



tip

The Independent Publisher

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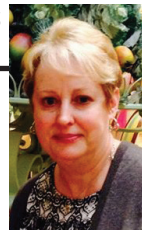
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INDEPENDENT FREE PAPERS OF AMERICA

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

- Victor R. Jose

IFPA Founding Conference
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The New York skyline as seen from a park near the Westin Jersey City, NJ, the site of our upcoming conference. Make your reservations today.



Memorable Events Define Paper

by
Cindy Cruz



By Cindy Cruz

The Vermont Eagle was set to go to press on September 11, 2001 when they were made aware that the first plane had hit the Twin Towers in New York. They held the paper and their reporters went to work to develop a story.

“We knew we would be the first on the street because the daily was a morning paper and was already out,” Ed Coats, assistant publisher of Sun Community News recalls. “My editorial people immediately started searching for the first photos available so we had a dramatic front page picture. The photo came from Reuters News Service. It was great, and we went with it. That was my most memorable experience,” Coats says.

The Vermont Eagle is a free weekly newspaper with a circulation of 10,000 serving Addison County in Vermont. The paper started in 1999, was later purchased by Coats and his partner Dan Alexander. Although The Vermont Eagle is affiliated with Sun Community News headquartered in New York, uses the Sun website and online advertising, it operates independently and is not part of Sun Community News, Coats explains.

Coats started as a daily newspaper sales rep becoming general manager. When the opportunity came up to buy the local weekly he left the corporate world to do it on his own with partner Dan Alexander.

Competing with two dailies and five weeklies The Vermont Eagle has been able to hold its own. They are the only paper with free home delivery via the mail to everyone in their area.

General Manager of The Vermont Eagle Ashley Charron is ready to deliver the next issue of Our State Vermont, a quarterly magazine published by The Vermont Eagle.



Coats attributes success to giving their readers what they want. “We run a middle of the road local newspaper providing facts so that local residents can make up their own mind on local issues affecting them,” Coats says.

The focus of The Vermont Eagle is, and continues to be, covering what is important to the people in their community. “You have to stay local and give the people stories that others can’t give them,” Coats says. This includes lots of pictures of the children in the community no matter what they are doing – everything from sports to plays and events and everything in between,” Coats says.

To expand its local coverage, two years ago The Vermont Eagle added a glossy quarterly magazine called Our State Vermont. The magazine has a circulation of 7,000 and focuses on the people, places and history of the area.

“The best thing for me about being in the newspaper business is that it is different every day and that keeps it interesting and makes the time go by fast,” Coats adds.

The biggest challenges have been the bombardment of various types of competition and the ease of being



Vermont Eagle 2017 Grand Prize winner Pierre Collette and his wife Coral of Waltham found the \$1,000 certificate in the last remaining portion of the 1929 Lake Champlain Bridge.

able to publish a product. “It also seems to get harder and harder to find young people willing to put the time in to learn the business as they have become the generation of instant gratification,” Coats says.

Supporting the community is also important. The Vermont Eagle sponsors many community events and holds contests. One contest is called the Grand Prize where they give clues and have people searching all over the county trying to find the Grand Prize. In addition they do a Christmas wish where they give less fortunate nominated people in the community a gift they have wished for.

In terms of advertising, the paper just added 4-color 3x3 sticky notes to the paper giving local merchants excellent targeted front page exposure. The sticky notes can be easily peeled off and given to the merchant for discounts.

“In the future we hope to continue to grow and provide a real service to our community - one that they are proud of and can be a lasting record of what took place in the community,” Coats says.

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- City Science Center - 2.6 miles
- Carlo's Bake Shop - 1.5 miles
- Newport Centre Mall - 0.2 miles
- PATH station direct to NYC - 3 minute walk
- 3 Major Airports Minutes Away

Jotted by Jane

by
Jane
Means



Your IFPA board of directors just completed a very productive in-person meeting. As you know, we generally have a conference call each month and get together for a multi-hour meeting three times a year. This past weekend we chose to meet at the Westin Jersey City Newport Hotel, the same hotel you'll be experiencing in September.

We wanted to see just "how easy" Jersey City is to New York City. You're going to love it! The hotel overlooks the Hudson River, directly across from the financial district, not too far from the Statue of Liberty.

If you are flying in, Newark Airport is by far the most convenient. From

there you can get the Lift or call Uber. The Westin has connections with a driving service; you might call 201-222-9505 to ask for a car to pick you up at the airport – I do not know the charge, but it will be around the same price as Uber. If you drive in, as you pull into the hotel driveway, you will be greeted by a parking attendant who will ask if you'd like to valet park or self-park. Either is equally as convenient.

There are plenty of hotel amenities! Indoor pool, spa tub, fitness center to name a few. Gary Rudy has negotiated for YOU to get an extremely nice hotel for a very moderate price – I met up with a family friend for Sunday Brunch and

mentioned to him that our group rate for this recently renovated Westin was only \$189 a night ... he was shocked at that great rate. This may be your only chance to enjoy NYC at such a low cost ... and take home a few money-making ideas with you! (It seems every time I talk with another publisher, I walk away with another way to make money or save money – and I particularly like when I'm around lots of publishers at a conference. Cha Ching.)

If you are not a NYC person, no problem. You'll like the idea that all the hustle and bustle will be across the Hudson River. There is a lovely park across the street from the hotel that is in the foreground of

32 Quarterfold

32 Magazine

37 Broadsheet or Tabloid

32 Digest

Wire Displays

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This may be your only chance to enjoy NYC at such a low cost ... and take home a few money-making ideas with you!

some pretty nice boats. The 3-story Newport Mall (with four anchors) is less than a block away and even has a shortcut walkway for Westin guests. There are several restaurants within a couple of blocks as well as in the hotel.

For those of us who love NYC, Douglas Fry showed me a great techy trick on the “Maps” app on the Smartphone. Merely enter where you want to go and click on the Public Transit icon, that app will help you plan your route. The subway is very complete and can get you fairly close to most any destination.

There are options as to how to get into the city. You can call for Uber or easily take the PATH, a subway train that accommodates Jersey City. The last stop gets you to 33th St ready for a simple 12-minute walk to Times Square and the Broadway theatre district. Taxi’s galore and Uber is everywhere! One day we took PATH, and then connected directly onto the subway that took us to Central Park. Super Easy.

With sheer luck we discovered the Ferry to the Statue of Liberty and Ellis Island delivers guests to both sides of the Hudson River. We began

this adventure in NYC after enjoying lunch at Grand Central Station. Walked around the Statue and hopped on the New Jersey Ferry to arrive in Liberty Park where an Uber took us back to the hotel. Perfect!

Let’s meet up and go to Ellen’s Stardust Diner to enjoy great food and their World Famous Singing Waitstaff!

See you in New York!

Jane



**Will the Internet kill your free community paper?
Did instant coffee kill coffee?**

New technologies change many things. But not everything. You may tweet, blog, surf, shop, or search online but you continue to read your free community paper. You just proved it.

Readership of free community papers is now higher than paid daily papers, and continues to grow. Rather than being replaced by “instant” media, your local free community paper has become an important part of our neighborhood.

The reason, which sometimes is not heard because of all the noise about the Internet, is pretty obvious: your free community paper does what the Internet doesn’t. We promote connections at a local level. Free papers join readers and advertisers in ways digital media don’t.

In fact, the local content and power of your free paper makes advertising even more effective. We are the number one medium for driving purchases. That’s important in every product category.

Including coffee.

Free Papers
Working For You

Your Idea Could Win \$500, \$300 or \$200

Sharing great ideas is the hallmark of membership in IFPA. As an industry and association we all find ways to benefit from others successes and missteps. One of the best ways I gain great information and ideas is by rubbing elbows with IFPA members at the bar after conference hours. However, we need more structure to our events than everyone sitting around a bar trading concepts. It does sound like a good idea but we will save that for another time.

We can share our ideas at conferences, with our local staff members in our weekly sales meetings, or even the occasional phone call. But what about all the other times we have great thoughts that others in the industry could benefit from? Do we write them down and wait 10 months for the next

conference? Probably not. Most of the time those ideas are missed by others. Until now.

You can enter your award winning ideas online and you'll automatically be entered to be judged first (\$500), second (\$300), or third place (\$200).

It only takes a few minutes to record yourself presenting your award winning 3 minuted idea. If you need help on how to record such a thing using your phone go to FitsBits and watch the video here: <http://tinyurl.com/z2bo6bf>

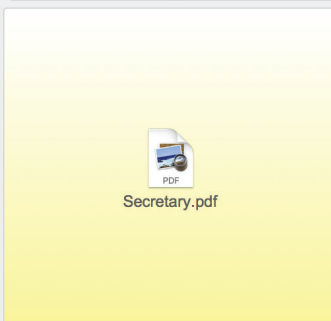
If you have supporting documents such as pricing sheets, rate cards, supplementary videos or whatever you need to "sell" your great idea, have them ready to upload to the system.

It's pretty simple to use this new system. Just go to: tinyurl.com.zvucbcj. Alright, that isn't really that simple but putting in that web address is the hardest part. Enter your Account Name: IFPA and your Password: ifpa. Click on the 3 Minute Video Ideas button and you're in.

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

3 Minute Video Ideas

Name
Email Address
Publication
Idea Name



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

Keynote Speaker



Jason Evans

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Studies show that 90% of all salespeople have never even read one sales book. Power Sales University created this system and platform to give salespeople the education they have been lacking.

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vide ongoing, cumulative monthly modules.

We found out what works and what doesn't so your salespeople don't have to at the company's expense.

I teach sales professionals the most powerful sales techniques ever, which will enable them to CLOSE more deals.

Speakers



Greg Stewart

www.NexGenMgt.com

Greg Stewart is a hands-on Business Adviser and Executive Coach who works with business owners to help them attain the goals and objectives of their business so they can manage the business and not have it manage them. He works with businesses of all sizes, most of his clients are start-ups that are not achieving their business plan outlook, and more established firms that are not achieving their historical results and have stopped growing. The focus is to identify what

issues are holding the business back, prioritize them, and modify them within their budget. These efforts continue to deliver improved profitability, employee satisfaction, and a successful business.



Russell Viers

www.russellviers.com

Russell Viers is a Transition Expert in the publishing world. Since 1997 he has helped newspapers and magazines adapt to changes in the industry. From film to pixels, paste-up to pagination, print to electronic media, Russell is always on the leading edge of the technology, empowering his customers to reap the benefits of transition, instead of incurring the expense of falling behind.

As a publishing industry analyst, Russell understands and interprets current trends, and relays this knowledge worldwide as a speaker, through his blog and in magazines.

Russell is an Adobe Certified Instructor in InDesign, Photoshop and Illustrator. He is a highly sought-after technical speaker/trainer worldwide, due to his extensive knowledge and entertaining style. His methods for modern PDF creation, editing and output have streamlined production for many in the industry. He helps publishers automate workflows, save time and cut overhead. In 2010, Russell created Atomic News Tools; software that allows small publishers to take content from InDesign to the web in seconds.



Ryan Dohrn

www.360adsales.com

Ryan is an awarding winning sales trainer and sales coach. He has trained over 3,000 sales people in 7 countries and coached over 200 executives. Ryan has created 75 complete on-boarding programs, authored two business books and is a learning management system expert. Ryan has been a senior sales/marketing manager and serial entrepreneur since 1995. His resume includes management positions at Disney/ABC TV, Sinclair Broadcasting, Morris Communications, The New York Times Company and the PennWell Corporation. Ryan's career long focus on sales and marketing has propelled him to the top of his field.

Ryan has personally won an Emmy for television marketing excellence and lead teams to win 10 Telly Awards, 3 Promax awards, The EPPY award for best community web site, AHP Electronic Publication of the year, Forbes.com Best of the Web and over 20 other awards for industry excellence.

Ryan is the founder and CEO of Brain Swell Media, a boutique sales training and sales coaching firm.



Patti Singer

Follow Me Social Media
www.besttofollowme.com

My background in social media stemmed from my daughter begging me to "be her neighbor for Farmville" on Facebook. I became intrigued with popularity and possibilities of social media.

I have utilized all that the many social media sites have to offer. I began using social media for an Amish furniture store business that I owned and found it a great way to be in touch with my customers and drive traffic to my business.

I created Follow Me Social Media Consulting. My main goal is to help small and mid-sized businesses harness the power of social media to connect with people looking for their products and services. I will work with you to create a social media strategy that you can then implement, consult with you and your staff so you can maximize your presence on the social media sites that best fit you business and demographic or if you don't have the time, energy or staff to dedicate, I can become the "voice" of your business by doing all the work for you. My main goal is to turn your passionate followers into dedicated customers and clients.



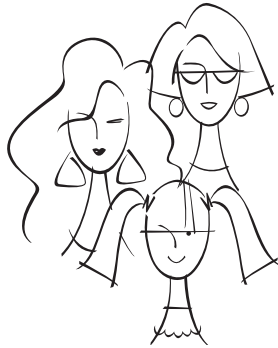
Metro Creative Graphics, Inc. is a leading provider of advertising, creative and editorial resources designed to help media companies make money with their print, Web and mobile products. With an unparalleled dedication to providing the finest resources available for ready-to-use images, spec ads, ideas, stock-quality photos, logos/trademarks, auto manufacturer photos, marketing/sales materials, copyright-free editorial features, print templated sections, state-of-the-art online e-Sections, and groundbreaking digital ad development tools—plus custom image, ad design and editorial services—Metro remains unmatched in serving the creative needs of today's media companies.

Graphic Hooks

by
Ellen
Hanrahan



Just add art... is not always that simple. My preferences for art are varied and somewhat dependent upon the size of the ad. For larger ads—that is a quarter of a page or more—I try to look for an appropriate photo. Smaller ads are more challenging because a photo can easily turn in a “blob of grey” (my technical term for the effect). I used to find quite a bit of artwork from *Metro Creative Graphics* and *Dynamic Graphics Designer's Club*. But, alas, I no longer work (and the business bought the service) and my second resource is long gone. Now I have to pay for it myself... so I have **Graphic Stock** at \$89.00 for six months that offers a wide variety of vector art and photos—which works very well for my needs. I also have many years of artwork that I have collected since I started working as a Graphic Designer for the last thirty-plus years.

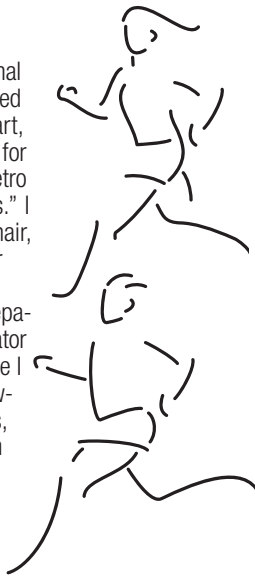


MODIFY VECTOR ART

The original vector art is shown to the right and the final usage in the ads to the far right. All of the art I've used are **Adobe Illustrator** or vector files. This type of art, again, gives me a simple way to modify the original for ads. The simple female line art heads comes from Metro and you can see I modified the original “hair styles.” I added graduated screens, additional lines in the hair, eliminated the child, flipped horizontal in Illustrator and brought that artwork into my **InDesign** program.

The art for the Memorial Run/Walk ad are two separate pieces from Metro and I did nothing to the Illustrator files. The artwork itself could be very weak, but once I brought the artwork into my ad, I used the shape drawing tool in **InDesign** to create some loose contours, filled them with a radial feather and placed them behind the art to give it a little more substance. I cropped portions of the figures and overlapped them to maintain enough room for the message.

Both ads using the Metro artwork have visual interest without having it overpower the messages. The use of vector artwork also means that no matter what the final size of the art, the integrity and details of that artwork will not be degraded—in other words, flexibility in size with no loss of detail.



DECONSTRUCT VECTOR ART

The bottom artwork was from another art service because I wanted to show a more extreme example of “deconstructing” a piece of art to fit into an ad space. This artwork came from Designers Club as an Illustrator file. I lightened the gorilla area so you could better see the two figures that I pulled from the family group. In **Adobe Illustrator**, I isolated the two children, removed the mom's hand, flipped them horizontally and added color for more emphasis. I then enlarged the art and cropped the figures to call more attention to the boxed area at the bottom of the right-hand column.

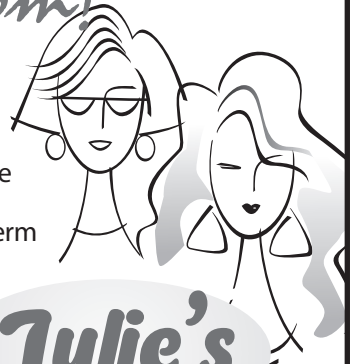
Both Metro and Designers Club offered a variety of similar artwork to develop advertising campaigns, brochures, or direct mail as well as ads to maintain a visual, cohesive approach. But time marches on and artwork disappears, but the way to handle the design is pretty much a constant.



The Perfect Gift for Mom!

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It's a 5K run/walk at Regner Park to help raise money to find a cure. For more information, call your American Cancer Society at 1-800-ACS-2345.



Using part of a piece of art can be more effective than using all of the artwork. Especially if you are working with a limited amount of space.

Until next month...

Ellen Hanrahan hanrahan.ln@att.net ©2017



Gary's Gallery

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



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

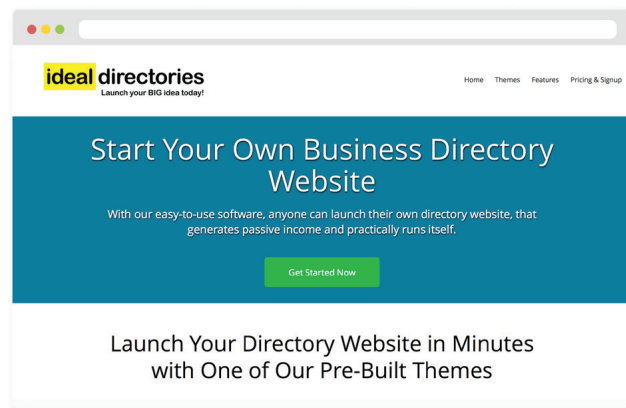
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How can it help you grow?

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?

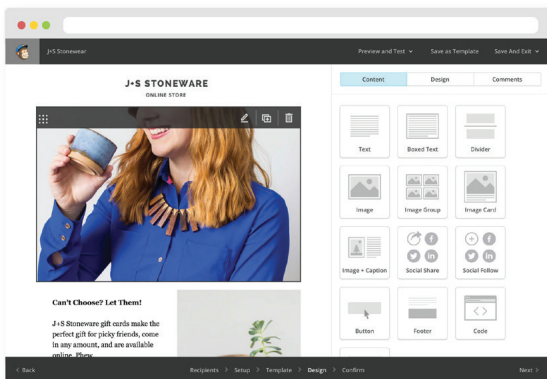
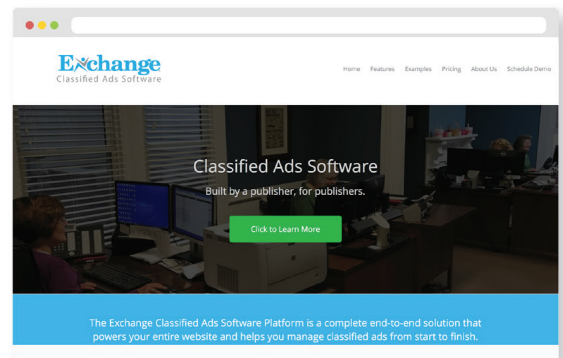
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

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

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How can it help you grow?

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

www.mailchimp.com

Our Conference Hotel Will Be Sold Out!

The IFPA Board recently completed a planning meeting held at the same hotel in which we will have our annual conference. I am beyond words for the hotel and surroundings.

After the hard work of the board meeting we were able to get to know the city. Using the "Path," a subway that takes you from the east side of the river to the west side... Manhattan in a few minutes, so much easier than I thought it would be. For a country bumpkin like me that's saying a lot.

The things you can do, the places you can go, the sights you'll see are all pretty incredible. But it's not all rainbows and unicorns. Apparently, there are other things going on September 28 - 30, 2017 in the surrounds of New York! In fact, the hotel is completely sold out on those dates. The only way you can get a room during the conference is to register for same and get your hotel rooms via the online system.

We tried to get extra rooms but were politely told that there were no more to be had... at any cost.

Again, technically the hotel is already oversold for those days.

The moral of this happy note is to stop reading this article right now and open your computer's browser and do the following:

- 1- go to www.ifpa.com
- 2- select Fall Conference from the Conference tab
- 3- click on "IFPA Members Click Here to Register" (it's red)
- 4- complete the online form

5- click on the "Click Here - Hotel Info" button (it's blue)

6- click on the green "Book a Room" button and complete the forms

7- sit back and enjoy the rest of your day

I cannot stress this enough. If you don't register, and register soon, you may not have a room in which to stay when you attend the conference. Don't think you can avoid the problem by going to a nearby hotel as they are sold out as well. Very rarely have we been in this type of situation. Usually, we can find accommodations for attendees no matter what. This year we are in New York so normal rules don't apply.

I'll See YOU In The Fall Because

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



Eric McRoy



WELCOME

IFPA's Newest Members

Big Green Umbrella Media

Johnston, IA

USSPI Media

Shaumburg, IL



by
Ryan
Dohrn

4 Ways to Increase Your Relevance to Drive Sales

The Oxford English Dictionary defines “relevance” as “the state of being closely connected or appropriate to the matter in hand.” This definition extends and expands to the world of ad sales.

Relevance in ad sales is NOT about learning a prospect’s favorite vacation spot from Facebook. That is often seen as “creepy.” Relevance is recognizing that you need to create a customized ad sales experience for each client.

Ad sales relevance is proving that we, as media sales professionals, have done our homework and that the ideas we are presenting will benefit our clients in robust ways. Let’s explore four ideas to prove relevance to our clients as we strive to book more meetings and close more business.

IDEA #1: STOP SENDING GENERIC AD SALES PROSPECTING EMAILS

Recently, in one of my ad sales training workshops, I shared the example of a major player in the social media space. A member of their team sent me a 700-word email as the initial point of contact from their sales team. Why did I open it? The subject line was “Free Food?” Ok, you got me on that one. Then, the body of the email went on explain the features, advantages, and benefits of their product. The email was all about them; it was super boring and really contained nothing to benefit me. Emails without relevance to me are dead to me. I deleted it and I expect to be assaulted via email for the next two weeks, because some ad sales automation system had been

triggered to attack in response to my opening of the email. Crap.

IDEA #2: SEND SUPER RELEVANT PROSPECTING EMAILS

The best prospecting emails are short and contain three elements to draw in the prospect.

A. The subject line needs to present a solution to a specific potential problem or something specific to the company. For example, “new idea to cut your shipping costs”.

B. The body of the email needs to be VERY relevant and should prove that you did some research before you sent it. For example: “Hi Bob. Before sending you this email I did some research on Bob’s Shoes. I noticed on your web site that you offer free shipping to all customers. I have a unique way to save you hundreds if not thousands of dollars on those costs. Could you set aside 20 minutes on Thursday to discuss this with me? I promise to not waste your time.”

C. I like to include a link a short promo video that explains what you have to offer. “Bob, here is a very short video that explains what we have to offer.”

IDEA #3. DO YOUR HOMEWORK

Prospects appreciate media sales professionals that prepare for a meeting. No matter how much sales training you have had... the longer you have been selling the more likely it is that you will make an ad sales call and “wing it.” Wrap your

head around the technology at your fingertips and get your intel on the company in order before you fire off that first email. The more relevant you can be to the prospect, the better. Be careful making huge assumptions.

IDEA #4: BE AUTHENTIC. INC.COM

Contributing Editor Geoffrey James said that to be authentic is to “effortlessly practice the fine art of listening, and to have the courage to speak the truth.” I agree. I also feel that the opposite of authenticity is arrogance. There is a unique difference between the two. To be authentic you need to be aware of your product and how it will impact the client.

This is based on research and listening. Arrogant ad salespeople prepare to debate with clients. You are not preparing for war. You are preparing to guide a client toward some type of success. I truly feel that the less you sell, the more you will sell. Buyers in 2017 hate to be sold, they hate it. Authenticity is hard to fake. Be open to criticism and make appropriate changes as needed to your prospecting process and your ad sales pitch.

If you do not have an ad sales coach, hire one! My coach sees things that I would never see. Don’t wait for your company to hire you an ad sales coach – do it yourself. High achievers seek guidance. I will be at the IFPA Fall Conference to train and educate you and your staff. (Ryan@BrainSwellMedia.com)

continued on page 16

4 Ways to Drive Sales

Authenticity in your ad sales emails might look like this... "I know that a lot of ad sales people have probably wasted your time in the past. I am not one of those people." Or, "my goal is not to sell you something. My goal is to present you with some solid ideas worth considering." Or, "I promise to not give you some huge sales pitch." Or, "I have several clients like you and they are seeing great results." Or, "I have enjoyed the privilege of walking many clients like you through this process." Ask a colleague to check your emails for authenticity.

One thing that all ad sales superstars have in common is their unquenchable thirst for knowledge. Those that are rockin' and rollin' are true seekers of new methods, techniques, and theories. To be a raging success you need to have knowledge in your back pocket, so that you can leap before you look and not fear what is below.

Remember, if ad sales were easy, everyone would be doing it.

Again, relevance in ad sales is NOT about learning a prospect's favorite vacation spot from Facebook. That is often seen as "creepy." Relevance is recognizing that you need to create a customized ad sales experience for each client. Sure, it takes a TON of work, but generic ad sales prospecting typically yields generic results. Step up your game. Get to know LinkedIn inside and out, spend time setting up Google Alerts for your prospects, use tools like Winmo or sign up for online ad sales training.



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Schedule of Events

THURSDAY

1:00pm Welcome Address
 1:15pm **60 SALES TIPS IN 60 MINUTES!**
 with Ryan Dohrn
 Ryan has trained over 4,000 media sales people in 7 countries. He has gathered the very best sales tips from around the globe and is ready to share them with you. But, can you keep up? This is 60 minutes of fun where Ryan shares 60 ideas in a rapid fire format with one member of the group watching the clock in case he goes over 60 seconds.

2:45pm Break
 3:00-4:30pm **SELLING TO YOUNGER AND CONFUSED ADVERTISERS**
 with Ryan Dohrn
 This workshop is a fascinating conversation about truly and deeply understanding the personality of each and every advertiser. Only when you understand them can you truly sell to them. If you present to the personality correctly you can win the business on the spot.

6:30pm Welcome Reception

FRIDAY

7:00am For The Early Riser - Publishers Roundtable
 Open Discussion with Doug Fabian

7:00am Breakfast

8:30am Welcome Address / Vendor Intro

9:00am Sales with Jason Evans Workshop, Close More Deals

The Psychology of the Sale - Part 1. Human beings communicate in these proportions 55% body language, 38% voice qualities, and only 7% are the words. Your beliefs affect your body language, voice qualities and the words you say. Topics: The Pyramid of Selling, The Approach and the First Initial Seconds.

Graphics with Russell Viers - Building Ads and Page Faster with InDesign using Styles

Using the built-in power of InDesign's many styles, you can build pages and ads in a FRACTION of the time it traditionally takes. Learn how to create, apply, edit and share the various styles InDesign offers for faster production.

10:30am Break

10:45am Sales with Jason Evans Workshop, Close More Deals

The Psychology of the Sale - Part 2. N.L.P. will triple my rapport with my customer in 1/3 the time. Is your customer visual, auditory, or kinesthetic? How do you get past their invisible lead shield?

Graphics with Russell Viers - Processing Digital Photos Better and Faster with Bridge and Photoshop

You just took 500 photos with your new digital SLR... now what? How long does it take you to download, sort, tag, adjust, upload and place on a page? Learn how to do all these tasks quickly, consistently and easily with Adobe's Bridge and Photoshop as a team.

12:15pm Lunch - Vendor Intro - IFPA Ad Awards

1:45am Sales with Jason Evans Close More Deals

The Psychology of the Sale - Part 3. Asking quality questions. He who is asking questions is in control, eliminate built-in objections, handling objections, and closing.

Graphics with Russell Viers - Make your Ads and Pages More Exciting with Illustrator

See why Illustrator is the most powerful of all the Adobe graphics tools. We'll start basic for those who have never used it and build quickly to show powerful tools that can add WOW to any ad or special section in your newspaper...and it's FUN!

Publishers/Management with Greg Stewart

Maximizing Your Investment Through Your Employees

3:15pm Break

FRIDAY CONTINUED

3:30pm Sales /Publishers/Management with Greg Stewart
 Improve your Time Management. Greg will provide some tips, tools and skills for you to develop so you can take control of your time and not have it control you.

Graphics Russell Viers Graphics Roundtable
 Open Forum - Ask Questions, Exchanges Ideas

SATURDAY

8:00am Breakfast

9:30am Sales with Patti Singer - Social Media Marketing
 Using Your Personal Social Media to Increase Ad Sales
 Are you looking to increase your ad sales? We will discuss how to use social media to connect with business owners, start the conversation which can lead to conversion.

Publishers/Managers with Jason Evans
 The Importance of Training Your Reps the Correct Way
 How often do you have sales meetings and is sales training part of them?, Product knowledge only accounts for 5% of a salesperson's success, repetition, the mother of skill, accountability, ride-a-longs and recorded calls, tracking, testing, training.

Graphics - Bring Metro Your Challenges
 Do you have a tough prospect, or an account that is unwilling to take your creative advice, bring it to the conference and the Metro team will take a crack at it! Put decades of advice from the Metro folks to work for you while you are in NYC. Submit & bring your questions and suggestions, too. Good Ad/Bad Ad.

11:00am Break

11:15am Sales with Greg Stewart
 Develop Your Network to Improve Your Sales
 Remember, no matter what type of personality you have, you can develop an effective network.

Graphics - Good Ad/Bad Ad with Metro

Publishers/Managers with Patti Singer
 Social Media Marketing
 How to use social media to grow your company

12:30pm Lunch

1:30pm IFPA General Meeting
 2:00pm Publishers/Managers with Greg Stewart
 Achieving Maximum Results

Goal is to empower the business owner/leader and their team to achieve their greatest potential to deliver outstanding results. If you are not using social media you are being left behind. Learn how to create a social media presence that will attract customers to your business.

Sales - Round Table Open Forum with Jason Evans

Graphics Creative and Sales Collaboration
 Higher sales, fewer errors, happier customers - maybe set up a panel with a few customers and someone from Metro moderating - this is where we can guide the conversation towards creative & sales teams working with Metro. Different process pros & cons.

3:15pm Sales - Table Open Forum with Metro
 Graphics squeeze more revenue from your resources - a chance to dig a little deeper into what you can do with your services and Metro specifically. Great for graphics as well as sales folks!

Publishers - Greg Stewart
 Managing Your Company

4:00pm Closing and Prizes

Ride With Your Fastest Friends

It won't surprise anyone if I told you I enjoy riding a bicycle. My mantra is "Pedaling is my Prozac."

Every morning I get up early and ride a local route I know well. Sometimes I try to go fast, push myself. Other times I just ride to clear my head and start the day out right. There is a side of me that wants to get better, be faster, be more fit. Usually, I try to ignore that side of me and listen to the corpulent side and rest on the couch.

Recently I have been riding with some people that take riding a bicycle very seriously. I thought I was fast enough for an old geezer but these guys hammer like they are trying to get away from the police.

On Memorial Day I joined a couple of these riders in what I thought would be a gentle ride through the beautiful Tennessee countryside. One was a surgeon that is a few years older than me, at least he looks older than I think I do. I knew the other gentleman so I knew he was my junior by several years. As we departed I thought they were trying to haze the new guy by going super fast. Not so. They only got faster.

The only Tennessee countryside I saw was the back tire of the guy ahead of me. I was trying my hardest to keep up with them. Then we hit the hills. Apparently, no one ever told these guys a normal person slows down going up a hill. They were very kind to me and waited at the top of each hill for me to catch up. But they didn't wait for me to catch my breath. As soon as I reached them they squirted off again.

We ended up going 65 miles. I was

completely whipped. No, I was wooped.

But I am not one to give up easily. I resolved to try to keep up with them and rode as often as possible with these supermen of the cycle. The more I rode with them the more stamina I gained. I still have to struggle to keep up with them but I think I'm making progress.

by
Douglas
Fry



In our professional lives we tend to stick to the local routes we are familiar with and take it easy, not pushing ourselves. But by taking the easy, tried-and-true method we limit our ability to improve.

My recommendation to everyone, myself included, is to break out of the normal routine, take on a challenge, go on a sales call with someone much better than ourselves, ride with your faster friends. If we do we will improve, more able to do our jobs.

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If you have any technical questions or need assistance in placing the code, contact Danielle Burnett at 866-224-8151 or email her at danielleburnett-IFPA@live.com.

Joe Mathes

Joe Mathes
Delta Publications-Kiel, WI
IFPA Board Member



Court clarifies law on FMLA retaliation claims

by Chris Barrett
cbarrett@kingballow.com

A federal appeals court based in Atlanta recently issued an important opinion dealing with how claims for retaliation under the Family Medical Leave Act (FMLA) are analyzed. The court considered how to determine the relevant dates when an employee relies on temporal proximity to show that the adverse employment action suffered was caused by the exercise of the FMLA rights. The opinion also deals with an employee's use of social media and the employer's subsequent reliance on the employee's social media activity to support the adverse action taken.

BACKGROUND

The employee worked as an activities director for a long-term-care nursing facility. The employee was hired in 2004. In addition to "desk work," the employee's position included regular physical tasks such as unloading vehicles, shopping for supplies, and traveling around the community for outreach programs.

In 2014, the employee learned he needed shoulder surgery to repair a torn rotator cuff. The employer granted the employee FMLA leave from September 26, 2014 through December 18, 2014 so that he could have the surgery and then fully recover. Although the leave was granted, the employee apparently received some indications that his superiors were not pleased with the timing of the leave because the employee would not be present for an important work task during the period the employee was out on FMLA leave. On December 18, 2014,

the employee's doctor reported to the employer that the employee could not return to work and resume physical activity until February 1, 2015.

Despite the doctor's report, the employee wanted to return to work on December 19, 2014, albeit on light duty status only performing the non-physical aspects of his job such as desk duty and computer work. The employee's supervisor refused to reinstate the employee until he could submit an unqualified fitness-for-duty certification. The employee's doctor did not issue such certification prior to the end of the employee's FMLA leave.

The employee requested an additional 30 days of leave. This additional leave was non-FMLA medical leave. During this 30 days of additional leave, the employee visited a theme park in Tampa Bay twice, and also took a trip to the island of St. Martin. The employee posted pictures from these trips on his Facebook page. In these pictures, the employee could be seen on the

from
King & Ballow



beach, posing by a boat wreck, and in the ocean.

The employee returned to work after the expiration of the 30 days of leave. The morning of his return, the employee gave his supervisor a fitness-for-duty certification confirming that he could resume his job as activities director. In response, the supervisor showed the employee the pictures from the employee's Facebook page taken during the employee's recent travels. When the employee asked how the supervisor had obtained the pictures, the supervisor replied that the employee's "wonderful staff" had "ratted" on the employee. The supervisor then stated that "corporate" believed that the Facebook pictures were evidence that the employee was well enough to have returned to work earlier than he did. The employee was suspended pending an investigation into the matter and then terminated. At the time he was actually terminated, the stated reason for his termination was violation of the employer's social media policy.

LEGAL ACTION

The employee filed a lawsuit against the employer. The employee claimed the employer interfered with the employee's exercise of his FMLA

I'll See YOU In New York City Because

"I attend IFPA conferences to network with old friends and make new friends."

Deborah Phillips



rights and also retaliated against the employee for the exercise of those FMLA rights. (This article will focus on the employee's retaliation claim.) The employer prevailed against the employee on both his FMLA interference and retaliation claims at the trial court level. The employee then filed an appeal.

On appeal, after agreeing with the trial court's decision with regard to the employee's interference claim, the appeals court analyzed the employee's retaliation claim. At the outset of the analysis, the court found that in order to succeed on his retaliation claim, the employee had to demonstrate that his employer "intentionally discriminated against him in the form of an adverse employment action for having exercised an FMLA right." To prove the termination was caused by his taking the FMLA leave the employee pointed to the temporal proximity between his FMLA leave and subsequent termination.

An interesting legal question arose during this case regarding the temporal proximity issue. The question was: when considering the temporal proximity between the exercise of FMLA rights and a subsequent adverse employment action, should the court use the date the FMLA leave began or the date the FMLA leave ended? This is important because courts have held that if the gap between the exercise of FMLA rights and the adverse employment action exceeds four months, that temporal proximity standing alone is insufficient to prove that the adverse employment action was caused by the exercise of FMLA rights. (Proving that the adverse action was caused by the exercise of the FMLA rights is a necessary component of a FMLA retaliation claim.) The issue was critical to the case because if the court used the date the employee began his FMLA leave, the time between that date and his termination exceeded four months. On the other hand, if the court used the date the employee's

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FMLA leave ended, then it would be within the four-month period. The court ultimately decided that the later date should be used in cases like this because otherwise employees who take the full 12 weeks of FMLA leave would be disadvantaged in pursuing retaliation claims.

Turning back the merits of the case, the appeals court ultimately found that there was sufficient evidence to support the employee's argument that the employer's stated reason for terminating him (violation of the employer's social media policy) was pretext for discrimination. Primarily, the court found there was evidence of pretext because during the period in

which the employee was suspended, the social media policy was not mentioned to him.

CONCLUSION

This case delivers an important lesson to employers: employers should very carefully consider adverse employment actions against employees returning from FMLA leave—especially for at least four months following the employee's return. While such adverse action may of course be necessary, be sure the adverse action is justified, in accordance with company policies and procedures (not just as written, but also as currently applied), and fully documented.

IFPA Board Meeting Friday, June 23, 2017

Westin Jersey City, Jersey City, NJ

President Jane Means called the meeting to order at 8:30 a.m. (EST) Board members present: Eileen Curley, Deborah Phillips, Dan Buendo, Doug Fabian, Joe Mathes, Rick Wamre, Katie McNabb, Eric McRoy
Executive Director: Douglas Fry Guest: Gary Rudy

Finances– Deborah Phillips The May financials were emailed prior to the meeting. Deborah gave an overview of the current financial status of the organization. Dan made a motion to accept the treasurer's report, Joe seconded the motion, all were in favor.

Special Report – LouAnn Sornson LouAnn gave an overview of the sessions Metro Creative Graphics will do at the 2017 Fall Conference.

New Members – Danielle Burnett National Home Delivery, eZIPs and USSPI Media was presented for Associate Membership. Doug made a motion to accept their membership, Dan second the motion, all were in favor. Big Green Umbrella Media of Johnston, IA was presented for Regular Membership. Joe made a motion to accept their membership, Eileen seconded the motion, all were in favor.

CADNET – Dan Buendo Dan gave recommendations on how to adjust CADNET rebates and benefits. Dan made a motion to no longer offer a free second hotel room at the conferences starting with the 2018 conference, Doug seconded the motion, all were in favor. Doug made a motion that beginning in 2018, CADNET rebate checks will not be issued to anyone running less than 75% of the ads. Dan seconded the motion, all were in favor.

IFPA Sales Training –Rick Wamre The committee met to discuss additions/changes for future training sessions. Rick contacted Ryan Dorhn for suggestions, Ryan has offered to run future training and gave Rick some possible topics. Rick said the next step is to talk more with Ryan to iron out the details.

2018 Publishers Summit – Katie McNabb Prior to the meeting Katie emailed marketing materials for the 2018 Summit. When the committee met there was discussion about extending the time of the Summit. There was additional discussion about having more

Summit type conferences throughout the year.

2018 and Future Conferences – Jane Means Jane lead discussion on where, how to structure, potential partnering associations and dates of future conferences. A committee made up of Gary, Dan and Katie will look into various opportunities.

Nominating Committee Report – Deborah Phillips
2017-2018 IFPA Officers – President Jane Means, term ends Sept 2018, Vice President Katie McNabb, term ends Sept 2018, Treasurer Deborah Phillips, term ends Sept 2018, Past President Doug Fabian, term ends Sept 2018. Directors: Eileen Curley, Rick Wamre and Joe Mathes, terms ending September 2018, Dan Buendo and Eric McRoy terms ending September 2019 and Sergeant at Arms Joyce Frericks term ending September 2018


FITS – Eric McRoy Eric reported that the committee is looking for more FITS video submissions. There was discussion about how to better communicate with members through videos, TIP, emails and mailings.

SHARE – Doug Fabian Doug lead discussion on how to communicate with members to form more SHARE groups. The Sales Managers SHARE group is very successful and we are hoping to start a Niche Publication SHARE group soon.

AdSense – Joe Mathes Joe emailed a report to the Board prior to the call. There was discussion on how to maximize AdSense revenue potential. Joe, Eileen, Rick, Douglas and Danielle will meet to discuss the future membership requirements and dues structure.

Joe made a motion to adjourn, Eileen seconded the motion, all were in favor. The meeting was adjourned at 2:59 pm EST.

Recording Secretary Danielle Burnett



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