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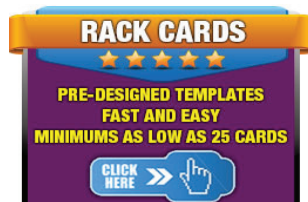
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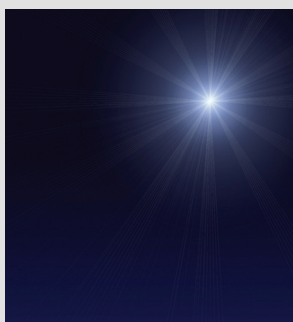
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COMING next month

The June issue of INK will report on all the exciting information, announcements and highlights from the annual conference, as well as feature the results of this year's Best of the Best Publication Awards.

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 Bring news and resources to the attention of the free paper industry by publishing a responsible quality magazine.

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

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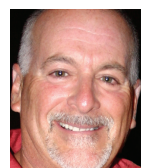


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Dave Neuharth

DAVE NEUHARTH
EDITOR

Welcome to Louisville!

ARE WE HERE FOR THE KENTUCKY Derby?

That is several weeks from now, so most of you have made the investment to attend the annual AFCP conference.

Once again you have made a great choice. This conference is filled with great training opportunities, planned social events and the opportunity to greet many of your friends in the free paper industry.

This issue of INK highlights many of the conference activities.

Following past conferences, AFCP has conducted surveys of participants. Here are some of the thoughts they shared:

- "The opportunity to interact with your peers by itself is worth the price of attendance."
- "It was a great learning experience, great networking and a lot of fun social interaction. Great opportunity to network with people in your industry."
- "Great keynote speakers. If you attend you will pick up a new idea or two."
- "Great for getting new fresh ideas in the newspaper business, and you get to make wonderful friends who share what you're going through in the industry."
- "Not only do you meet and network with many of our industry leaders, you also get one-on-one time with the vendors of products to help your business. Then there is the great food and fun evening events!"
- "All you need to do is apply one of the 100s of great ideas you leave with to pay for your trip."
- "It's an investment that pays you back over and over again. From the great ideas shared to the networking with industry leaders, the AFCP conference is something that should be on

everyone's yearly bucket list."

- "It is a great opportunity to focus on what others are doing in the industry in a less pressure atmosphere. It allows you to focus on what you can do to improve but in a great comfortable setting. A refresher of sorts."

- "GO: AFCP is at the heart and soul of the free paper industry!"

- "You can surround yourself with others in the industry who are passionate about what they do in order to network, learn, exchange ideas and become inspired."

- "You have the opportunity to be surrounded by industry professionals and bounce ideas off one another, get new outlooks and a fresh take on something you have been banging your head against the wall about, and find out what works in other parts of the country and how they pulled it off!"

- "The conference allows you to gain valuable sales training to take back to your staff or allow your staff to get first hand, network with the industry's top professionals to get answers to questions in a changing industry, and enjoy fun with family and peers while learning and growing."

- "As a publisher, you will get at least one idea that more than pays for your time there, your staff will learn more than just one idea, and together you will both have a lot of FUN! What more could you want?"

- "You receive valuable information with the sessions and interact with your peers to help understand other approaches and solutions to managing your publications. Very informative and valuable conferences!"

- "You can meet other key executives like yourself and gain insight into

Continued on page 9

Ask PRC to “Keep the Cap”

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

THE POSTAL REGULATORY COMMISSION (PRC) is conducting a ten year review of the rate setting process established by the Postal Accountability and Enhancement Act (PAEA). On March 20, 2017, comments from all interested parties were due. The Saturation Mailers Coalition, the Small Business Legislative Council, and AFCP, IFPA, MFCP, SAPA, MACPA, CPNE, and the state associations for Florida, New York, and Wisconsin, came together to ask the PRC to “keep the cap”.

The current rate setting process has limited the Postal Service to annual increases in rates, applied on a class basis, that do not exceed the CPI rate cap. The Postal Service has made it clear that it will be seeking relief from the cap in the rate review process. It is expected that postal labor will also urge the PRC to give the Postal Service authority to raise its rates and prices higher than the rate of inflation. It is anticipated that most mailers, mail associations, mail service providers and businesses that depend on the Postal Service will seek to keep the cap.

The combined comments of SMC, free papers and SBLC argue that the cap is working. Before the cap, the Postal Service could simply announce its revenue requirement and the PRC and stakeholders all were required to “duke it out” in a zero sum game fighting over the rates each type of mail would pay. The comments point out that the type of shared mail programs done by our members are very competitive and price elastic. When a price increase of “X” is passed on to customers, it often leads to a “2X” loss of business. The current rate setting system is achieving the objectives of the law. Our comments stated, “If it ain’t broke, don’t fix it.”

The comments stress that the Postal Service is performing well in terms of its controllable and operating expenses. The unreasonable cost burdens of PAEA, including the pie-in-the-sky pre-funding healthcare requirement, are structural problems with the law that can not and should not be fixed by giving the Postal Service more latitude to raise

prices. The comments show support for postal reform and urge the Commission to not try to fix, with greater pricing flexibility or the right for the Postal Service to raise rates, structural problems with the law that are better addressed by Congress.

The Postal Service has announced it will argue that the current system does not give it pricing flexibility. However, the comments point out that the annual pricing calendar and CPI system have worked well. Mailers and advertisers that depend on the mail have come to expect modest annual adjustments. During the calendar year the Postal Service and businesses can discuss, explore, and plan for promotions, operations, or classification

changes. This gives the Postal Service flexibility in proposing rule or rule changes, and making rate adjustments, on a faster track than prior law. It is a cycle that works for the Postal Service, its customers, and the many stakeholders that are part of the mailing industry.

SMC and the free papers pointed out that they are unique users of the mail. The rate cap system has helped them win and keep customers in the mail. The comments note that shared mailers and free papers that mail inevitably have postage as the highest fixed cost. These mailers spend anywhere from 20% to 50% of every dollar of gross income on postage. But selling the mail and print is not always easy. The comments state “Our members are constantly fighting the perception that “print is dead” and the “whiz-bang allure of digital.” Mailers and free paper publishers are often working against a marketplace bias that mail and print is “old school” or is “too expensive”.

In creating and developing the comments, input from SMC members and the members of various free paper associations was taken into account. Comments from contributors stressed the price resistance of big and small advertisers to rate hikes. Large advertisers will simply announce that they have a fixed budget and will not pay more. In the

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POSTALupdate



“If it ain’t
broke,
don’t fix it.”

Continued from page 7

face of a rate increase, large advertisers will adjust their mail mix. The comments warn that any perception of a larger than “average” or market-based price increase can be a catalyst to drive larger advertisers to adjust their media buy to the disadvantage of print and mail.

A compelling comment about small business came from a free paper publisher. The comments note, “For small businesses, advertising expense is generally seen as a discretionary item. When there is a price increase, small business owners see the increase as coming out of their pocket or lifestyle. When choosing between paying more for advertising or lifestyle, lifestyle wins. When price increases are passed on to the small business, the advertising response is predictable.” The comments warn that small business advertisers don’t pay more; they simply skip an ad, downsize on the size or frequency of advertising, or use this as an excuse to try other media.

The comments conclude that the rate cap mechanism is working exceedingly well to help mailers

and mail stakeholders plan their business, stay in business, and remain mail customers. The rate cap mechanism has spurred the Postal Service to make needed changes in its network and work force. It has contributed to efforts to focus on new products, promotions, and efforts to retain customers and volumes that were not seen under the prior “we can charge what we want” rate setting process.

The comments conclude by asking the PRC to find that the current rate-making system is fulfilling the objectives of the law, and that no further rule making or proceedings are needed.

The Commission began considering the comments of all parties after the March 20, 2017 deadline. If the Commission finds that changes in the rate setting process are desirable or warranted, it is expected that a separate formal rule-making proceeding will be announced and that the Postal Service and other stakeholders will have a chance to comment, make suggestions, or oppose suggestions at that time.

Additional updates on the comments filed by others and the status of the proceedings will be covered in future articles. **INK**

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Meet Hans Appen of Appen Media Group



Hans Appen

SINCE BECOMING A member of the Association of Free Community Papers, Hans Appen has become a shining member of the association.

In 2013 he was inducted as an AFCP Rising Star. He has worked hard to further the program to assure its success. His involvement included working with the membership committee. Appen also joined the impressive list of graduates of AFCP's

The Leadership Institute (TLI).

Appen is the general manager of the Appen Media Group (AMG), a multimedia news company started in 1990 that publishes Alpharetta-Roswell Herald, Johns Creek Herald, Forsyth Herald and Milton Herald for a combined circulation of 75,000 per week. AMG also publishes Northside Woman with a circulation 18,000 per month, and the annual publications Medical Answer Book, Education Answer Book, Relocation Answer Book and Seniors Answer Book – each with a circulation of 40,000 per year.

Digitally, AMG owns and operates northfulton.com with an average of 70,000+ unique monthly viewers, as well as managing multiple social media platforms. AMG is the legal organ for the cities of Alpharetta, Milton and Johns Creek.

He joined the family business as an intern in the sales department, transitioned to social media man-

ager, and seven years ago was named general manager. He is responsible for the day-to-day operation of the company and staff.

His favorite parts of the job are meeting new people, getting involved in new projects, and working with a great staff.

When asked about his involvement in the community, Appen said, "Free papers serve an important role in our community. For many of us, we are the legal organ that provides the public with information on its schools, government, public safety and businesses. Despite every attempt thus far, that role cannot be replaced by social media and digital news platforms. However, the free paper industry is faced with the conundrum that perception is reality. We cannot just show up anymore in people's driveway and mailboxes and expect significant level of involvement. We must serve our community in more visible, outward roles to remind people 'we are still here.'"

"One of the ways we can do that is through volunteer work. I am involved in and serve in leadership positions in many civic and government agencies in my community. I have served on or chaired the boards of directors of three chambers of commerce, a young professionals group, two non-profits, my local Rotary Club and a city zoning board. All of these entities have proven to be a wonderful vehicle by which I tell people about who we are, what we do, and why they need us."

Appen earned a BBA in Economics from the University of Georgia.

Married to Kristinia, he enjoys spending time with his family, reading, golf and "Doing Nothing." **INK**



Welcome to Louisville!

Continued from page 6

facets of your business that can help you improve your bottom line and your publication. The extra curricular activities are the icing on the cake!"

- "Great information, ideas, so

much to learn from speakers and other attendees, gets you pumped up to get back to work to put info into effect! This is where you get your Ph.D. in publishing."

- "Great opportunity to hear first hand what is happening across the

country in the industry. Without this exposure you run the business risk of feeling alone and not knowing what is available to help your publication."

Once again, "Go AFCP!" **INK**

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10



Another Home Run

by Shane Goodman



BASEBALL, HOT DOGS, apple pie and ... AFCP?

Admittedly, it doesn't roll off the tongue like the Chevrolet jingles did in the 1970s TV ads,

but it sure seems fitting for our 2017 AFCP Conference and Trade Show — except that we won't be serving hot dogs ... or apple pie. But you can expect a healthy dose of a baseball theme, which is natural as we will be gathering in the hometown of the Louisville Slugger.

Here in Des Moines, Iowa, where I call home, we are on the front end of baseball fever. We don't have a major league baseball team in our state, but we are located smack dab next to the state of Illinois, which has this baseball team called the Chicago Cubs that you may have heard of. (They did OK last year.) We are also fortunate to have the Cubs Triple-A team in Des Moines, and the games provide a wonderful way to spend an afternoon or evening whether you are a baseball fan or not. You don't have to follow every aspect of the game to enjoy the experiences.

The same could be said about the annual AFCP Conference and Trade Show. Maybe

your free paper is focusing heavily on digital. If so, you will benefit from Sherri Horton's sessions on digital analytics. If digital isn't your thing, but you want ideas on how to grow your print revenues, you'll enjoy The Leadership Institute's 23 separate training sessions.

Want to be motivated by a great speaker? You are in luck, as Michael Allosso will show you how to perform like "You on Your Best Day" every day. Like to see examples of great ads and ideas? Then don't miss the Best of the Best awards show.

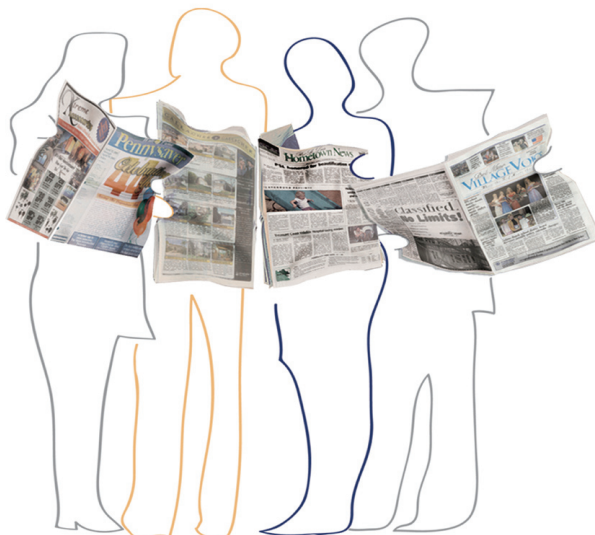
Maybe you are like most who attend the conference and truly enjoy the networking with others in the free paper industry. Well, there will be plenty of that as well with the activities and events including the much-

heralded Thunder Over Louisville. Of course, I could go on and on, but you can find all the details in this issue and at www.afcp.org.

Undoubtedly, this conference is going to be another home run. I look forward to seeing you in Louisville.

Thanks for reading. **INK**

SHANE GOODMAN
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Welcome to Louisville!

by Will Thomas, Conference Chair

I “WELCOME” THOSE OF YOU

INK readers who are in the comfortable setting of the Galt House in beautiful downtown Louisville. I am excited that you joined us. You have taken time from your workplace to experience what I am positive will be a rewarding and memorable conference. To all those across the country who couldn't make it to Louisville, start planning now for Baltimore's Inner Harbor in 2018. Our conferences – through sessions and networking – can help you succeed in today's ever-increasing competitive world.

I encourage attendees to meet new people this week. Be sure to capitalize on all the sessions you can fit in, learn a thing or two from our trade show vendors, meet some new faces and find a little time to relax; but most importantly, bring home a to-do list. Implementing ideas or tactics from any conference is the hard part, but rewards never come easy and success is achieved by doing the hard work.

AFCP and SAPA have been doing the hard work putting together one great event for our attendees. Throughout the conference, you will have the opportunity to listen to enlightening and well-informed presenters. Thursday's keynote and follow-up session by Michael Allosso will provide you the keys to performing at your best – every day.

Thursday is industry recognition day. Our Rising Stars program will recognize three new program induct-



Will Thomas, Conference Chair
Exchange Media Group
Fayetteville, Tennessee

ees and honor four individuals who have completed a successful three-year participation as a Rising Star. The TLI graduation ceremony will feature those in our industry who have made a commitment to better themselves through consistent involvement and examination of TLI coursework.

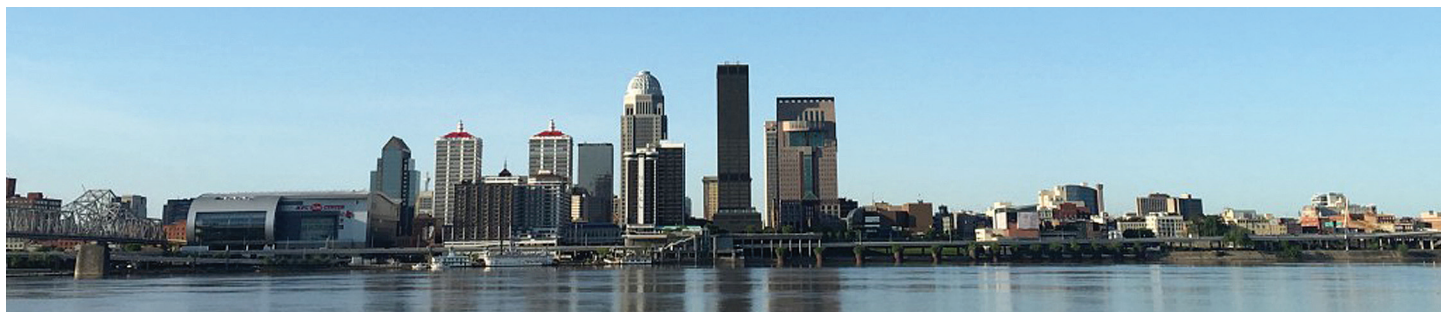
Join the fun Friday morning to see the best of what our member publications are putting on the street at the AFCP Best of the Best Awards presentation. Friday's general assembly sessions will examine some of the digital opportunities that exist for publications. Sherri Horton, a data analyst for Gatehouse Media, will share her experience and ex-

pertise on the importance of Google Analytics. She will follow up with a workshop on how to obtain and analyze the data.

All three days will also include a complete slate of management, sales and growth idea sessions. Our programs all encourage your participation, input and questions to center in on the needs of our attendees. Please raise your hand to ask questions or offer your own input. Learning is a team event and we must all participate to ensure the success of the team.

This year we are featuring 30 TLI sessions. The Leadership Institute classes are conducted by the industry's finest volunteer instructors. A special thanks to Rob Zarrilli, Elaine Buckley, Jim Busch, Tom Cuskey, Jon Cantrell, Dennis Wade, Joe Mathes and Charlie Delatorre for all they do to make TLI a success. This unique industry training program continues to provide professional growth for attendees year after year.

Of course, no AFCP conference is ever exclusive to the classroom. Our Thursday night dinner and social will be held right at the Galt House Hotel, offering an opportunity to renew old acquaintances or build new friendships that will prove to be a valuable resource moving forward. Since we are in the bourbon capital of the world, a sampling of the night life might be a great way to cap off the evening as you stroll the Urban Bourbon Trail.



Club AFCP will be held on Fourth Street Live Friday night at Tavern on Fourth. You will have the opportunity to eat, drink and participate in a broad variety of activities. With the theory of something for everybody in play, we have pool, foosball, darts, indoor bocce, beer pong and much more. The music for the evening will be by the Nashville duo, Stone Silo, as they take requests and entertain those musically inclined.

Attendees will have the opportunity to search out amazing values in our 2017 Silent Auction. The silent auction proceeds all go to the Bill Welsh Foundation to support educational opportunities within the industry such as our own Rising Star program for young industry professionals.

The events we have put together would not be possible without the hard work of the AFCP conference team. This year's team consists of Loren Colburn, Cassey Recore, Greg Birkett, Douglas Fry, Trevor Slette, Hank McAfee, Gail Alexander, Wendy MacDonald and Charlie Delatorre. The team began planning over a year ahead with site selection and negotiations. Then transitioned to monthly conference calls followed with weekly calls as the event approached.

The committee spent countless hours in order to help AFCP create the best event in the industry. If you cross paths with the committee members during the show, please take some time to say thank you, offer some assistance, or provide some input for future events. (Only constructive input please. They may be a little stressed!)

I know a successful event can be put together by the work of just a few. To those who have volunteered to help as panelists, have manned the open mic, have provided direction from the registration desk, or have served in other capacities, I say, "Thank you."

I offer my gratitude to the good people in the Free Paper Industry. Our teams and products make a difference in our communities. I applaud the people that serve our organization because without their dedication, we would not have these valuable networking events. By

working together as a team, there is no reason that 2017 can't be the year we all "Knock it Out of the Park!"

Don't read this column from home next year. Mark your calendar now for May 3-5, 2018, in the Baltimore Inner Harbor. **INK**

The 2017 Conference Committee Members



Gayle Alexander



Greg Birkett



Loren Colburn



Charlie Delatorre



Douglas Fry



Wendy MacDonald



Hank McAfee



Cassey Recore



Trevor Slette

The Leadership Institute Graduates



Gladys Van Drie

GLADYS VAN DRIE IS among the list of the graduates of The Leadership Institute (TLI).

Van Drie is retired from the industry. She is a former AFCP president and president of the Shoppers Guides of Iowa. She was the publisher of the Ames Advertiser in Ames, Iowa.

After she sold the publication she retired in Colorado. She continues to attend AFCP conferences and in 2015, the association named an annual Gladys Van Drie Volunteer award in her honor.

She attended the TLI classes with her daughter. Despite retirement, education and learning remain at the top of her priorities. "I am firm proponent of lifelong learning. Many of the TLI classes are applicable to everyday life. I have used ideas I learned in those classes when I serve in leadership positions in my community," she said.



Barbara Powers

ADD BARBARA POWERS TO the list of graduates of The Leadership Institute (TLI).

Powers is the owner and publisher of Exchange Publishing in the Spokane, Washington, area. She began managing at the Exchange in 2000 following a career in real estate.

She is the president of the Pacific Northwest Association of Want Ad Newspapers (PNAWAN). She served on the AFCP board of directors and is a PaperChain board member.

Powers earned a bachelor's degree in business administration from the University of San Diego. She enjoys swimming, boating, snowboarding and having family fun.

JESSE WALMA JOINS THE list of graduates from AFCP's The Leadership Institute (TLI).

Walma has been employed with The Shopper in South Holland, Illinois, for 10 years. He serves as a graphic designer.

He learned his trade while in college where he built his



Jesse Walma

portfolio through volunteer contacts. "This prepared me for aspects of the industry," he said. He earned a B.S. in technology from Purdue University.

He continues to provide community service in website design and eCommerce management.



Mary Ungs-Sogaard

MARY UNGS-SOGAARD IS joining the list of AFCP's The Leadership Institute (TLI) graduates.

Ungs-Sogaard joined Woodward Communications, Inc., in 2001 as a classified manager of the Telegraph Herald.

Later she was named to the publisher/general manager position of the Eastern Iowa Shopping News, Dyersville

Commercial and Cascade Pioneer, overseeing two locations. In 2015 a third weekly newspaper, the Manchester Press, was purchased by Woodward and she was put in charge of this location as well, establishing the Eastern Iowa Media Group.

Ungs-Sogaard and her husband, Jens, live in Dyersville, Iowa. Traveling, camping, reading and learning are their favorite hobbies. They are parents of three and have one grandson.



Celeste Tilton

CELESTE TILTON IS JOINING the impressive list of graduates of AFCP's The Leadership Institute (TLI).

Tilton is the page layout artist and the graphic design manager for Big Green Umbrella Media in the Des Moines, Iowa, area. She has been employed with the company for nine years.

She graduated from Iowa State University with a degree in journalism and mass communications. She worked in a variety of tasks from writing to photography and design. She became an advertising graphic designer and worked for a printing company, where she learned about production and press processes.

After she moved to the Gannett paper in Des Moines, she found that the corporate world didn't agree with her and she ended up with Big Green Umbrella Media.

Tilton is involved in community service. She serves on the board of directors of Mentor Iowa, which works with the Iowa Juvenile Court system to match

families or children with mentors. She is also involved with her son's Boy Scout troop where she manages the marketing, membership and newsletters.



Kelly Coy

KELLY COY HAS BEEN THE general manager and publisher of Home Magazine in Mankato, Minnesota, since 2005.

Her college internship started with the Fairbault County Register and Town Crier Shopper in Blue Earth, Minnesota, which led to 15 years of management experience with that paper.

That led to a strategic sourcing position with Taylor Corporation. She left that position to assume the role of general manager for Home Magazine.

Coy graduated from a small town high school with 13 people in her class and then went to college at Minnesota State University where she majored in business administration/marketing and minored in speech/theater.

She is involved in community service with the Mankato Business and Professional Women, serves on the state board for Minnesota business and Professional Women, and is the chair of the Women's Night Out event. She has served on the Midwest Free Community Paper Association (MFCP) board of directors since 2011.

In her spare time she is usually on the golf course, making wine or visiting her three children, Bo, Kall and Brady.



Emily Stone

EMILY STONE WILL JOIN THE list of graduates of The Leadership Institute (TLI).

Stone has been employed for two years as a business development specialist for MoneySaver in the Treasure Coast area of Florida.

She started in the graphics department and was promoted to account representative. "I decided I wanted to be helping clients face to face and so I seized the opportunity," she said.

Stone is involved in community service. She serves on the board of a local charity, Second Life Animal Sanctuaries. She has worked with the Combat Veter-

ans Association to promote and obtain sponsors for fund raising events. She donate time to local youth football teams to raise funds for scholarships for children who would otherwise not be able to participate.

As a single full-time mother of a son, she encourages him to do volunteer work. He will be involved in an upcoming event for Second Life Animal Sanctuaries. He also volunteers time at the Humane Society.



Calvin Troup

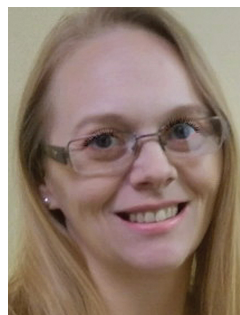
ADD CALVIN TROUP TO THE impressive list of graduates of AFCP's The Leadership Institute (TLI).

Troup is the director of advertising and marketing for the greater Pittsburg area Horse Trader.

He has been in the print industry for seven years. He has been in sales for most of his life, from retail to commercial, and now is in marketing and advertising.

Troup donates time to non profit associations with his main focus on veterans and veteran associations.

He graduated from Dayton High Scholl in Dayton, Pennsylvania, attended Lenape Tech School in Ford City, Pennsylvania, and attended Penn State University.



Amy Fink

AMY FINK JOINS THE impressive list of AFCP's The Leadership Institute (TLI) graduates.

For the past three years Fink has been a business development specialist for the Okeechobee Pennysaver in Florida. The Pennysaver is part of Mailbox Publishing, Inc., which direct mails 10 publications in the Treasure

Coast and Palm Beach areas.

Her first job in the industry was in circulation for the Fort Pierce Tribune.

She studied for an AA in college in marketing and graphics. She took numerous computer classes.

Engaged to Steven Miller, the couple are planning a wedding. They will have six daughters and a grandchild.

In her spare time she likes to fish, walk the Lake Okeechobee shoreline and spend time with her family. **INK**



Introducing the 2017 Rising Stars

by David Sickels, 2014 AFCP Rising Star

YOU WON'T NEED A SPECIAL PROGRAM CREATED by the Association of Free Community Papers (AFCP) or any other organization to notice there is a heck of a lot of talent in the free paper industry. But through AFCP's Rising Stars program, you might more easily recognize some of the young professionals making waves in this business by putting their blood, sweat and tears into their passion, whether that be journalism, sales, design, management, or another related field.

Each year a number of individuals under the age of 35 are nominated for the honor of becoming a Rising Star. This will be the ninth year AFCP will recognize these men and women for their character, leadership and professionalism not only at work, but also in the communities they serve.

Rising Stars work with AFCP for up to two years, volunteering on committees, participating in monthly conference calls and assisting with various other initiatives of the association.

Rising Stars are awarded free conference registration and special training opportunities during the annual conference and trade show. For more information on the Rising Stars program or to nominate an employee, visit <http://www.afcp.org/member-benefits/rising-stars-program>.

MICHELLE ARNST

Graphic Designer/Promotions Editor/Customer Service Rep

Rising Star since 2015

Age: 27

Publication: The Post Newspapers

Job Responsibilities: I design ads for the paper, run all digital and print contests and promotions and assist the sales team/inside sales.

How long have you worked in this industry? It was my first job out of college ... I'm still here and am going on five years in the industry.

What is your favorite part of your job? Getting to see the effects of your advertising on a small business. Mutual respect and building relationships with customers and knowing that your ads brought them good business.

Why did you choose the Free Paper Industry? I get to be surrounded by great, hardworking people on a



Michelle Arnst

daily basis.

If you could trade jobs for a day with anyone in your office, who and why? Maybe a salesperson. I would like the interaction with different businesses, owners, employees, etc. Only for one day though ... then I want my desk back :)

LAURA BAUGHER

Marketing Consultant

Rising Star since 2016

Age: 31

Publication: Kapp Advertising

Job Responsibilities: Sales

How long have you worked in this industry? Ten years, since I graduated from college.

What is your favorite part of your job? Getting out on the road and meeting with people, learning about them both personally and professionally and helping them grow their businesses through a successful advertising plan.

Why or how did you choose the free paper industry? I kind of fell into it; they were the only ones who offered me a job after I graduated college. I've found that I really enjoy it and am thankful that I am able to work for such a great company doing something that is a lot of fun.

What do you consider to be your greatest professional achievement? My growth from a shy kid to a successful salesperson. I came into this business having little experience in the working world to gaining not only the confidence of my clients and my company, but also my own in myself.



Laura Baugher

ASHLEY CHARRON

General/Sales Manager

Rising Star since 2016

Age: 30

Publication: The Vermont Eagle

Job Responsibilities: As general manager my responsibilities include overseeing the sales department, selling advertising, constructing goals and budgets, proposing new advertising avenues, making sure the office runs smoothly and much more. I have many hats



Ashley Charron

in my “closet” and could wear any of them at any given time. I am able to fill in where needed in each department.

How long have you worked in this industry? I started in the newspaper world as a graphic designer at one of the competitors in my area for four years. I started at the Vermont Eagle as an account executive and quickly climbed to the top as the general manager in just a year and a half.

What year did you become a Rising Star? I was nominated and selected as a Rising Star last year, 2016. It is a honor to be part of such a great group of people and a great program.

What is your favorite part of your job? My passion is creating new things. The best part about being the general manager is coming up with new ideas to make my newspaper thrive. Last year was a big year for the Vermont Eagle. I added several new specials which our customers and readers really enjoyed. I was able to involve the community with a kid-friendly coloring contest every month with great prizes, a wonderful wall calendar with photos submitted from our readers, a Breast Cancer information booklet, a holiday booklet, a quarterly magazine and many other successful pieces. This year we have a lot in store for us, including an adult coloring book.

Why or how did you choose the free paper industry? When I started working for the Vermont Eagle, the free paper industry never meant anything to me. It was a job at a newspaper that I enjoyed. As time passed I really found it to be valuable. I am now a firm believer that no one should have to pay for local community news. I find that a lot of times when meeting with potential customers they are blown away that there are still free newspapers around and how successful we are. With paid papers, the advertiser is paying to place an ad then they have to hope that the customers they want to reach buy the newspaper. I appreciate the fact that we are free and are mailed into homes, making our customers and readers happy.

What do you consider to be your greatest professional achievement? There are many things I consider great achievements, such as becoming general manager at a young age in a short amount of time, or doubling my sales after one year. But what really makes me think of achievement is bringing to life a new magazine. My team and I were able to sell a new product to new, old and existing customers and

make it successful. I love designing it and the stories are creative, making it a valuable glossy magazine for our state, hence the publication name: “Our State Vermont.”



Diana Garcia

DIANA GARCIA
UX Designer
Rising Star since 2016
Age: 28

Publication: El Clasificado

Job Responsibilities: My main responsibilities are to create user interface designs for several digital properties being developed by the company, including a self-serve print product, a

Snapchat filter creator and other projects.

How long have you worked in this industry? I have been with El Clasificado for almost 10 years. After graduating high school in 2006, I was hired as a proofreader in El Clasificado. I worked part time while attending college. About a year or two later, I was transferred into the production department as a graphic designer. During my time in this department, I designed print ads for our classified magazine as well as other print products. I also learned the process of publishing ads, from the moment the ad is sold to when the ad converts into a lead. After graduating college with a B.A. in computer animation, I was transferred once again into the digital team. Here I began learning and working in web design as well as interface design.

Why or how did you choose the Free Paper Industry? When I started working in the Free Paper Industry, I didn’t know much about it. Over the years I learned about publishing, readership base, advertising and much more. Being here for over 10 years, I’ve seen the company grow despite a recession and become a clear example that print is not dead.

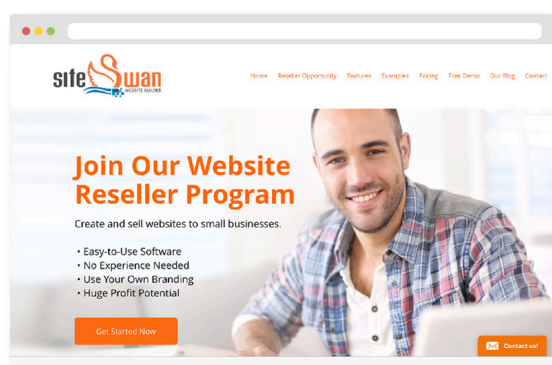
What is your favorite part of your job? My favorite part of my job is taking on creative challenges and finding solutions to create effective designs that will lead to great products.

What is something you would be happy to do every single day for the rest of your career? Working with people who help me grow, learn new things and challenge me to become a better designer.

Continued on page 20

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

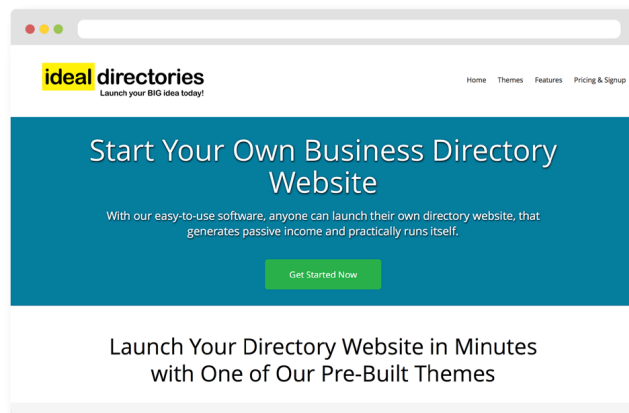
What is it?

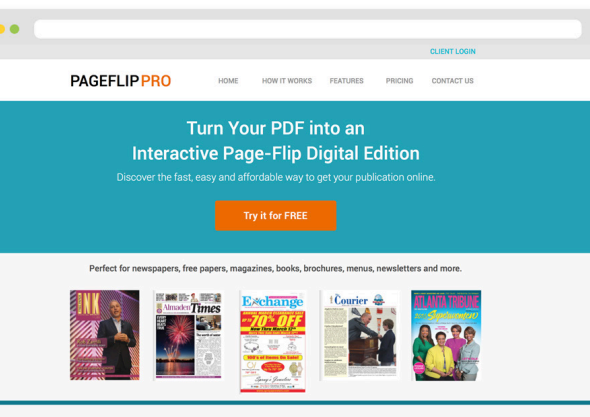
Turn-key business directory websites that can be branded for your publication and market. Choose from different directory "themes" including a general business directory, restaurant directory, wedding vendor directory and more.

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

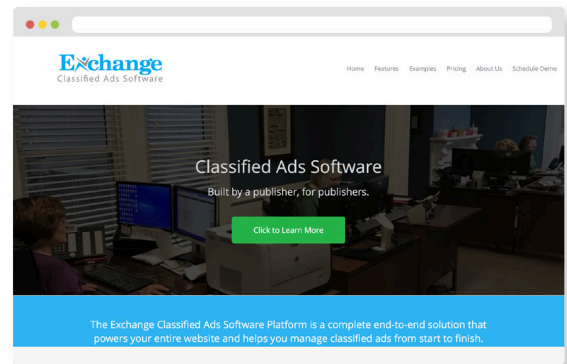
What is it?

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

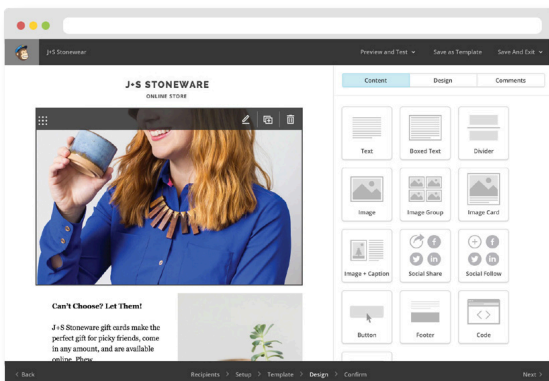
What is it?

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



Continued from page 17

TIFFANY GARDNER

Account Executive

Rising Star since 2016

Age: 32

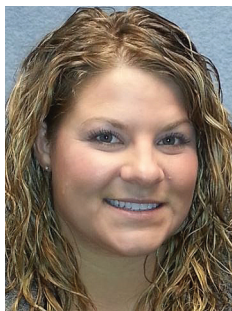
Publication: GIL Shopping News

How long have you worked in this industry? I began my career in marketing in May of 2013.

What is your favorite part of your job? It is challenging to pick just one favorite component of my job. We offer advertisers expos, special sections, and other tools to help them deliver their marketing message. Being a part of a company where we get to build new sections and forms of revenue is exciting. I love the critical thinking/ creative aspect of building revenue through innovative ideas. Another favorite part of my job is connecting with clients and giving them successful business results through marketing. Hearing that they make sales directly from the ads I help them with is incredibly rewarding.

What do you consider to be your greatest professional achievement? Becoming a Rising Star would be my greatest achievement. It is such an honor to be recognized as an integral part of our sector. Being relatively new to this field and being recognized in such a profound way is something I don't think I could ever top!

Who is your hero and why? My parents are equally my heroes. Their support in every aspect of my life has been crucial in pushing myself to be better. They both show me that hard work and being a humble person are two qualities you will find rewarding. By always pushing me to be driven and go after my goals, they have given me the empowerment I need to be successful. I definitely inherited my competitiveness, and those who know me know I love a challenge!



Tiffany Gardner

SAMANTHA HUSTED

Staff Writer/Social Media Coordinator

Rising Star since 2017

Age: 23

Publication: Coastal Breeze News

Job Responsibilities: My responsibilities include report-



Samantha Husted

ing on local events, generating creative story ideas, managing CBN's social media (Facebook, Twitter, Instagram), creating a bi-weekly calendar of events and brainstorming new concepts for the paper e.g. implementing video content.

How long have you worked in this industry? In 2015 I graduated from Florida State University with a degree in creative writing. I moved back home so I could sort of recuperate and get my life together. About two months later, I applied to work for the paper and was hired. I've been working at the Coastal Breeze News for almost two full years.

What is your favorite part of your job? My favorite part of my job is when I am able to tell a story that I find interesting or important. Coming from a creative writing background, I'm very narrative-orientated. My favorite articles to write are human interest because they allow me to build a narrative, add details and really get elaborate and creative. For instance, one of the first articles I wrote was about a local who survived a sky diving accident. His story was really quite incredible and I was able to tell it. The article allowed me to build intrigue and suspense; I was able to describe his harrowing experience while still delivering the facts.

What is something you would be happy to do every single day for the rest of your career? Write. My goal is to be a successful writer, which is a difficult career path. If I could write every single day as part of my career, I would be ecstatic. Writing is what I love to do, even when it's hard.

If you could trade jobs with anyone in your office, who would it be and why? If I could trade places with anyone in our office it would with our publisher, Val Simon. Val is a wealth of information when it comes to the newspaper industry. I've learned so much about the business from her. She's allowed me to get a behind-the-scenes look as to how an independent paper runs and I've really grown under her guidance. She's also the owner of the Coastal Breeze News - it's her paper. I find that really inspiring. I wouldn't want to necessarily trade jobs with her (I don't think I'm ready to run a newspaper) but if I could just somehow absorb all her knowledge and insight and experience, that would be amazing.

JASELLE LUNA

Advertising Director/Director of Operations

Rising Star since 2016

Age: 31

Publication: Local Community News

Job Responsibilities: I work directly with the



Jaselle Luna

publisher to develop print and new media revenue-generating products, promote Local in the community and work with production to assure a smooth workflow between departments. Additionally, I work with all departments in the office to support and execute all assigned tasks and initiatives. I am responsible for evaluating all current and proposed systems

and procedures in addition to implementing changes as necessary.

How long have you worked in this industry? I began in print media seven years ago with a lifestyle magazine called TASTE Magazine in San Antonio. Prior to TASTE, I studied and worked in real estate development, finance and mortgage for USAA and World Savings Bank. My interest in advertising and marketing peaked when I met my friend and mentor, Gregg Rosenfield, a highly-respected publisher and business operator. I decided to leave the real estate world for an opportunity in media. I knew that if I was going to step into this new career path that I would be learning from one of the best in the country. Seven years later, I'm thankful to have listened to my intuition!

Why or how did you choose the free paper industry? As the old saying goes, "It chose me!" It's awesome to be a part of the positive impact that free community papers have in readers' and advertisers' lives.

If you could trade jobs with anyone in your office, who would it be and why? A new employee. I think it would be great to get some perspective on what it's like coming into our organization including the training and culture. We have a wide demographic of employees from college interns to legacy reps and employees. An honest perspective is what keeps us on our toes and always learning and improving.

What is something you would be happy to do every single day for the rest of your career? Collaborate with employees, advertisers and readers on what our company can do to add more value and have a positive impact on our communities.

HANK McAfee

Associate Publisher/Creative Director

Rising Star since 2015

Age: 36

Publication: Tower Publications, Inc. (Our Town, Senior Times, Survival Guide)



Hank McAfee

Job Responsibilities: I work alongside the publisher/CEO to plan market strategies and identify growth opportunities. I am responsible for oversight of all aspects of design and project development for Our Town, Senior Times, Gator Country and Survival Guide. I mentor graphic designers to improve skills and encourage growth. I consistently deliver

high-quality work under rigid deadlines and quick turnarounds.

How long have you worked in the industry? At 17, after working the graveyard shift at the Stuart News (Stuart, Fla.) for about a year – and constantly pestering the art director about job openings – I landed a job upstairs in pre-press doing paste up. That transitioned into some digital page processing and eventually a job as a designer. I walked away from that when I was 19 to move to Gainesville, Florida, to play drums with my band. I happened to answer a help wanted ad for Charlie Delatorre (who at the time was the manager of Buyers' Guide owned by Add Inc.) Since then, he bought the business from Add Inc. and we have stuck by each others' side through thick and thin. Next year will be my 20th anniversary with the company. It's strange how things work sometimes, huh?

What is your favorite part of your job? The best part for me is solving problems. Whether it's a challenging design problem or a difficult decision about whether or not to cut a story, finding creative solutions and implementing them with success is always rewarding.

How or why did you choose the free paper industry? It appeals to my fascination with communication and my personal desire to continually improve. Connecting with an audience either through stories or advertisements is fascinating to me. Each issue of our publications should be the tangible result of the best work we've ever done – and there's always another issue on the horizon.

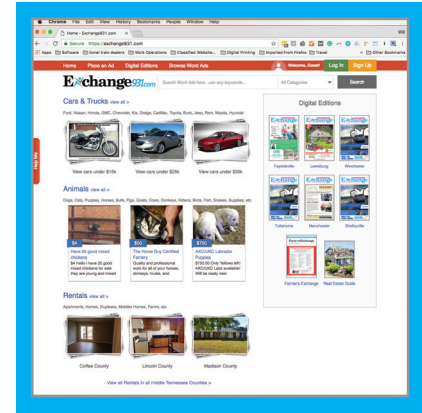
What is the biggest challenge that the free paper industry faces in your area? I think the biggest challenge is finding a clear way to publish content in a digital space without cannibalizing readership and revenue from our print products.

Continued on page 23

Complete Turnkey Solution

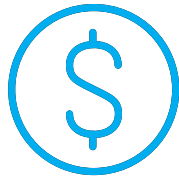
How can it help you grow?

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.



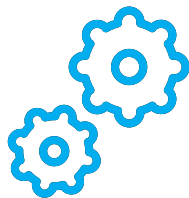
Responsive Design

Our platform runs it all. We provide an entire classified ad management system with a desktop and mobile website.



Secure Online Payments

Our system captures payments when ads are placed and deposits the money directly into your bank account.



Automated Ad Sales using AI

Artificial intelligence helps you automatically attract, retain, and up-sell customers to maximize classified ad sales.



Accept Dealer Inventory Feeds

You can accept real time inventory feeds from local dealers and feature autos for sale on your website.

Call Ginger to schedule a demo 800-247-7318.
www.ClassifiedAds.software

Exchange
Classified Ads Software

Built by a publisher, for publishers.

Continued from page 21



AJ McNaughton

AJ McNAUGHTON

Production, Newsroom Manager

Rising Star since 2017

Age: 28

Publication: Appen Media Group

Job Responsibilities: I oversee production of our four weekly papers as well as our quarterly community guides.

I run weekly news meetings and assign stories as needed. I manage our social media accounts and websites. I manage eight full time employees as well as interns and freelancers. I am the office tour guide to local Boy Scouts.

How long have you worked in this industry? I have been in the industry almost four years. Right out of college I worked for an architectural signage company, mostly designing hotel room number signs. After a few months in that fun-filled industry, I started freelancing for a design agency doing mostly production on sales sheets and web graphics. A year later I found a full time job at Appen Media Group as a production artist doing layout of two of our four publications.

Why or how did you choose the free paper industry? Is it cliché to say it chose me? I didn't set out to land a job in the industry, it just happened, but I'm glad it did. I love being in an organization that is a part of the community.

What do you consider to be your greatest professional achievement? Any of the paper redesigns I've been a part of at Appen Media. To date, I've been involved in four. I'm fortunate that I've been put in a position where my input and design skills are valued, and I've been given a lot of freedom to do what I think is best.

What is something you would be happy to do every single day for the rest of your career? Read the content our newsroom produces. They have a natural feel for the pulse of North Atlanta and provide excellent insight to what the real issues are and what the public should be paying attention to.

ASHLEY OCHOA

Marketing Consultant

Rising Star since 2014

Age: 25

Publication: The Nickel of Hermiston



Ashley Ochoa

Job Responsibilities: Account management

How long have you worked in this industry? More than six years.

What is your favorite part of your job? Working with members of my small community and helping them achieve their advertising goals.

If you could trade jobs with anyone in your office, who would it be and why? I wouldn't mind doing graphic design; I really enjoy it. I'm very creative and feel I could be an asset as a designer.

What do you consider to be your greatest professional achievement? Building trustworthy relationships with every client I've had the pleasure of working with who has had a bad experience with a marketing consultant in the past.



Abraham Velez Ortiz

ABRAHAM VELEZ ORTIZ

Brand Manager

Rising Star since 2017

Age: 26

Publication: El Clasificado

Job Responsibilities: I am in charge of new product development, product implementation and account executive training; responsible for annual online

and offline marketing and sales planning and execution; responsible for managing my brand's supervisors and team leaders' KPIs and goals; and in charge of acquiring new partners to implement new technologies, software and low-cost solutions.

How long have you worked in this industry? I started as an intern four years ago when the boutique agency at El Clasificado was founded. Since then, I have been scaling in the brand structure until becoming the brand manager, helping the brand to increase its client base from 200 to 600+ and contributing to a revenue growth of over 300 percent in the last 24 months.

What is your favorite part of your job? I love tech and marketing, so a digital marketing agency involves everything I am passionate for.

If you could trade jobs with anyone in your office, who would it be and why? I wouldn't trade my position with anybody since I think I am in the

Continued on page 24

Continued from page 23

brand with the most growth potential. I would trade salaries though!

What do you consider to be your greatest professional achievement? I grew a team from three to 10 people, increasing the benefits for the employees and margins for the company.

DAVID SICKELS

Managing Editor

Rising Star since 2014

Age: 27

Publication: The Post Newspapers

Job Responsibilities: I oversee the editorial content of nine local print/E-editions, manage our staff of editors/writers and help to assemble pages each week.

How long have you worked in this industry? I have been in the industry for about 4.5 years.

If you could trade jobs with anyone in your office, who would it be and why? Karl Gerhard in sales. He writes a weekly column, "Cookin' with Karl," where he goes to all kinds of local eateries and reports back on how good the food is. He also regularly shares his own recipes (always a huge hit with our readers) like his now-famous "Atomic Buffalo Turds." Anthony Bourdain, eat your heart out.

What do you consider to be your greatest professional achievement? When I started working at The Post, I didn't consider myself a very good reporter. I would get nervous when talking to new sources and was so set on doing things the way I learned in



David Sickels

school that I feel like I would sometimes miss the big picture. Right away at The Post, I often felt like I was in a feet-to-the-fire, sink-or-swim situation, which forced me to quickly develop my reporting skills in a professional environment, which I am very thankful for.

What is something you would be happy to do every single day for the rest of your career? I really enjoy using the Adobe Creative Suite. Stick me in front of one of those programs any day.

SARAH SURETTE

Graphic Designer

Rising Star since 2016

Age: 29

Publication: Action Unlimited

Job Responsibilities: I create, improve and edit advertisements for the customers of our community paper. I also format and organize the articles we receive for the paper as well as overlay the papers and fill the paper with articles. I maintain the articles on our website, actionunlimited.com, and once a month I update two town "Council on Aging" newsletters, one of which I created from scratch. I've also created a town recreation department newsletter that gets changed twice a year.

How long have you worked in this industry? I've been here 6.5 years. It was my first full time job out of college and I'm still here!

What is your favorite part of your job? I love that even though my job looks like your typical everyday desk job on the outside, I get to be creative and constantly work on different ads for different com-



Sarah Surette



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panies with different needs and styles. One minute I could be designing for a posh hair salon and the next minute I'm designing for a kid's gymnastic camp. It's always something different every day.

Who is your hero and why? John Lennon. For one, I'm a huge Beatles fan. But I've always admired John for promoting peace, speaking his mind and standing up for what he believed in. I often wonder what he'd be doing now if he were still alive. What kind of impact would he have today?

What is something you would be happy to do every single day for the rest of your career? I would love to be able to incorporate my photography hobby into my career.



Ciara Thompson

CIARA THOMPSON

Marketing Specialist

Rising Star since 2016

Age: 26

Publication: The Sun

Job Responsibilities: Customer service, in-house sales and on-the-road sales.

How long have you worked in this industry? In April 2017,

I started with Sun Community News. I noticed a job posting in The Sun publication in my hometown – I was ready for a challenge and something new – and I have been with The Sun for three years. I couldn't be happier with the career move. I look forward to what is to come in the future with Sun Community News and Printing.

What is your favorite part of your job? Serving the community members and business owners each and every day.

What do you consider to be your greatest professional achievement? Receiving feedback from my customers that the advertisements they have invested in with The Sun have worked for them.

Who is your hero and why? My father. He is my No. 1 fan; he's the person who I look up to.

CELESTE TILTON

Graphic Design Manager

Rising Star since 2015

Age: 34

Publication: Cityview

Job Responsibilities: I manage two graphic designers and one advertising assistant. I lay out all publi-



Celeste Tilton

cations and send them to press.

How long have you worked in this industry? I began on the high school newspaper in 1998 and have worked in the industry ever since. My first career job was at the Ames Tribune in 2004.

What is your favorite part of your job? Organizing information into readable art.

Why or how did you choose the free paper industry? I worked for corporate-owned daily papers, but sought the freedom and atmosphere of a locally-owned small business.

What is something you would be happy to do every single day for the rest of your career? Lay out feature stories.



Jesse Walma

JESSE WALMA

Graphic Designer

Rising Star since 2015

Age: 31

Publication: The Shopper

Job Responsibilities: Layout, Ad Design, Web Design

How long have you worked in this industry? Ten years.

I gained employment at The Shopper during my second year

of my technology degree at Purdue University.

What is your favorite part of your job? My favorite part of my job would be the customer's initial reaction or feedback. When trying to implement every aspect of a customer's requests, they seldom are sure what they really want. Getting the initial response usually results in motivation.

Who is your hero and why? My father would probably classify as my hero. As a maintenance technician he has spent years fabricating and creating solutions for fixing mechanical problems. Sometimes this has been done without the correct tools or parts. Along with being a tool enthusiast, he is what I would call the epitome of a handyman. Observing his problem solving and critical thinking has helped me immensely by applying those traits to my career.

What is something you would be happy to do every single day for the rest of your career? I would certainly be happy to design every day of my life. I enjoy pushing my creativity and learning new ways of implementing design. **INK**



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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!

"Faith is the substance of things hoped for and the evidence of things not seen."

– Roosevelt Barnes

I'VE NEVER BEEN MUCH OF A BASKETBALL FAN, BUT recently a story on the CBS evening news about Caleb Swanigan, power forward for the Purdue Boilermakers, caught my eye.


Swanigan is the star of the Purdue team and in 2017 he was named a First Team All American and the Big Ten Player of the Year. In the 2016/2017 season Swanigan scored an amazing 592 points for the Boilermakers. It is not surprising that Caleb Swanigan doesn't let the opposing team stop him from reaching the basket, considering what he has had to overcome to achieve his goal of becoming a star player.

Caleb Swanigan is one of six children born to a drug addicted father and a homeless mother. He spent his childhood living on the streets and in public shelters. By the age of 13, he had attended more than a dozen schools. Caleb inherited a tendency toward obesity from his father which, coupled with his turbulent lifestyle, led him to develop an eating disorder. By the time, he entered the 8th grade, the 6' 2" Swanigan weighed almost 400 pounds. This is when Roosevelt Barnes entered his life.

The Swanigan family asked the former basketball star and successful sports agent for his help with Caleb. Barnes agreed on the condition that he be allowed to adopt the troubled boy.

Instead of trying to dissuade Caleb when the young man said he wanted to play basketball, Barnes encouraged the boy and committed to helping him. He worked with Caleb to develop a plan to reach his goals. After consulting a cardiologist, Barnes used his expertise to develop a diet plan and a training regimen for the young man.

The most important thing that Barnes shared with his adopted son was an unshakable faith that he could achieve his dreams through hard work and refusing to quit. In his senior year in high school, the formerly obese Swanigan averaged 22.6 points per game and led Homestead High School to an Indiana State Championship.

Roosevelt Barnes could have turned his back on Caleb. He could have told him to be realistic and give up on his dream. Barnes chose instead to help a struggling young man find the strength to achieve his life's goals. Roosevelt and Caleb's story illustrates the impact a dedicated mentor can have on the lives of others. 



Associations IN the NEWS

THE INTERNATIONAL CLASSIFIED Marketplace Association (ICMA) has scheduled its Spring Conference at the Hyatt Regency May 10-12, 2017 in Belgrade, Serbia.

The conference will deliver two and a half days of sessions, panels and debates. Included are dedicated workshops and single disciplinary meetings for business leaders, operation level managers and sales managers.

WHETHER MEMBERS attend the conference or not, the Independent Free Papers of America (IFPA) is planning to make the 3 Minute Idea Exchange topics at the New York conference available to all members.

Those making presentations are asked to video their presentations, upload supporting documents and place them on an online 3 Minute Idea system. The recordings will be made available online to all members.

NICHE MEDIA HAS SCHEDULED a Niche Digital Conference Sept. 25-27, 2017 in Chicago, Illinois.

On the agenda are hands-on, half-day workshops that are 100% focused on helping generate more revenue. The work-

shop leaders will take the group step-by-step through creating a digital revenue generating strategy. The sessions are limited to 40 participants per workshop.

Included in the conference are digital experts for insights into

the latest smart tools and strategic technologies for digital media ad sales, content management, email systems and marketing automation.

For further information visit www.nicheconference.com.

To submit your "Associations in the News" story, contact Dave Neuharth at DJNeuharth@aol.com.

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WHAT'S GOING ON...

AN AGREEMENT IN PRINCIPAL

has been reached by the Randall Family, LLC, owners of The Frederick News-Post, to explore the sale of the News-Post to Ogden Newspapers, Inc., of Wheeling, West Virginia, according to Gary Greene of the Cribb, Greene & Cope newspaper brokerage firm.

The announcement was made by Will Randall, chief executive officer of Randall Family, LLC, and Bob Nutting, Ogden's president and chief financial officer.

"Although these discussions are ongoing, we wanted to share this important and exciting news with employees and the community as soon as possible," Randall said.

"Ogden Newspapers is a strong, family-owned company that believes in community journalism and has the resources and expertise to maintain and grow The News-Post as a vital Frederick institution."

Should the discussions lead to a sale, Ogden Newspapers would publish the News-Post and operate the company's commercial printing operations. Randall said that both companies had executed a letter of intent and were working toward executing an asset purchase agreement.

Randall is a fifth-generation member of the family that in 1883 founded what has become The Frederick News-Post. Likewise, the Nutting family, owners of Ogden Newspapers, began in the publishing business in 1890 when they launched the Wheeling News in Wheeling, where the company remains headquartered.

"Our two families have had a great deal of respect for one another for many years," Randall said.

Ogden owns two newspapers in the region: The Journal in Martinsburg, West Virginia, and the Northern Virginia Daily of Strasburg, Virginia. The Wheeling-based company also publishes newspapers in Florida, Hawaii, Iowa, Indiana, Kansas, Michigan, Minnesota, New Hampshire, New York, North Dakota, Ohio, Pennsylvania and Utah.

The company also has many weekly newspapers across the country and a stable of magazines based in Topeka, Kansas, including Grit and Mother Earth News. The Nutting family also owns Seven Springs Mountain Resort and Hidden Valley Ski Resort in Pennsylvania and is the majority owner of the Pittsburgh Pirates Major League Baseball franchise.

The company began in 1890 when H.C. Ogden started publishing the Wheeling News. The company has been continuously owned and managed by his descendants, the Nutting family.

"My family is extremely proud to have the opportunity to become the successor publisher of the News-Post," Nutting said. "The Randall family has published a compelling, relevant, highly credible and valuable newspaper in Frederick for 134 years. We are honored that the Randalls are considering us to continue their great publishing tradition."




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 according to John Cribb of Cribb,

Greene & Cope who represented Bliss Communications, Inc. in the transaction.

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

"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, Inc.

Charles H. Morris, president of Morris Multimedia, Inc., 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." 



| may

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International Classified Market-place Association (IMCA). Spring Conference, Hyatt Regency Hotel, Belgrade, Serbia. For information visit www.icma.org or email hannah@icmaonline.org.

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Niche Media Digital Conference, Chicago, Ill. For additional information visit www.nichedigitalconference.com.

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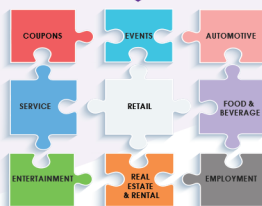
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