bourbon Trail

Stamp collecting has never been so much fun!

WHEN YOU'RE TRAVELING ALONG THE URBAN

Bourbon Trail, you're in for cocktails classic and modern, live music, and the bourbon-inspired creativity of Louisville's best bartenders and chefs. Each stop is well stocked with anywhere from 50 to 150 varieties of Kentucky's signature spirit.

SO WHAT IS THE URBAN BOURBON TRAIL?

After a day in Bourbon Country visiting the distilleries, it's time to test your newfound knowledge on the URBAN bourbon trail. Louisville has been home to many distillers since Evan Williams marketed his first whiskey in the city in 1780. Until the 1920's, a portion of Main Street was known as "Whiskey Row" when as many as 50 distilleries were active. As work continues on bringing back two distillery tours to downtown Louisville, you can celebrate the city's bourbon heritage at some of the world's best bourbon bars.

Morning, noon or night, bourbon can be found in its natural environment... the Louisville

bars and restaurants serving up America's only native spirit in drinks and innovative dishes from mint julep pancakes to bourbon barrel smoked salmon or a bourbon ball milkshake. Search for the best Mint Julep – the official drink of the Kentucky Derby – featured at many of the stops.

The establishments on the Urban Bourbon Trail vary from historic hotel properties that once served Kentucky Whiskey to the likes of Al Capone and F. Scott Fitzgerald, to cosmopolitan "scenes" where urban trend-setters are making retro drinks such as the Old-Fashioned and Manhattan in vogue again. Five are in downtown hotels, four have been internationally recognized and all are serving up bourbon-inspired dining. All offer bourbon flights, special bourbon cocktails and all have at least 50 different bourbon labels on the bar with trained staff that can explain the nuances and tasting notes in the varied offerings from Jim Beam Black to Elmer T. Lee.

HOW DOES IT WORK?

There are two ways to travel the Urban Bourbon Trail – with a printed booklet style passport or an electronic version. You can pick up your free passport at the AFCEP Conference Registration Desk or at the Visitors Center (4th and Jefferson Streets in downtown Louisville) or at any of the participating stops (just ask your server). You can also download an electronic passport using the iPhone or Android app.

No matter which method you choose, you'll be guided through the history of Louisville's bourbon heritage and the world's most celebrated bourbon bars. Just drink in the atmosphere, or enjoy a bite to eat. Be sure to ask your bartender or server to validate your passport (or app) before you leave. Remember: you don't have to drink bourbon to get

your passport stamped (though that's a bit of the point!), you just need to make a purchase at each location.

PICK SIX.


Perhaps you've made

this bet before in horseracing (Kentucky's other favorite pastime), well rest assured a "Pick Six" on the Urban Bourbon Trail is a SURE bet. Just collect a stamp from six of the many stops along the Urban Bourbon Trail and you'll earn the rank of official Bourbon Country Citizen.

You'll also be awarded a special Urban Bourbon Trailblazer T-shirt and official Citizen of Bourbon Country certificate, so you can proudly display your passion for bourbon to the world.

The program is free to participate (other than your purchases), and there's no time limit for completion.

WHERE IS IT?

The Urban Bourbon Trail is centered around downtown Louisville, with stops in other neighborhoods as well. If you need help navigating it, the best way to find your way around is with the App. 

Article provided by the Louisville Convention and Visitors Bureau.





The Challenge of CLIENT ENGAGEMENT

by John Foust

THESE DAYS, THERE'S A LOT OF TALK about employee engagement. According to Gallup research, approximately 30 percent of employees in the U.S. and Canada are fully engaged in their jobs; their organizations have won their heads and their hearts, and they are passionate about their work.

On the other hand, roughly 50 percent of employees are not engaged. They are essentially going through the motions in jobs they see as unfulfilling and not using their talents. Even worse, about 20 percent are actively disengaged. They hate their jobs and spread their bitterness by complaining to coworkers; and along the way, they may even try to undermine the operation.

Although there are a number of reasons for these abysmal engagement numbers, the number one cause is an employee's relationship with his or her manager. And the number one symptom of disengagement is turnover. Wise organizations – and wise managers – are working hard to create engaging environments and reduce employee dissatisfaction.

In the media industry, smart advertising managers are looking at another kind of engagement – customer engagement. They are asking, "What do our advertisers think of the way we manage our relationships with them? How many of them are excited about running with us? How many are running by rote? And how many are advertising with us, but resent it?"

How does this impact the churn – or the advertiser turnover – rate? Look at it from the advertisers' point of view. If a paper's contact with them is always about selling something or asking for money, the relationship is on thin ice. If you were to measure your accounts' engagement rate, would you find similar numbers? Out of every ten advertisers, do you have three big fans, five passive participants and two

vocal complainers?

While this is not a problem that can be solved overnight, here are some thoughts which may be springboards for ideas you can use at your paper.

1. Make advertisers part of the creative process. Too many sales people forget this important principle. Listen to their ideas, before you present yours.

2. Attend special events hosted or promoted by your advertisers. Show them that you're engaged in their activities and interests.

3. Host special events for advertisers. Use these occasions to express appreciation for their business and provide them with networking opportunities.

4. Host a focus group of key advertisers. This is a good way to explore how your paper can better serve your business community. You can also include discussions on possible changes in your products and services. Give them a voice in the decision process.

5. Speak at service clubs in your area. Take promotional material, but don't make sales pitches. Talk about the role of journalism in your community.

6. Host career days for high school and college students. Don't say, "Sit in the corner and watch us do our jobs." Make it a worthwhile experience.

7. Adopt a local nonprofit agency each year. Solicit ideas from your advertisers regarding which agency to select. Run articles to promote the organization's fundraising and volunteer efforts. **INK**

(c) Copyright 2017 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com



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!

"Pay no attention to the faults of others, things done or left undone by others. Consider only what by oneself is done or left undone."

– The Buddha

SAYING SOMEONE IS "SELF-CENTERED" IS GENERALLY considered an insult. Most people confuse being "self-centered" with being "selfish," but while they sound similar, they have quite different meanings.

Webster's dictionary defines selfish as "concerned exclusively with oneself...without regard to others." Obviously selfish people are morally bankrupt and generally very unhappy. On the other hand, self-centered is defined as "independent of outside force or influence: self-reliant."

Self-centeredness is a hallmark of successful people. Being self-centered allows them to focus on achieving their goals without being distracted by pettiness. They set themselves above the gossip and whining that occurs in every organization. When others are gathered around the photocopier complaining about the boss or about how "so and so is such a brown-noser," they say, "I'd love to chat but I have work to do" and get on with their day.

The self-centered person is not anti-social; they simply refuse to participate in counter-productive activities. They will gladly participate in a discussion of how to present a new product or handle an objection.

Successful people understand that talking about what others are doing is not only a waste of valuable time, but also has a negative impact on their own attitude. They make a conscious choice to invest their time on activities which bring them closer to their objectives. They focus on the things which lie within their sphere of influence. Instead of worrying about what others are doing, they take responsibility for their own actions, absorbing the lessons taught by their personal successes and failures, constantly seeking to improve their skills.

What distinguishes the selfish person from the self-centered person are their respective goals. Selfish people are only interested in self-gratification and are not concerned how their actions affect others. Self-centered people set noble goals. They dedicate themselves to helping their customers and caring for their families.

Mother – now Saint – Theresa was the perfect example of a "self-centered person." She paid no mind to what other religious leaders were doing or not doing. She ignored everyone who said her cause was hopeless. She simply went into the streets of Calcutta focused on her goal of helping people.

The more self-centered we are, and the less attention we give to what others are doing or not doing, the more productive, successful, and happy we will be. **INK**

Associations IN the NEWS

LEARNING ABOUT INNOVATIONS in the classified industry and establishing strategic partnerships are on the agenda for the International Classified Marketing Association's (ICMA) spring conference.

The conference is scheduled for May 10-12, 2017 at the Hyatt Regency in Belgrade, Serbia.

WHAT WILL IT TAKE TO make you perform like "You on Your Best Day" every day? That is the message being presented by keynote speaker Michael Allosso at the Association of Free Community Papers (AFCP) annual conference scheduled in Louisville, Kentucky April 20-22.

How important are your

website's analytics? Whether you love it or hate it, you can't deny that data is everywhere in the publishing business. Sherri Horton, a data analyst from Gatehouse Media, will attend to address this subject.

The conference in Louisville will have numerous sessions that will make it worth your while to attend.

THE LEADERSHIP INSTITUTE (TLI) sponsored by the Association of Free Community Papers (AFCP) is offering classes in their Online Learning Center so that members can train their sales staff without costly travel expenses.

The classes include: Open-

ing a Sales Dialogue; Effective Questioning; Communicating Through Listening; Making Recommendations Using Features & Benefits; Answering the Classic Sales Objections; Closing the Sale; and The Four Essentials of an Effective Advertising Campaign.

These self-directed programs can be completed from your office during normal business hours, or from any location at any time. The classes also offer credits to earn certification as an Associate Advertising Executive. For details go to www.afcp.org.

AFCP extends a warm welcome to the following new members:

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



mar.

GETTYSBURG, PA :
MARCH 17-18, 2017

Mid-Atlantic Community Papers Association (MACPA). Spring Conference, Wyndham Gettysburg, Gettysburg, Pa. For information contact Alyse Mitten at 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.

FONTANA, WI :
MARCH 31 - APRIL 1, 2017

Wisconsin Community Papers (WCP). Annual conference, The Abby Resort, Fontana, Wis. For information contact Janelle Anderson: janderson@pdsadnet.com.

apr.

SARATOGA SPRINGS, NY :
APRIL 6-7, 2017

Free Community Papers of New York (FCPNY). Joint conference with New York Press Association (NYPA) and New York News Publishers Association (NYNPA), the Gideon Putnam, Saratoga Springs, N.Y. For information contact Dan Holmes: dholmes@fcpny.com.

ALTOONA, IA : APRIL, 7-8 2017

Midwest Free Community Papers (MFCP). Spring Conference, Prairie Meadows, Altoona, Iowa. For information contact Kevin Haezebroeck at kevin@mfcip.org.

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.

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.

To list your conference information in Free Paper INK, send it to:

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To list your conference information on the AFCP website, send it to:

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GRAPEVINE

BLISS COMMUNICATIONS, INC., sold the assets of Monroe Publishing, LLC to Morris Newspaper Corporation of Wisconsin, a division of Morris Multimedia, Inc., headquartered in Savannah, Georgia.

Monroe Publishing publishes The Monroe Times, a daily newspaper serving Green and LaFayette counties, and two free weekly papers, the Monroe Shopping News and the Freeport Shopping News.

"The Monroe Times has been an important part of Bliss for over 28 years, as have the Monroe and Freeport Shoppers for over 13 years. We have enjoyed our relationship with the city of Monroe and the surrounding communities in Green County and in Freeport, Illinois, and the terrific employees of these organizations. However, this sale represented an opportunity for me to pass the ownership of these great publications to a media company committed to quality community-based journalism," said Sidney H. Bliss, president of Bliss Communications.

Charles H. Morris, president of Morris Multimedia, said, "We are pleased to welcome the Monroe and Freeport publications and employees to our locally-managed, growing Wisconsin group. We continue to have interest in markets like Monroe that maintain a strong local identity and in which a local newspaper and digital platforms

remain vital community contributors. Though it remains a challenging time in the ever-changing media space, locally-focused, locally-run publications and digital products in markets like Monroe, Wisconsin continue to have a bright future.

John Cribb of Cribb, Greene & Cope represented Bliss Communications in the transaction.

THE DIX FAMILY-OWNED NEWS-paper chain serving a large portion of northeastern and east-central Ohio has joined the family of GateHouse Media, owner of The Canton Repository, The Columbus Dispatch and about 50 other Ohio publications and websites.

The sale includes five daily newspapers, other publications and websites serving all or part of 13 of Ohio's 88 counties: Ashland, Belmont, Carroll, Columbiana, Coshocton, Guernsey, Holmes, Mahoning, Noble, Portage, Stark, Summit and Wayne.

Dix operations include a printing facility in Wooster and more than 30 daily and weekly newspapers, online-only publications and specialty publications. The largest newspapers are the Record-Courier in Kent, The Daily Record in Wooster, The Ashland Times-Gazette, The Alliance Review and The Daily Jeffersonian in Cambridge.

John Cribb of Cribb, Greene &

WHAT'S GOING ON...

Cope represented the Dix family in the transaction.

CEDAR RAPIDS MEDIA COMPANY has purchased the assets of three Iowa daily newspapers including The Fairfield Ledger, Mount Pleasant News, and Washington Evening Journal from the Murray family.

"It was our desire to seek a buyer who had the financial resources and commitment to quality, who would persevere through the challenging times ahead to see these publications serving the communities of Mount Pleasant, Washington and Fairfield remain strong, healthy and vibrant for decades into the future," said Brian Murray, Inland Industries chairman, in a statement.

The Fairfield Ledger, Mount Pleasant News and Washington Evening Journal – each more than 130 years old – publish Monday through Friday and have free weekly publications. The three papers, all in communities that are county seats, have a combined circulation of about 5,600.

"Each of these newspapers are respected leaders in their communities," said Jim Burke, publisher of The Gazette, which is owned by Cedar Rapids Media Company.

John Cribb of Cribb, Greene & Cope represented the Murray family in the transaction. **INK**

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EMPLOYMENT

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