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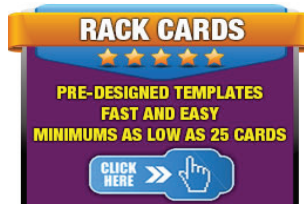
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COMING
next
month

The July-August issue of INK will take a look into Free Community Paper month and what type of things we can be doing to promote our industry at the local level. July-August will also include any newsworthy current events within the industry to keep you up to date.

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

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“The mission of AFCP is to help its members enhance their profitability and lead in strengthening the free publication industry.”



Dave Neuharth

DAVE NEUHARTH
EDITOR

Conference Reflections

YOU MIGHT SAY THAT LOUISVILLE was a blast.

Members who attended the Association of Free Community Papers (AFCP) annual conference had a ringside seat on the Ohio River to view the largest air show and fireworks display in the states. Military and civilian planes flew along the banks of the river for over five hours and then the fire works blasted off over the river. The event is called Thunder of Louisville and is the kickoff celebration for the Kentucky Derby.

Then there was Club AFCP, planned by the Rising Stars, at the Fourth Street Tavern. It was well attended and provided food, drinks, games and entertainment. Gainesville, Florida publisher Charlie Delatorre added to the entertainment when he jumped on stage to sing and the place was rocking.

Then there is the other side to the conference – a great trade show provided by the vendors, and the training sessions provided by speakers and TLI instructors. The sessions left you with a ton of knowledge to take home.

There was so much going on at this conference that it was hard to keep up with all the activities. A great job was done by the AFCP and SAPA offices and conference committee members who kept it on track.

Shane Goodman provided us with important information on delivery. This is the often forgotten part of our businesses that is important.

Pay them well. Communicate often. Get rid of problems drivers immediately. Clearly define what is expected in writing. Say thank you often. Coffee and donuts go a long way.

If you are using racks for distribution, have your company name and contact information on the rack. State that any

unapproved publications in the rack will be removed.

If you are in the market for racks, try the daily newspapers in your market. Between the loss in circulation and failed free paper efforts, tons of them are available.

If someone has a relationship with the owner or manager of a store, use it to receive permission to place racks there. Train your drivers to locate, and then pay them to set up, new stops. It is usually better to be inside a store. By the counter going out is ideal.

Lots of ideas were discussed on numerous other topics. And it will happen again next year. Let Your Ideas Shine at the 2018 AFCP Conference & Trade Show in Baltimore at the Inner Harbor on May 3-5.

A first in the free paper industry took place in April in New York. The Community Papers of New York (FCPNY) joined with the New York Press Association and the New York Newspaper Advertising and Marketing Executives for two days of seminars and networking.

FCPNY Executive Director Dan Holmes said, "It was amazing to hear the observations, concerns and questions from members of those organizations. They parallel the issues that FCPNY members face every day. We look forward to future collaborations as we protect and grow the print industry and build on the synergies that exist amongst all of us."

Photos of the conference are included in this issue of INK. 

USPS Asks PRC to “Bust the Cap”

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

IN MARCH, 2017, THE UNITED STATES Postal Service and other interested parties filed comments with the Postal Regulatory Commission (PRC) in the ten-year rate review proceeding. More than 40 separate sets of comments were filed, with most industry submissions taking the position that the last ten years of a rate setting process where rates were limited, across a class basis, to the CPI rate cap had worked well to bring needed predictability and stability to Postal Service pricing and industry stakeholders.

As predicted, the USPS was asking the PRC to eliminate the CPI cap and establish in its place a system where the Postal Service could largely set rates the way it likes, with only a very general requirement to provide the industry with some advance guidance on the timing and size of a proposed rate increase and to make its rates “fair and reasonable”.

In support of its position, the Postal Service recited its usual list of woes including declining mail volume, the expansion of its delivery point network, with more homes and businesses that need delivery, and the trend that has resulted in fewer pieces of first class mail, the class of mail that has historically provided the most contribution in revenue to the Postal Service.

In support of its arguments, the Postal Service asserted that the PRC had broad authority to change the rate setting mechanism during the ten-year review. Elements of the law like the CPI cap that other stakeholders have argued are “mandatory”, the USPS suggests were only “mandatory” during the first ten years. Under the Postal Service’s

reasoning, from now on “anything goes” as long as it helps the Postal Service achieve financial stability.

In examining all of the objectives and factors to be considered under the law, the USPS clearly considers “financial stability” to be number one. It asserts that all other objectives are dependent on the USPS having sufficient revenues to improve its equity position, to meet operating requirements,

and to have liquidity for future changes in the marketing and delivery industry.

As additional support for its arguments, the Postal Service points to foreign postal services where there is no similar price cap or limit on pricing authority. Ironically, many other commenters looked to the operations of post offices in other countries to show how poorly nations without a price cap system or limit on rates have done in retaining volumes and competitive position with other delivery services.

The Service asserts that it has done what it can to reduce costs, including the expansion of non-career employee usage, delivery route consolidations, and facility and network consolidation. The USPS asks

the Commission to not engage in second guessing postal management’s business decisions, but to recognize that it has been engaging in honest and efficient management practices.

In urging the Commission to eliminate the cap, the Postal Service did not make any specific recommendations or submit any alternative systems or models for what it would like the PRC to do. Presumably, if the Postal Regulatory Commission finds that the system is not obtaining its objectives and that the cap system can be changed (a topic that will certainly *Continued on page 11*

“As predicted, the USPS was asking the PRC to eliminate the CPI cap and establish in its place a system where the Postal Service could largely set rates the way it likes...”



2017 Louisville Conference – Knocked it out of the Park!

by Loren Colburn, AFCP Executive Director

IT DIDN'T TAKE LONG FOR ATTENDEES AT THIS year's AFCP Annual Conference and Trade Show to get comfortable with their host city and surroundings! Regardless of how each adjusted to pronouncing the city's name – LooaVul, LuhVul, LooyVille, LooAVille – Louisville and the great state of Kentucky provided the perfect backdrop for a wonderful conference.

For three straight days attendees shared what things were working well, what things we all need to work better and some things that just aren't working at all. This sharing process opened the minds of attendees to new opportunities for building their businesses and establishing new friends in the industry to connect with going forward.

The general sessions covered a broad spectrum of industry topics, providing options for all types of business development and growth. Michael Allosso's keynote and workshop offered great insights into what it takes for each of us to be...Us On Our Best Day – Every Day! The thirty TLI classes presented as part of The Leadership Institute offered attendees a chance to explore the sales process at a deeper, more productive level. The trade show showcased industry partners who offer solutions to problems we all face as well as the tools publishers can utilize to build their businesses.

These three information filled days were jam packed with presentations and hard work, so it was only fit-

ting to offer evening events that were relaxing and enjoyable. The Thursday night opening networking dinner set the stage for a productive gathering. The conference gained even more momentum on Friday night as the annual Club AFCP event moved up the street to Fourth Street LIVE! This area of downtown Louisville was the ideal setting for a good old fash-

ioned AFCP party with music provided by the Nashville duo Stone Silo. To cap off the exciting pace of the week, the Saturday closing event in Club 360 provided the most amazing vantage point to relax and network with fellow professionals one more time, while viewing the Thunder Over Louisville air show and spectacular 30 minute fireworks display.

As any gathering of this nature, the level of success is determined in part by the planning and preparation that goes into the event. For that we want to thank the amazing group of volunteers who provide the time, energy and ideas to pull off a successful conference of this magnitude.

The other part of the equation for a successful conference is the attendees who make time in their busy schedules to participate in the discussions, contribute ideas and invest in sharing information like no other industry could even imagine. You are the true winners in this process and the key to allowing all of the attendees to go back home and "Knock it out of the Park!" **INK**



Stone Silo performed at Club AFCP.



Saturday's closing event in Club 360 was a highlight with the amazing Thunder Over Louisville air show and fireworks display.

AFCP Honors the **Best of the Best**

APPEN MEDIA GROUP (ALPHARETTA, GA.) WAS the "Best of Show Winner" for the most overall points earned with winning entries in the 2017 Association of Free Community Papers (AFCP) "Best of the Best" annual publication awards presentation at the annual conference in Louisville, Kentucky.

This year's contest included over 1,300 entries in 90 different publishing categories as well as an ad design contest that required specific advertiser criteria.

Appen Media Group was presented with 21 awards including eight first place honors.

Close behind was Tower Publications (Gainesville, Fla.), picking up 20 awards including eight for first place.

Other top award winners were:

The Post Newspapers (Medina, Ohio) which received 17 awards including two for first place.

Cityview (Johnston, Iowa) earned 16 awards including six first place honors.

The Genesee Valley Penny Saver (Avon, N.Y.) earned 14 awards including three for first place.

El Clasificado (Norwalk, Calif.) earned 13 awards including six first place honors.

The Arcadia News (Phoenix, Ariz.) earned 11 awards.

Katy Magazine (Katy, Texas) earned 10 awards including two for first place.

All Island Media (Edgewood, N.Y.) earned nine awards including five first place honors.

The first place Andrew E. Shapiro Award for Cancer

Awareness Promotion was presented to New Market Press (Middlebury, Vt.). The judges commented, "A very helpful section. Diagnosis, support, survival, nutrition – it's all covered!"

First place for the Advertising Design Contest was presented to David Brown of the

Appen Media Group. The judges noted, "Great design. These ads are straight to the point and include great stats and messages. They could be used in any publication."

Ocean Media Solutions (Stuart, Fla.) took first place honors for the most improved publication printed on gloss.

Awards for the most improved publications went to All Island Media (0-9% editorial content), the Genesee Valley Penny Saver (10-25% editorial content) and Cityview (a minimum of 26% editorial content).

In the general excellence category, top honors went to Tower Publications for publications printed in gloss. For the single advertising category, top honors went The Florida Mariner (North Port, Fla.). For publications with 0-9% editorial content, first place was presented to PFW Publications, Kasio, British Columbia. For publications with 10-25% editorial content,

first place was presented to Kapp Advertising Service (Lebanon, Pa.). For weekly publications with a minimum of 26% editorial content, first place went to Cityview.

The awards presentation was narrated by Lee Borkowski of the Richland Center Shopping News (Richland Center, Wis.) and Hank McAfee of Tower Publications (Gainesville, Fla.). **INK**



This year's Andrew E. Shapiro Cancer Foundation Award winners are all smiles.

Lee Borkowski Receives Gladys Van Drie Volunteer Award

LEE BORKOWSKI WAS NAMED THE RECIPIENT OF the Association of Free Community Papers (AFCP) Gladys Van Drie Volunteer Award at the recent conference in Louisville, Kentucky.

Borkowski is the publisher of the Richland Center Shopping News in Richland Center, Wisconsin.

In making the presentation, AFCP President Shane Goodman said, "This organization has been able to accomplish some amazing things over the years. The key ingredient to almost every one of those accomplishments has been the volunteers who have given freely of their time, their talents and their energy to the betterment of others. We are pleased to announce the third recipient of the Gladys Van Drie Volunteer Award.

"We are fortunate to have Gladys here for today's presentation and would like to invite her to come up to assist in the presentation of this year's award.

"Without volunteers, our association – as well as all the associations that our industry has been built around – would be in a much different place, one that would not be able to provide for its members as we do today. The Gladys Van Drie Award looks to recognize the contributions of a volunteer who has given significantly to the betterment of each of our businesses over the years, always without thought to personal gain.

"This year's recipient has embodied that description repeatedly over the years and has contributed greatly

to the long-term success and accomplishments of AFCP for more than 30 years.

"She started her journey into the publishing industry back in the early 80's when she graduated from Michigan State University and went to work for her grandmother's publications in southwest Michigan.

She soon became the Michigan representative on the AFCP board of directors and quickly established herself as both a hard working and respected contributor, becoming the youngest person to ever become AFCP president in 1992.

"When her grandmother, Reva Murphy, sold the company in December of 1997, her career path would begin to develop beyond the family business. In 2002 she moved to Wisconsin to work for Journal Community Publications and

eventually joined Woodward Communications. These two companies allowed her to continue her connection with AFCP, including a second swing through the conference chairs that culminated in the Savannah 2015 Conference Chair. She was also welcomed back to an active roll on the AFCP board as the Wisconsin representative in 2014.

"No one over the years has established themselves as a more trusted, respected and reliable volunteer for the association, having repeatedly contributed over the last 30 years at a level worthy of the Gladys Van Drie Volunteer Award.

"Please join me in congratulating this year's recipient, Lee Borkowski!" **INK**



Gladys Van Drie and AFCP President Shane Goodman present Lee Borkowski (center) with the Gladys Van Drie Volunteer Award at the recent conference in Louisville, Kentucky.

Borkowski Says “Thank You”

by Lee Borkowski

IT WAS A TRUE HONOR TO RECEIVE THE GLADYS VAN Drie Service Award – made even more significant because Gladys was able to attend the conference and share in the presentation.

In 1980 I was given a great opportunity to join forces with my grandmother in the family business. From the beginning, she encouraged me to become an active member of the state and national associations. The key word is “active” and probably some of the best advice she gave me. I learned an incredible amount about our industry by attending and participating in conferences. And I continue to learn today – not only from the veterans of the industry but also from the “Rising Stars”.

I enjoy coming to conferences to see old friends and make new ones; but, I must admit there is a sense of bitter-sweetness as I look around and realize that many people are no longer with us. These ghosts in the room are the ones who helped me early in my career, shared their knowledge and self without reservation, and helped me become a better me.

I owe any success I’ve achieved to having the support of my family, guidance of industry friends, and some of the best co-workers ever. **INK**



Lee Borkowski accepts the Gladys Van Drie Volunteer Award at the recent AFCP conference.

USPS Asks PRC to “Bust the Cap”

Continued from page 7

lead to industry battles and potential cases going to the Court of Appeals), there will be additional legal proceedings where the Postal Service and others can make comments and submit proposals, economic modeling, and expert testimony.

Some industry insiders have speculated that the PRC could give the Postal Service “some” of what it wants, while still giving the industry the market-based predictability and stability of a system tied to the CPI. One alternative approach that has been mentioned in connection with the potential rate review, as well as

in prior discussions about reform legislation, would be a cap-based system that could limit USPS rate increases to a CPI rate cap with some predetermined and limited “plus” number. A limit on increasing rates to CPI plus one percent, or 1.5, or something similar, is a variation of a rate cap system that still would allow higher prices.

Questions on how any deviation from a rate cap might be allowed or limited, or whether prices would still be set on a class basis or across the network, are all issues that could and would be discussed and litigated in a formal rulemaking proceeding that would take place if the PRC

finds that the current system is not meeting the objectives of the 2006 law.

The PRC has consistently stated that it plans to handle the rate review process as expeditiously as possible. It is anticipated that the initial decision in the rate review might be known as early as late spring or early summer. The PRC has previously announced that the entire proceeding would be completed sometime by fall, 2017. **INK**

For further information on the Saturation Mailers Coalition, contact SMC Executive Director Donna Hanbery at 612-340-9350 (voice), 612-340-9446 (fax) or e-mail: Hanbery@hnclaw.com.

Dan Alexander

Honored for Distinguished Service

DAN ALEXANDER WAS NAMED THE RECIPIENT of the annual Association of Free Community Papers (AFCP) Craig S. McMullin Distinguished Service Award at the recent conference in Louisville, Kentucky.

Alexander is the owner and publisher of Denton Publications, Inc., located in Elizabethtown, N.Y.

In making the presentation, last year's recipient Greg Ledford said, "It is my privilege and honor to be able to present this year's award.

"This year's recipient is one of those people in our industry who has been called to duty many times over the years. They are the type of person who is the first to pitch in, the first to come to everybody's rescue when they need it and the last person to expect anything in return for their efforts. Their belief in the free community paper industry and in building industry alliances has contributed to strengthening all of our businesses and has been the driving force to many positive improvements over the years.

"This individual has been a major contributor to the AFCP Board since they became the FCPNY representative in 2008. Having chaired our membership committee and alternative revenue committee, their impact has been significant and touched many of our members' businesses. Having a person who genu-

inely cared about each member and the individual success of member publications has established this individual as one of the industry's most respected advisors.



Dan Alexander accepts the Distinguished Service Award from last year's honoree, Greg Ledford.

"This publisher's involvement in and contributions to the Free Community Papers of New York over the last 25 years has been similarly successful. Having served as president from 1996 to 1998 and chaired numerous projects, committees and conferences – no matter what the need, the answer has always been, "I'd be glad to help out!"

"Currently chairing the PaperChain Committee, this person's efforts have provided the driving force behind the committee's progress toward improving the SRDS offerings to PaperChain members, increasing industry support for Free Community Paper Week and assuring each of our members receive the benefits that will help improve their business and their industry.

"All of these industry volunteer efforts have not stood in the way of his building an extremely successful and diverse publishing business that covers much of northern and central New York as well as northern Vermont.

"Please join me in congratulating this year's recipient of the Craig S. McMullin Distinguished Service Award – one the industry's most passionate advocates...Dan Alexander." **INK**

Dear AFCP Members,

I WANTED TO TAKE THIS OPPORTUNITY TO extend my deepest appreciation for the honor bestowed to me in Louisville as a recipient of the Craig S. McMullin Distinguished Service Award.

One is never prepared to properly respond when you suddenly realize it was your name called to the podium.

The rush of adrenalin, a million thoughts running through your head, and who to thank while trying to swallow that last slice of pie you were finishing up when your name was revealed, makes for an incoherent acceptance address.

I have long been a big fan of trade associations. I recall my first day in the Olean, N.Y. Pennysaver office. It was 1981 and I had two key calls to make – first the FCPNY office in Syracuse and the second to the NAAP, which was the forerunner to AFCP and IFPA.

I had been hired to manage and sell for two Pennysaver publications – with absolutely no experience in the field – after they had been purchased by a daily newspaper group.

I needed to come up to speed quickly and asked both associations to send me copies of successful free papers and any sales tools they could put their hands on.

The free paper associations and their members were extremely helpful as I relied on their advice and counsel in the early days, and I have continued to seek throughout my career.

The associations, through their staff and members, have provided a great source of knowledge, support and friendship over the years and I have been fortunate to have received far more than I could ever repay.

Additionally, my respect for and friendship with Craig McMullin makes this award all the more special. Craig was one of those uniquely talented and profes-



Dan Alexander takes the podium to accept the Distinguished Service Award at AFCP's recent conference in Louisville.

sional individuals who meant a great deal to all who knew him. To be linked in this way to his memory is an honor I will carry forever.

With that said, I would like to close with a thank you to all the current and past members of AFCP, the many vendors who have lightened our load with their support and the staff who have always been readily available to help in every way imaginable.

I am honored and humbled by the recognition you've placed on me and I'll take the liberty to end in the same fashion as Craig always did, with a hearty...

Cheers,

Dan Alexander

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Dan Buendo is Publisher of the Year

DAN BUENDO WAS NAMED THE RECIPIENT OF the Association of Free Community Papers (AFCP) Publisher of the Year award at the recent conference in Louisville, Kentucky.

Buendo is the owner and publisher of Reminder Publications in East Longmeadow, Massachusetts.

In making the presentation, last year's recipient Shane Goodman said, "AFCP's highest honor is bestowed on an individual who has made significant contributions to the Association of Free Community Papers as well as the entire free publication industry as a whole in the prior year.

"This year's recipient is one of the most respected, innovative and recognizable people in all of the free paper industry. His contributions to his own operation as well as to many of the publishers sitting in this room was evident not only through last year but has been provided consistently for many years.

"He began his publishing career after graduating from the University of Massachusetts Amherst and acquiring a small free community paper publishing company in his home town with his brother in 1992. Over the next 25 years, his tireless efforts and industry involvement would build a diverse media company that has embraced the changes in the industry and grown the business through consistent innovation.

"From the original publishing company's footing, this person branched into the network advertising placement service that has since developed into a stand alone, full service media placement agency – Access to Media. This agency is a cornerstone seller in the NANI Network as well as almost every state and regional network throughout the industry.

The next growth phase for Reminder Publications has included diversified print product offerings like their newest homegrown lifestyle magazine, Go Local. This upscale glossy stock monthly magazine has expanded their readership and geographic footprint as well as their advertising base.

"Their web-based products include a full array of targeted sites such as PrimeOnTheWeb.com with its Baby Boomer focused content, HG413.com with its home improvement focused content, and Coupon413.com that offers a variety of money saving coupons to the local market.

This diverse approach to product offerings has supported the growth of their website design firm, Reminder Web Design, as well as the full service marketing company, Envision Marketing Group. EMG's broad range of services can provide the expertise for




In accepting the AFCP Publisher of the Year award, a very surprised Dan Buendo said, "It is very flattering to be considered amongst the list of prior recipients that have received this award, many of whom are legends in our industry and who have been such a tremendous help to me along the way. I am truly honored."

all aspects of a company's digital, electronic and print marketing needs from concept to completion.

"With all of this innovation and growth, this year's Publisher of the Year has continually made time to share his thinking, extraordinary expertise and product innovations for the betterment of his fellow publishers. He has regularly shared his knowledge through educational presentations for AFCP, IFPA, CPNE and FCPNY conferences over the years (one of which you will be able to witness tomorrow at this conference at 9:20 AM).

"He has volunteered his time on the board here at AFCP as well as serving on the boards of IFPA and CPNE, where he also served as president.

"It is my honor to introduce this year's AFCP Publisher of the Year from the Reminder Publications in East Longmeadow, Massachusetts – Dan Buendo."

In accepting the award Buendo said, "I am completely and utterly surprised to be recognized as AFCP's Publisher of the Year. It is very flattering to be considered amongst the list of prior recipients that have received this award, many of whom are legends in our industry and who have been such a tremendous help to me along the way. I am truly honored." 



Keeping our Promises

by Shane Goodman



FROM THE TOP

AT LAST MONTH'S AFCP Conference and Trade Show in Louisville, Kentucky, I announced to those at the opening ceremony that we were

promising two things that they could expect from the event. The first promise was that we were going to throw a good party. The second promise was that we were going to show all of them ways to make more money. At the end of the conference, I asked those in attendance if we kept our promises, and we heard a resounding yes.

Let's talk about the parties first. From the cocktail reception and dinner at the Galt House on Thursday, to live music and dancing at the Tavern on Fourth on Friday, to the grand finale of Thunder Over Louisville with the air show and fireworks on Saturday, we were all certainly entertained and enlightened — and really tired by Sunday.

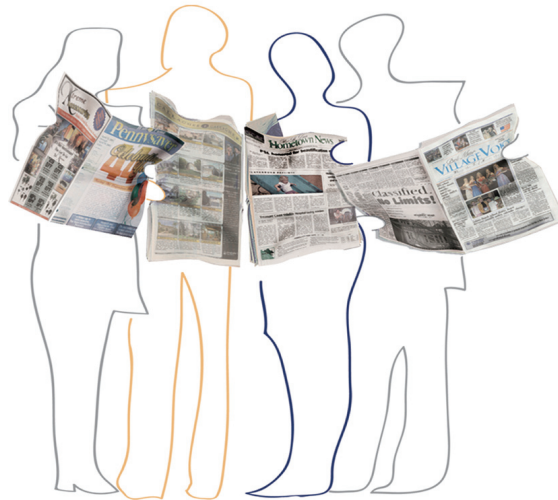
And then there was the training. Michael Allosso showed us how to be "you on your best day," and Sherri

Horton offered the good, the bad and the confusing of digital analytics. With a choice of 23 classes from AFCP's Leadership Institute, including six new courses, the opportunities to learn were truly endless.

A few months ago, I challenged each of you to walk the walk and talk the talk when it came to taking full advantage of the AFCP conferences and inviting more people into the fold. I took a dose of my own prescription and brought two newcomers to this year's event. Both asked if they could come back again, and that is exactly what I wanted to hear.

If you were unable to attend the AFCP conference this time around, I hope that you will consider it next year in Baltimore, Maryland, where the good times will clearly continue. Our commitments to throw great parties and provide even greater learning opportunities will be extended again, and we look forward to keeping those promises.

Thanks for reading.



SHANE GOODMAN
AFCP PRESIDENT
CITYVIEW

It's Audit Time Again!

Remember to return it promptly!

Questions?
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- Andrew Olsen, Publisher
Times Review Media Group

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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

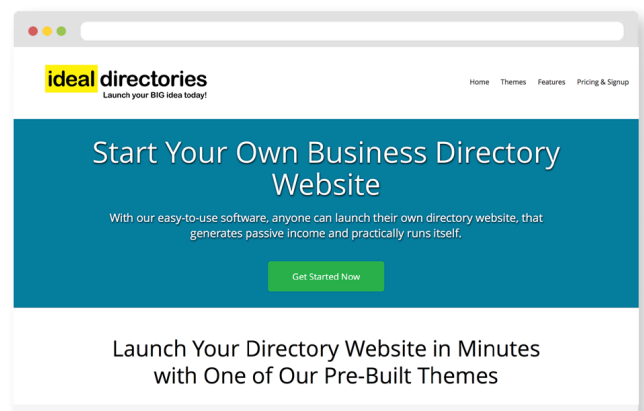
What is it?

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?

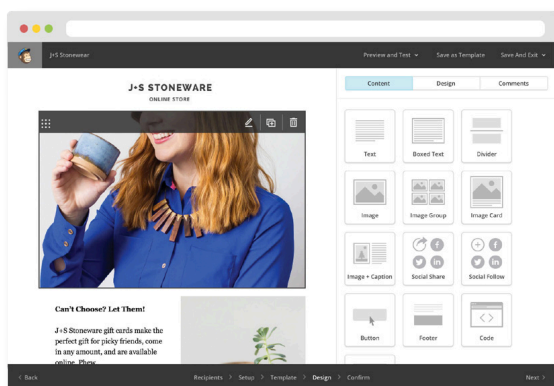
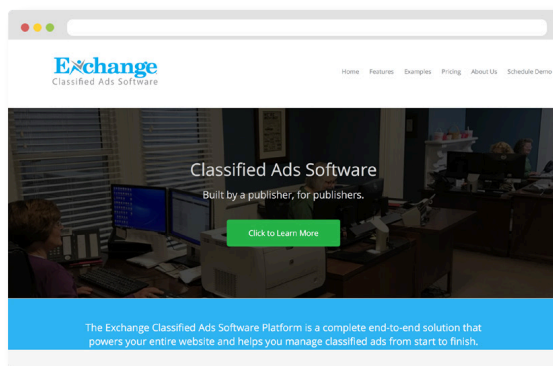
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

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

Papa John Hosts AFCP Group Tour

CONFERENCE NOTES

PAPA JOHN'S PIZZA FOUNDER AND CEO, John Schnatter, took time out of his busy schedule to meet with the AFCP group touring his facilities at the headquarters in Louisville, Kentucky. The tour was a pre-conference option for attendees to connect with one of the industry's major advertisers as well as long-standing conference trade show supporters with their printing company, Preferred Marketing Solutions.



Having John Schnatter personally meet with our members and be such a gracious host by providing a pizza lunch and chatting with those in attendance made this a very special event. John shared some great conversation on not only his companies but also details on his background and the company's origins.

As a great gesture of support to our Bill Welsh Foundation Silent Auction efforts, John personally signed a detailed model replica of the 1971 Z28 Camaro that he sold in 1984 to get the cash needed to purchase \$1,600 of used pizza equipment. He used the rest of the proceeds

from the car sale to help his father's struggling tavern business. This tavern is where he ended up knocking out a broom closet in the rear of the building to set up the pizza equipment in order to start selling pizza to the tavern's customers.

The pizza he produced became so popular, he was able to move into the adjacent space just one year later. Now fast forward over 30 years. Papa John's Pizza is the third largest pizza delivery and take-out restaurant chain in the world, and John Schnatter's net worth exceeds 1 billion dollars! In spite of the notoriety and wealth,

Papa John and the 1971 Z28 Camaro that started it all. John proved to be grounded by a strong connection to his

humble beginnings and an amazing focus on the importance of quality products to his overall business success.

What ever happened to the Camaro? John Schnatter offered a \$250,000 reward in 2009 if someone could find the original Camaro he sold

to start the business! On August 26, 2009, he was able to buy back the original Camaro from the family that he had sold it to 25 years earlier for \$250,000. Guess everyone ended up a winner on that deal. **INK**



Papa John took time out of his busy schedule to meet with the AFCP group touring his facilities at their Louisville headquarters.

AFCP Conference Memories



Photo Credit: Bill Ostendorf, Creative Media Solutions

Fantastic Time Had by **AI** at **WCP!**

by Janelle Anderson, WCP Executive Director,

THE 2017 WISCONSIN COMMUNITY PAPERS

(WCP) Annual Conference was held at the beautiful Abbey Resort in Fontana Wisconsin. The Abbey is nestled in a bay at the west end of the sparkling blue Lake Geneva – a little too chilly to jump in, but still inviting. The sun even made an appearance for us Saturday!

The surroundings were gorgeous, the newly appointed rooms comfortable and nurturing, the food fabulous, and several educators imparted knowledge that you could easily apply and turn into Money. They were Dennis Wade, Kevin Slimp and Tim Bingaman. If that wasn't enough, it is always rewarding to rub elbows, throw back a drink and share ideas with your fellow publishers.

We honored our very first WCP Top Sales Person of the Year – Mary Jones of Conley Publishing. Mary gave a heartfelt affirming acceptance speech that covered her close to 30 years in the business reminding us all that Print is ALIVE and WELL in the hearts of

our sales staff.

The General Excellence, 10% or less Editorial, award went to Ripon Commonwealth Express Papers.

The General Excellence, 10% or more Editorial, award went to Advertiser Community News –Seymour.

Best of Show was won by Advertiser Community News – Seymour, who edged out Ripon Commonwealth Express.

We welcomed the 2017-2019 officers and board of directors: President Carl Hearing, Vice President Heather Rogge, Treasurer Todd Sharp, Past President Ken Ubert, and Directors Lee Borkowski, Rod Christensen (new), Ken Hodgden, Kathy Neumeister (new), Tim Schreiber and Heidi Springer (new).

A good time was had by all, a time to reconnect with friends, share ideas, pick up new information to make us smarter and garner more money, all packaged in beautiful surroundings, enhanced by fabulous food and great spirits. **INK**

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Association of Free Community Papers

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WCP's Annual Conference



FCPNY's Annual Conference

CONFERENCE NOTES



PHOTOS

QUIZZES

**Increasing Revenues, E
Database With Promoti**

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!

"Be a fountain—not a drain."

– Unknown

WHEN I WAS A MANAGER, I SOMETIMES HAD employees report to work when they should have been in the hospital. While I admired their dedication, I always sent them home. This was the best thing for them and for the rest of my team. I knew that they wouldn't be very productive when they were running a fever and I didn't want their hacking and coughing to infect my entire sales force.

Louis Pasteur discovered how germs spread disease in the 1860's. In the late 1980's, a group of Italian scientists discovered how mirror neurons spread emotions from one person to another. Mirror neurons explain why when one person in a group yawns, other people find themselves stifling a yawn. Emotions and attitudes are just as contagious as flu.

Just as I would not come to work with a disease that could infect my coworkers, I refused to expose them to a negative attitude. Like kids in school, salespeople are exposed to a lot of germs. We spend our days calling on strangers and shaking their hands. We are also exposed to a lot of negativity.

Part of the seller vs. buyer game is telling the salesperson that their product stinks. Many prospects like to take their aggressions out on poor defenseless salespeople. This steady bombardment of rejection and criticism can shake the self-esteem of even the most optimistic person—but this doesn't mean we must share it with our coworkers. They hear enough negativity in the field without listening to more grief in the office.

My personal rule was that no matter how down I felt, I would put on a positive face for my teammates. Though I was doing this for them, this "act" had a positive effect on me as well. In short order, my "fake" smile turned into the real thing and I started feeling better about my day.

As a manager, I did not let my reps whine on the sales floor—if they wanted to rant, they could walk into my office and let me have it with both barrels. This allowed them to blow off steam, and after a few words of encouragement from me they were ready to jump back into the fray.

It is our responsibility to be a fountain of positivity to those around us and not a drain that will suck them down with us. ■





The Man Behind AutoConX

OVER THE YEARS WE HAVE HEARD MANY STORIES of how members of the free paper industry got into the publishing business.

Farm Country Trader Magazine was founded in 1989 in Inwood, Iowa, by Rob Hage, based on a decision he made as a senior in college. Hage woke up one morning, had the vision, and couldn't wait to get started. He found a friend to join him but later decided if this publication was going to be a success, he would have to get out on the streets and sell the idea and the publication.

Hage did not have the funds to pay the first press bill, so he convinced advertisers to give him a check up front and promised he would not cash the check until he had the funds necessary to pay the print bill. The rest is a history of success.

The Farm Country Trader Magazine is distributed by rack and in stores, including the Tractor Supply chain, which makes the magazine available nationwide. Every day, thousands of farmers across North America shop its inventory online or in paid printed magazines.

In 1989 Hage heard about this thing called the Internet. He made the decision to get involved in the digital world and created AutoConX Systems. Since then, he has worn two hats and expanded his digital world operation. At the recent AFCP conference in Louisville, he was one of the vendors that set up at the trade show and made all of his digital services available to the members.

Since the creation of Farm Country Trader Magazine in 1989 — followed by the inception of AutoConX Systems to harness the power of digital — Hage said, "Our goal has been to be the most effective vertical solution for your local media publication. We use the power of your local brand, combined with the power of AutoConX Systems, to generate revenue for you."

AutoConX Systems is a vertical website provider specializing in automotive, agricultural, recreational and heavy-duty equipment and real estate. They cater directly to media companies and directly to dealers.

"With more than 25 years of experience in publishing (and more than a decade in software solutions), we offer hands-on industry knowledge, refined best practices and constant innovation," Hage said. "We have a solution for you whether you are a large or small media company or an agricultural, recreational or automotive dealer. We take great pride in our product. What sets us apart from our competitors is this: we not only build software solutions for media companies, but we use them ourselves. We work closely with our clients, and we strive to ensure that all of our customers' needs are met. Our service and responsiveness to our customers is second to none. We have fun every day and love what we do!



Rob Hage, founder of Farm Country Trader Magazine and AutoConX Systems, is pictured at the AFCP Trade Show with a booth promoting his newest company, KeepItLocal.com.

"You already know that nothing stands still in business today. That makes it even more important that your website provides the best content, features and inviting design to keep customers engaged. With more than a decade of experience in creating affordable custom web designs, AutoConX has the expertise to bring your website in line with today's technology, to improve lead generation and search engine placement, and help create social media opportunities," Hage said.

What began as an online, back-end administration tool for FarmCountryTrader.com and CarTruckTrader.com in 1997 is now a full-featured inventory management system for auto, recreational and agricultural dealers as well as a front-end vertical website for media companies throughout North America. The AutoConX System was built by publishers for publishers and serves more than 300 media companies and thousands of dealers.

KeepItLocal.com is the latest site developed by the company. "Local retailers post and promote their products and services using their smart phone. Shoppers instantly receive real-time coupons and event notifications via the web, email, or text messages, from the businesses they want to follow. It is 'user choice' in the Keep It Local world of coupons and notifications, and users love it!", says Hage.

KeepItLocal supercharges a local media's digital and print assets. It makes print advertising more valuable, effective and measurable, with built-in reverse publishing tools making it easy. Local merchants track, grow and market in real-time to local customers, within their store, and in their traditional advertising methods. Proprietary SEO dominates local search for the merchant's products and services on the web. **INK**

Associations IN the NEWS

MEMBERS OF THE ASSOCIATION OF Free Community Papers (AFCP) can make a five-minute investment that will help the association provide maximum members at the lowest possible cost. Help the AFCP AdSense Program.

Place the Google AdSense code on your website. In an effort to find alternative revenue sources to offset declining ad revenues, this new program will be a step in the right direction.

Log on to <http://altrevtech.com/> / AFCP. Enter your publication name and your website URL. Hit "Get Ad Tracker" and grab the code. Place this code in any ad container on your website. A home page or prominent ad is preferred.

THE COMMUNITY Papers of Florida (CPF) is taking their "Awards for Excellence" competition digital.

The presentation will be made at the CPF annual conference in Stuart September 15-16. The deadline for entries is July 31.

Peter Lamb will be the keynote speaker

and his topic will be, "Show Me the Money: Who is Winning the Revenue War and Why."

The conference will have publishers and telemarketing reps discussing the nuts and bolts of selling local classified ads and network ads.

THE MIDWEST FREE Community Papers (MCPF) has announced their annual scholarship recipients.

The \$500 scholarships is awarded for up to four years.

Courtney Heppler was awarded the MFCP Merle C. Been Scholarship. She is a senior at Fulda High School in Minnesota and plans on attending South Dakota State

University-Vermillion where she will major in social work with an emphasis on child welfare.

During school she was involved with FCCLA and was the 2015-2016 Minnesota State President, BPA, the National Honor Society and Band.

Brittney Backes was awarded the MFCP Kay Fox Scholarship. She is a sophomore at Upper Iowa University, majoring in

Finance and Human Resource Management. She is the daughter of Sandy and Randy Backes of Edgewood, Iowa.

Jackson Mores was awarded the MFCP Joe Sklenar Post Graduate Scholarship. He is pursuing a Masters of Public Health at the University of Kansas and plans to seek a Doctorate of Physical Therapy.

AFTER 133 YEARS OF OWNERSHIP, THE RANDALL family has sold the Frederick News-Post to Ogden Newspapers effective May 1, 2017.

"People keep saying 'congratulations' to us," Will Randall, CEO of Randall Family LLC, said. "And I keep saying, it's congratulations and condolences."

Ogden Newspapers is a family-owned company with over 40 daily newspapers across the country. In a March press release Bob Nutting, CEO of Ogden Newspapers, said "My family is extremely proud to have the opportunity to become the successor publisher of the News-Post."

Terms of the transaction were not disclosed.

Gary Greene of Cribb, Greene & Cope represented the Randall family in the transaction.

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

Kevin Slimp Takes a Look at **Favorite Apps FOR JOURNALISTS**

by Kevin Slimp

IN APRIL, I WAS ASKED TO SPEAK ON THE topic, “New Tools for Newspapers” at an industry-related conference in Des Moines, Iowa. Taking the easy way out, I quickly went online and asked newspaper professionals to share their favorite apps, programs and devices.

I quickly learned editors, designers, photographers, ad reps and other folks at newspapers have definite favorites to help with their daily tasks. Let’s examine a few.

PHONTO (FREE)

Phonto is a simple application that allows users to add text to pictures on their smartphones. Kim Shepherd from Dehi, New York, wrote that she used Phonto for weather updates online. She was even nice enough to send a couple of samples.

One was a photo of a postal carrier trying to deliver mail in the snow, with the words “No Mail Today” in bold red letters over the picture. Another reminded users a state of emergency was in effect for their county.



TOUT (FREE)

Several users wrote to tell me about Tout, an application which allows users to record, upload and distribute video using smart phones and tablets.

Michael Smith of Aiken, South Carolina, explained

his daily newspaper used Tout to record and upload videos from the field, while an editor examined and approved the material using a desktop version of Tout.

SLACK (FREE)

Nathan Simpson from Shelbyville, Kentucky, was the first to write to me about Slack, an app that allows teams to check off to-do lists while working together on a project.

I did a little research and found examples of sales staffs, designer groups and marketing teams using Slack to keep track of their progress while all working on the same project.

FAST SCANNER (FREE)

Kristi Nelson Bumpus, a metro reporter in Tennessee, was the first to comment about scanning software. She noted that her current favorite was Fast Scanner, a free app by Hang Nguyen.

Fast Scanner allows the user to take a pic on their phone, then quickly convert the image to a high-res PDF which can be sent directly from the app via email or messaging.

PERCENT CALCULATOR – PERCENTAGE CALCULATOR (FREE)

Several ad reps wrote in about calculator apps. No one wants to pull out a pen and paper in front of a client to calculate percentages. Two apps, Percent Calculator and Percentage Calculator, were the most mentioned.

ADOBE SIGN (FREE FOR ADOBE CC SUBSCRIBERS)

Adobe Sign is another scanning application with an important twist. Using their fingers, Adobe Sign allows users to sign documents on their phone screens. Documents can be scanned, converted to PDF and signed, all in one sequence.

In addition, Adobe signature is legally binding, compliant with e-signature laws around the world.





sept.

STUART, FL :
SEPTEMBER 15-16, 2017
Community Papers of Florida (CPF). Annual Conference, Hutchinson Island Marriott Resort & Marina, Stuart, Florida. For information contact: DJNeuharth@aol.com.

CHICAGO, IL :
SEPTEMBER 25-27, 2017
Niche Media Digital Conference, Chicago, Illinois. For additional information visit www.nichedigitalconference.com.

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.

2018

CLEARWATER, BEACH, FL :
JANUARY 25-28, 2018
Independent Free Papers of America (IFPA). Publishers Summit, Holiday Inn, Clearwater Beach, Florida. For information contact Douglas Fry at douglas@ifpa.com.

BALTIMORE, MD :
MAY 3-5, 2018
Association of Free Community Papers (AFCP). Annual Conference and Trade Show, Inner Harbor in Baltimore, Maryland. For information contact Loren Colburn at loren@afcp.org.

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

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

INSTAPAPER (FREE)

Instapaper is a favorite of reporters and researchers who need to search and save information on the Internet. A simple click allows users to save web pages and stories to a phone, tablet or computer. Creating archives of web pages related to a topic is a breeze with Instapaper.

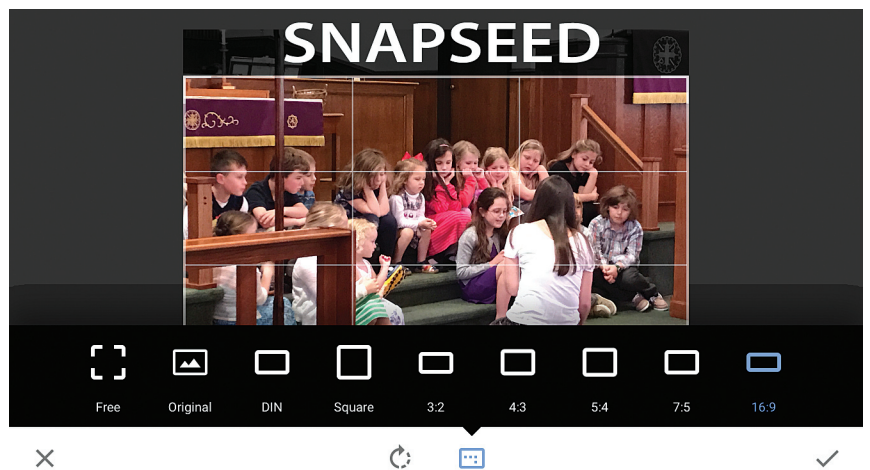
SNAPSEED (FREE)

Snapseed may be the best photo editing application for the phone. Many of the tools available in Photoshop, Lightroom and other editing applications are available from within Snapseed.

Shadows and highlights, dodge and burn, spot repair, tuning and more are available all while working from a phone or tablet.

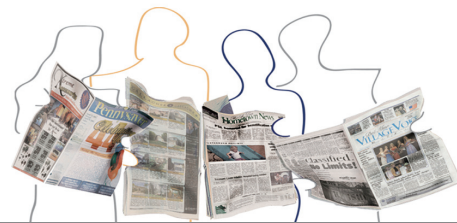
CAMERA+ (\$2.99 - \$4.99)

Simply stated, Camera+ is the best app for taking pictures on an iPhone or iPad. For photographers who want total control over their photos and wish to attain the highest quality reproduction, Camera+ is a must-have app.



I use Camera+ almost daily to shoot RAW images on my iPhone 7, which uses dual lenses to produce RAW images. Compared to the camera app that comes built-in with the iPhone, Camera+ produces results which are far superior.

I received dozens of suggestions, which made preparing for my session in Des Moines a snap. If you have a favorite app, I'd love to know about it for future columns. Send me a note at kevin@kevinslimp.com. **INK**



| national | regional

AFCP

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