

FREE PAPER

INK

The Free Paper Industry's **NEWS SOURCE.**

OCTOBER 2015
www.afcp.org



October:

BREAST CANCER AWARENESS MONTH

AFCP Headquarters
Moves to New Digs

Denton Publications
Undergoes Transformation

THE SHOPPER SAVER
PennySaver Ex-Employees Involved in Launch



AUDIT PROMOTION CHECKLIST

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

All of these audit promotions are included in the cost of your audit.

- DISPLAY THE CVC LOGO
- SIGN UP FOR FREE CONFERENCE CALL TRAINING
- LET US SEND A LOCAL AUDIT PROMOTION TO YOUR ADVERTISERS
- NATIONAL & REGIONAL AUDIT PROMOTION CD
- FREE ONLINE READERSHIP STUDIES
- CREATE IN-HOUSE AUDIT PROMOTION ADS – See samples at www.cvcaudit.com

If your audit is sponsored by IFPA, MFCP, WCP, CPII, MACPA, FCPNY, CPNE, CPM, SAPA, CPF, or PNAWAN you can have additional publications you own audited at association rates. Save thousands of dollars and call today for your no-obligation quote.

(800) 262-6392 • www.cvcaudit.com

Millions of **Cars for Sale** on bazillions of national car websites...

and 99% of them will be **sold locally.**

Take back your local market with **your website and brand.**



**PUBLISHERS
MAKE
MONEY**
selling NANI ads!



For more information, call 877-203-2327



Did You Know? More than 50% of Your Advertisers Do NOT Have a Website!

Create Professional Websites for Your Clients with the #1 Website Builder for Print Publishers!

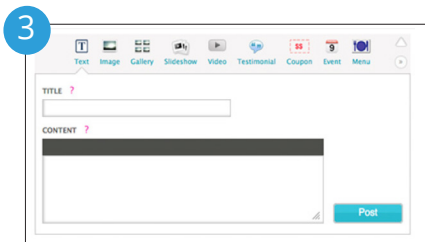
1 Professionally Designed Themes - Choose from our large selection of pre-designed themes or create your own.



2 Beautiful on All Devices - Our responsive design ensures that every site you create looks great on desktop, tablet and mobile.



3 Easy-to-Edit - Add text, photos, coupons, videos and more. It's so easy, you can grant your clients access to manage their site themselves.



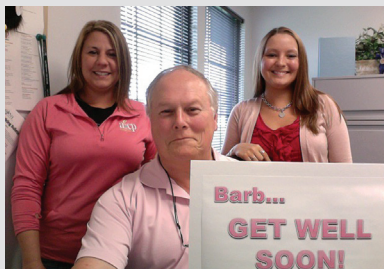
4 Huge Profit Potential - There are thousands of small businesses in your area that need a website. Set your own prices and profit. Keep 100% of the sales.

NUMBER OF SITES SOLD	UPFRONT DESIGN INCOME	RECURRING MONTHLY INCOME	RECURRING ANNUAL INCOME
25	\$9,975	\$1,250/mo.	\$15,000
50	\$19,950	\$2,500/mo.	\$30,000
100	\$39,900	\$5,000/mo.	\$60,000
200	\$79,800	\$10,000/mo.	\$120,000
400	\$159,600	\$20,000/mo.	\$240,000
1000	\$399,000	\$50,000/mo.	\$600,000



Call now for a Free Demo: 1 (888) 958-6838
Learn more at www.siteswan.com

INK features:



6 BREAST CANCER AWARENESS



7 AFCP MOVES HEADQUARTERS



12 DENTON PUBS TRANSFORMATION



13 LAUNCH OF SHOPPER SAVER

INK departments:

- 4 | AFCP DIRECTORS
- 8 | POSTAL UPDATE: POSTAL PIECES
- 10 | CONFERENCE COMMITTEE UPDATE
- 11 | FROM THE TOP
- 14 | IN MEMORIAM: JERRY WATSON ROLISON
- 15 | THE LEADERSHIP INSTITUTE
- 16 | RISING STARS: BUILDING A TEAM
- 17 | RISING STARS: NOMINATE YOURS NOW!
- 18 | ASSOCIATION UPDATES
- 19 | CO-OP ADVERTISING
- 20 | GRAPHICALLY SPEAKING
- 22 | ADVERTISING ADVICE: WIDGETS & AD CHOICES
- 23 | ON THE HORIZON
- 24 | ASSOCIATION CONTACT INFORMATION
- 26 | CLASSIFIEDS

AFCP/NANI HEADQUARTERS:
 Loren Colburn, Executive Director
 Cassey Recore, Administrative Assistant
 Alix Browne, Administrative Assistant
 135 Old Cove Road – Suite 210
 Liverpool, NY 13090
 Toll Free: 877.203.2327
 Fax: 720.528.7943
 Email: loren@afcp.org
 Web: www.afcp.org

EDITOR:
 Dave Neuharth
 P.O. Box 1149
 Summerfield, FL 34492-1149
 Phone: 352.347.4470
 Fax: 352.347.3384
 Email: DJNeuharth@aol.com

COMPOSITION:
 Barbara A. Holmes
 Phone: 352.598.3500
 Email: FreePaperINK@aol.com

MARKETING REPRESENTATIVE:
 Wendy MacDonald
 10418 Bond Street
 Overland Park, KS 66214
 Office: 913.461.3721
 Email: wendy@afcp.org

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

We are looking for **BLOOPERS** for the December issue! Send yours to DJNeuharth@aol.com today!

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 DJNeuharth@aol.com. We welcome your input, appreciate your readership and look forward to your contributions to our content.

Free Paper INK is not liable for errors appearing in advertisements beyond the cost of the space occupied by the error, and notification must be made in writing within ten days of publishing. The right is reserved by Free Paper INK to edit, reject, or cut any copy without notice.

NO CASH REFUNDS

The opinions of the individual contributors or correspondents do not necessarily reflect those of the publication or its management.

Free Paper INK may include material produced under copyrighted or syndicated ad service. Permission of the publisher must be obtained before copying any of the material from any issue of Free Paper INK.

DEADLINES: The deadline for classified ads, display ads and editorial is the 4th of every month.

Cover Photo:
www.shutterstock.com

Whose voice do industry leaders seek?

Just ask them.

“Kevin Kamen works relentlessly. Whenever he speaks about the publishing business or companies, I pay close attention.”

— Paul Tash (*Mr. Tash is Chairman of the Pulitzer Board and CEO/Chairman of the Tampa Bay Times.*), August 1, 2014

“Kevin Kamen is one of the world’s best-known and most-prolific brokers of media properties and companies.”

— Gypsy C. Gallardo, *CEO/Publisher of The Power Broker Magazine*, July 30, 2014

Whose judgment do they trust?

“Kevin Kamen correctly predicted as far back as 2010 that a buyer would be willing to pay \$42 million to \$51 million for The Journal ... ‘They paid about \$4 million to \$5 million more than they should have,’ Kamen told WPRI.com ... Kamen suggested Gatehouse was motivated to pay a premium in part to ensure a competing newspaper chain didn’t get The (Providence) Journal instead.”

— Ted Nessi, *WPRI 12, Providence, Rhode Island*, July 23, 2014

Getting it right matters!

Considering selling your publication? You should have your title financially valued correctly and listed for sale. Call or come visit Kamen & Co. Group Services to assist you.

info@kamengroup.com

www.kamengroup.com

KAMEN & CO. GROUP SERVICES

NY (516) 379-2797 • FL (727) 786-5930 • FAX (516) 379-3812
626 RXR Plaza, Uniondale, NY 11556



The Leadership Institute

Lighting the Way

Specialized Training Classes

Designed Specifically For Community Publication Professionals

Six Classes Available Online at AFCP’s Online Learning Center

Leads to Professional Associate Advertising Executive (AAE) Certification

Another member benefit of the Association of Free Community Papers



Association of Free Community Papers

7445 Morgan Road - Suite 203, Liverpool, NY 13090
(877) 203-2327 or visit afcp.org

PRESIDENT

Greg Birkett
Dubuque Advertiser
Dubuque, IA
gbirkett@dbqadvertiser.com
563-588-0162

FIRST VICE PRESIDENT

Shane Goodman
Cityview
Johnston, IA
shane@dmcityview.com
515-953-4822, x305

SECOND VICE PRESIDENT

Charlie Delatorre
Tower Publications
Gainesville, FL
charlie@towerpublications.com
352-372-5468

THIRD VICE PRESIDENT

Michael Van Stry
Coastal View News
Carpinteria, CA
news@coastalview.com
805-684-4428

SECRETARY / TREASURER

Karen Sawicz
Lake Country Pennysaver
Albion, NY
karen@lakecountrypennysaver.com
585-589-5641

IMMEDIATE PAST PRESIDENT

Carol Toomey
Action Unlimited
Concord, MA
carolaction@aol.com
978-371-2442

EXECUTIVE DIRECTOR

Loren Colburn
AFCP / NANI
Liverpool, NY
loren@afcp.org
877-203-2327

AT-LARGE DIRECTORS

John Draper
The Free Star
Pipestone, MN
jdraper@pipestonestar.com
507-825-3333

Greg Ledford
Community First Media, Inc.
Shelby, NC
greg@shelbyinfo.com
704-484-1047 x111

REGIONAL / STATE REPRESENTATIVES

Daniel Alexander
Denton Publications, Inc.
Elizabethtown, NY
dan@denpubs.com
518-873-6368

Lee Borkowski
Richland Center Shopping News
Richland Center, WI
lborkowski@wcinet.com
608-647-2911

Terri Drake
Giant Nickel
Kennewick, WA
drake@giantnickel.com
509-783-5455

Jim Haigh
Government Relations Consultant
Emmaus, PA
jimhaigh@fast.net
610-965-4032

Jonathan McElvy
The Leader
Houston, TX
jonathan@theleadernews.com
713-686-8494

Randy Miller
The Merchandiser
Lebanon, PA
randym@themerchandiser.com
717-270-2742

Wendy Murray
Senior Life Magazine
North Ft. Myers, FL
murwendy@aol.com
239-707-6722

Dave Neuharth
Editor - Free Paper INK Magazine
Summerfield, FL
djneuharth@aol.com
352-347-4470

Tony Onellon
Bargains Plus!
Slidell, LA
bargainsplusnow@gmail.com
985-649-9515

Rich Paulsen
Southwest Iowa Shopper
Creston, IA
publisher@crestonnews.com
641-782-2141 x230

Russell Quattlebaum
The Southeast Sun
Enterprise, AL
sales@southeastsun.com
334-393-2969

Farris Robinson
Hometown News
South Daytona, FL
frobenson@hometownnewsol.com
386-322-5900

Steven Silver
Yankee Pennysaver
Brookfield, CT
steven@ctpennysaver.com
203-775-9122

Trevor Slette
The Shopper
Windom, MN
trevors@windomnews.com
334-393-2969

Improve Your Reach

with an ad in the
Community Papers of Florida classified network!



For just
\$245.00
your message will
reach more than
1.8 million homes
and over
3.4 million readers.
Get Results!

Zones with up to
an additional
1.9 million homes
(3.7 million readers)
in the Tampa & Miami
areas are also available
for an additional cost.

Call today!

352.347.4470

INCREASE REVENUE with afcp

The media landscape is more competitive than ever. You need a strategic advantage that will not only increase sales, but also help you increase advertiser loyalty. As a member of the Association of Free Community papers we offer many programs to assist you in building revenue and retaining customers. One such program many members have found helpful is to integrate co-op into your ad department. By utilizing the tools available through the MultiAd Co-op Program, you can be efficient and successful in driving new business using co-op funds. The key is understanding co-op and the most effective ways to make it work for your customers. To that end afcp offers its members free access to this powerful program positioning your sales team as experts and assisting your customers in making the most of their advertising dollars. For more information or to get signed up call the afcp office at 877-203-2327 or email Loren Colburn at loren@afcp.org



MultiAd®



SCC

STEEL CITY CORPORATION
1000 Hedstrom Drive
Ashland, OH 44805
330-792-7663
Toll Free: 1-800-321-0350
Fax: 330-797-2947
Email: [cirsupply@scity.com](mailto:circsupply@scity.com)
Website: www.scity.com



**“From the Basics
to the Innovative”**



Dave Neuharth

DAVE NEUHARTH
EDITOR

October is Breast Cancer Awareness Month

THE OCTOBER ISSUE OF FREE PAPER

INK is devoted to Breast Cancer Awareness month.

Many publishers in the free paper industry devote space to articles and advertisements to increase awareness of this dreaded disease.

The color pink plays a big role this month and is the color of record for promoting breast cancer awareness.

The tradition started in 1991 when the Susan G. Komen Foundation handed out pink ribbons to participants in its New York City race for breast cancer survivors.

In 1993 Evelyn Lauder, a vice president of the Estee Lauder Companies, founded The Breast Cancer Research Foundation and established the pink ribbon as its symbol. The tradition lives on.

Some AFCP free papers support this tradition in a number of ways.

Metro Creative Graphics sponsors an annual award category, the Andrew E. Shapiro Award, which is based on all related features, special sections or pages and/or online efforts to promote awareness or fund raising in the fight against cancer.

Several recent awards in this category include the Richland Center Shopping News in Richmond Center, Wis., who helps promote an annual "Walk with Grace" event. The Greater Richland Area Cancer Elimination (G.R.A.C.E.) group sponsors the walk which is held in memory of those who have died from cancer, in honor of those who have survived and in thanks to those who have cared.

Appen Media Group of Alpharetta, Ga., received the Shapiro award for its feature, "Life is Good," a series of Facebook posts chronicling the strength and spirit of a breast cancer survivor. The posts were

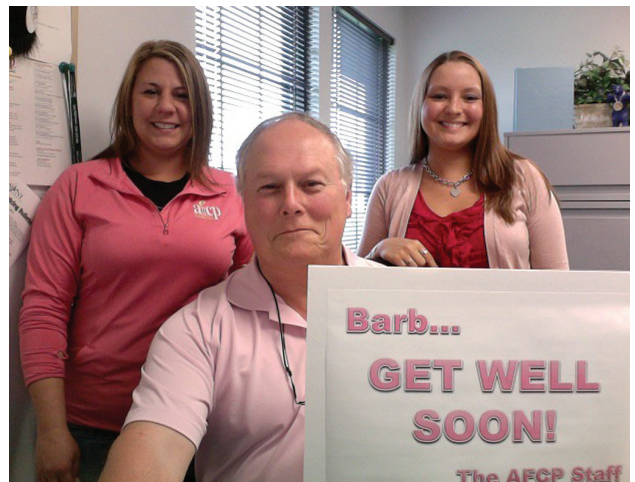
published in the paper.

The Coastal Breeze News in Marco Island, Fla., was awarded for publishing a large full color photo of the local high school soccer team wearing pink and displaying a large sign that read, "Crush Cancer."

The Katy & Cy-Fair Magazines in Katy, Texas, was awarded for its feature, "Finding Beauty Through the Battle."

The article featured the story of a 32-year-old teacher who had no history of health problems but was diagnosed with stage three aggressive breast cancer. She never thought she would hear the words, "You have breast cancer." The article detailed the unexpected blessings that came from co-workers, friends, family and even strangers, how having cancer helped her realize that her determination to beat it made her feel beautiful, and how important it was to savor every bit of life.

Action Unlimited in Concord, Mass., uses the color pink to donate to the cancer fund. Depending on the size of the ad, Action Unlimited charges \$10 or \$25 to use pink in an advertisement. The charge for color is donated to the cancer fund. **INK**



When INK's own Barbara Holmes was diagnosed with breast cancer in 2013, the AFCP staff dressed in pink on the day of her operation to offer long-distance support.

afcp Headquarters Update

by Loren Colburn



Loren Colburn

IT SEEMS ALMOST impossible that it was five years ago that we moved the office from Colorado to New York! Since our original office lease here in New York was a five-year lease and our landlord decided he had underpriced our space back in 2010, we should be unpacking in our new office location when this INK hits the street. The change of location will help us accomplish several things that are


noteworthy – saving money being the first and foremost – but sorting through, evaluating and discarding the unnecessary collection of things that we have accumulated over the years is the true silver lining.

Those five years have seen some significant changes in the industry, the association and each and every one of your businesses. Those changes have provided both challenges and opportunities for us all and by the looks of things, have made us stronger as we develop our business survival skills. I have to also say that I really don't think it makes a big difference what industry you were in during that period. The accelerated rate of change within the business environment has tested the survival skills of almost every business and every industry.

As the business model for network ad sales continues to change, AFCP and NANI will continue to look for funding sources to provide member benefits and the annual conference at the lowest cost to our members. With that in mind, we are pleased to announce the newest division of NANI services with the launching of National Cruise Planners Travel, a travel agency service we will be providing to members and offering through the NANI network to free paper readers across North America. The proceeds from this service will be used to support the NANI rebate program and additional member benefits. We are just getting this up and running now, but stay tuned for additional information and details in next month's INK as we are extremely excited about this newest service.

Please take a minute to update your records on our new address to avoid delays or lost communications for membership items, NANI audits and rebate details. The new mailing address is:

AFCP / NANI
135 Old Cove Rd. – Suite 210
Liverpool, NY 13090

As always, we appreciate your support of AFCP and NANI and look forward to advancing our mission "to help its members enhance their profitability and be a leader in strengthening the free publication industry." 

SPECIAL OFFER!



Ink Bottle Syndicate

Contact: Bill Kellogg - 907-441-6882
www.inkbottlesyndicate.com/weekly

COMPLETE PACKAGE OF COMICS, PUZZLES & HUMOR COLUMNS

\$7.50/Week Print
\$5.00/Week Web



"We're serious about the funnies!"

"I have had the pleasure of using AccountScout on a daily basis. Customer service of this caliber simply makes my job easier; more importantly, it improves the efficiency of our business"

- Lacey, Rushing Media

Lead your sales team with AccountScout, reaching dormant advertisers before you skip them!

Affordable Software, Since 1991

- Ad Management
- eBilling & Receivables
- CRM & Reminders
- Ad Repository
- eTears
- Many, Many Sales Reports!



FAKE BRAINS
An Artificial Intelligence Software Company

303-791-3301
sales@fakebrains.com
www.fakebrains.com



Postal Pieces

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

IN AUGUST, THE USPS HELD ONE OF ITS quarterly Mailers Technical Advisory Council (MTAC) meetings with the mailing industry and posted a number of reports of interest to mailers and free papers that use the Postal Service for distribution. This column is a summary of some of the news of interest, MTAC announcements, and postings in the last month.

SERVICE PERFORMANCE REPORT

One of the regulatory requirements covering the Postal Service under current law is the requirement to file periodic service performance reports. These reports show whether or not the Postal Service is meeting its service performance targets for individual classes in mail products. The filing of the quarterly service reports can be found on the Postal Service website as well as its required filing with the Postal Regulatory Commission (PRC).

For another quarter, the Postal Service has failed to meet its service performance standards in many categories of mail including first class, much of standard, and for periodicals and newspapers. This report contained, for the first time, a service performance report on the standard mail product known as EDDM Retail. Previously the EDDM Retail product was included with the aggregate figures for other types of Standard Mail. For the third quarter of the year, the EDDM Retail service performance report showed that it made its service performance standards for destination entry, two-day standard, delivering 79.02% of the time.

The Standard Mail quarterly report showed, for most postal products, a deterioration of Standard Mail performance over the same period of time last year. But for High Density/saturation flats and parcels, the USPS met its two-day performance standard of 91%.

Industry complaints, and particularly concerns coming from mailers and businesses in more rural areas, about declining service has fueled Congressional criticism of the Postal Services' performance and contributed to the current freeze on the additional closings of processing facilities. The freeze put a hold on this

year's planned reductions in facilities that were part of the 2015 network reduction plans of the USPS.

HOUSEHOLD DIARY STUDY

Once again the Postal Service published its annual household diary study showing consumer use and response to the mail. Based on a detailed survey of 5,200 households and mail use, the study is designed to examine mail volumes, types of mail used, and business and consumer response to the mail.

The USPS delivers 45% of the world's mail. In line with past trends, the volume of pieces delivered by the USPS declined in 2014 with a 1.8% reduction from 2013. The Postal Service delivered a total of 155.4 billion pieces of mail.

As it has in the past, the Postal Service and household diary study points out that the Postal Service depends on users of the mail and postage payers to support its network and universal service obligation. Although the number of pieces has declined each year, the Postal Service continues to expand the number of delivery points it must serve.

As in past years, the number of pieces of First Class correspondence and transactional mail declined. This

is in keeping with the electronic diversion of personal communications in transaction mail. In 2004 only 25% of all consumers would pay bills electronically. That number has now increased to 63%.

Advertising mail continues to represent a growing share of the mail – 62% of all household mail was advertising.

From the standpoint of American business, the commitment to direct mail as an advertising medium has remained relatively constant. In spite of the explosion of Internet and electronic media, direct mail continues to hold its own as an important piece of any advertisers' mail mix with advertisers spending, year over year, a fairly constant share of 10% – 12% of their advertising budget on advertising mail.

Although direct mail spending on advertising grew modestly by 5.4%, Internet spending continues to be the greatest area of growth, with an increase of over 15%.

For another quarter, the Postal Service has failed to meet its service performance standards in many categories of mail.



The Household Diaries study shows that advertising mail continues to attract the interest and response of consumers. Fifty-seven percent of responders stated that they read advertising mail. A smaller number scanned or paid some attention to the mail. Only 9% of responders stated that they did not read advertising mail. Read rates seem to decline slightly as households report greater quantities of advertising mail received.

A "BRAINY" LOOK AT THE VALUE OF THE MAIL

In recent weeks the Office of Inspector General (OIG) has released a neuromarketing study done under contract with Temple University that evaluated how consumers respond alternatively to hardcopy mail versus digital advertising. The study evaluated the participants' responses to questionnaires, but also measured and tracked eye movement, core biometrics (through sensors placed on fingertips, heart rate, perspiration, motion and breathing) with brain scans revealing how different areas of the brain responded during a specific task or experience.

The participants were exposed to, or interacted with, 40 different physical or digital advertisements. Later the participants were tested on their memory of ad content and their stated preferences and perceived value of the advertised products.

The highlights of the study suggest a more positive, stronger, and lasting response, including a greater desire to respond or "buy" to advertisements delivered in a physical mail piece. Some of these responses or desires were not perceived or acknowledged on a conscious level. Study participants often gave a similar response in questionnaires to the perceived value and interest of digital and physical ad content. But when physiological and neurological response were measured with an MRI to determine areas of the brain that were engaged in responding, it appeared that physical ads generated a stronger emotional response and a longer retention time.

It is anticipated that this study, and further studies that will consider age and demographic impacts

of different types of media, will be used for the Postal Service and industry to explore optimal use and combinations of digital and physical media.

2015 PROMOTION REVIEW AND 2016 PREVIEWS


Vice President of New Products and Innovation for the USPS, Gary Reblin, discussed 2015 promotions and potential 2016 promotions at the August MTAC meeting.

2016 promotions are currently under review. The Postal Service anticipates filing its proposed promotions for approval in early fall. The 2016 promotions are likely to be similar to, and build upon, promotions like those in place in 2015 and continue to support the integration of mail with technology.

It is anticipated that the 2016 promotion calendar will include promotions for First Class mail that are similar to what was offered in 2015. The Postal Service plans to offer two emerging technology proposals that would be available for Standard Mail. With an emerging technology program for augmented reality, NFC, and advances in interactive pieces, and a separate emerging technology promotion that would be available

for tactical innovations in mail pieces, the Postal Service is also planning to offer standard mailers a mobile engagement/buy-it-now promotion.

Reblin also discussed a promotion concept that might consider an incentive for mail service providers that rewarded frequency and volume or bringing new business to the Postal Service. In concept, this appears similar to the previous incentives offered for growth of saturation and High Density mail programs. SMC has long advocated incentives or promotions that would help encourage mailers to expand their geographic footprint, or add frequency, via the Postal Service rewarding new business with a discount or incentive.

Time will tell if the 2016 promotion calendar or other incentives propose any rewards for saturation program mailers that promote and bring advertisers to the mail through their shared mail programs. 

It is anticipated that the 2016 promotion calendar will include promotions for First Class mail that are similar to what was offered in 2015.

Set Sail for Success

by John Draper, Conference Committee Chair

PROVISIONING FOR ANY JOURNEY IS A PROCESS.

Whether the destination is personal or for one's business, without a plan we are subject to the influences of the wind taking us where it desires, regardless of our intent.

In the past few editions of INK, I have reviewed some of the provisions AFCP can provide for our journey. Educational courses will provide necessary knowledge and tools to help you plan the journey. Networking time allows you to make connections to broaden your knowledge and build the crew that will help you along the way.

A third key provision is food, drink, and entertainment. When Columbus set sail with three ships and 88 men, planning food provisions was of utmost importance. Here at AFCP we take very seriously our planning for this key third provision. Things are starting to take shape.

Thursday night we will venture outside the hotel for dinner and entertainment. We have reserved the USS Midway as our host location. This U.S. Navy aircraft carrier was commissioned in 1945 and donated to the San Diego Aircraft Carrier Museum Foundation in 2003. Now it is open to the public to learn of its great military history.

While aboard the Midway for dinner and entertainment, AFCP guests will be allowed to tour the craft, take in some history, or simply enjoy the great view of the San Diego skyline from the flight deck. On board attractions also include two flight simulators. These will be open for your use. The Air Combat 360 is a two person state-of-the-art simulator of a pulse-pounding aerial combat ride where you control all the action. Air Combat 360 pilots can roll, somersault, spin and loop as they fly missions. Naval Combat Mission is a group motion simulator for up to 12 guests at a time, featuring a daring mission in Operation Desert Storm. For you night owls, the Midway is in close proximity to San Diego's famous Gas Lamp District. Venture out for a local flare of drinks and entertainment.

Friday night we will convene for dinner on the grounds of the San Diego Sheraton and Marina. Club AFCP will be open for business after dinner, so you



The imposing and dramatic flight deck of the USS Midway.

Photo Credit: USS Midway Museum

can continue to enjoy yourself while building connections with old friends and new acquaintances.

Gayle Alexander is again scouring menus and directing chefs so as to assure we keep body and mind nourished. It is this nourishment that will get us through the day and prepare you for the journey ahead.

So come along with us as we Set Sail for Success. We are putting together all the provisions for our journey. The only thing missing is you. **INK**



It's not perfect but it is better than **Most**

by Greg Birkett

WE ARE STILL OVER one year away from the Presidential elections in 2016 but those of us in Iowa have already been

inundated with TV ads and personal appearances from the candidates. We have not even been allowed to enjoy a good corn dog at the state fair without the likes of Donald Trump and Hillary Clinton invading our space to tell us to vote for them.

To top it all off, the primary elections are not until Spring. I guess an election cycle this long is good for the media – lots of ad dollars being spent and money spent on travel, speeches, and all the rest – but I still feel that it is a shame it takes so much money to become an elected official. Something seems amiss when that much money is spent to “win” a job that doesn’t pay very well.

Donald Trump made headlines while he was in Dubuque by kicking a UNIVISION reporter out of his press conference. I heard that it really fired Donald up and he gave a very energized speech to a pretty large crowd.

Hillary Clinton had started campaigning in Dubuque very early on and some of my friends had been invited to go to house parties around the

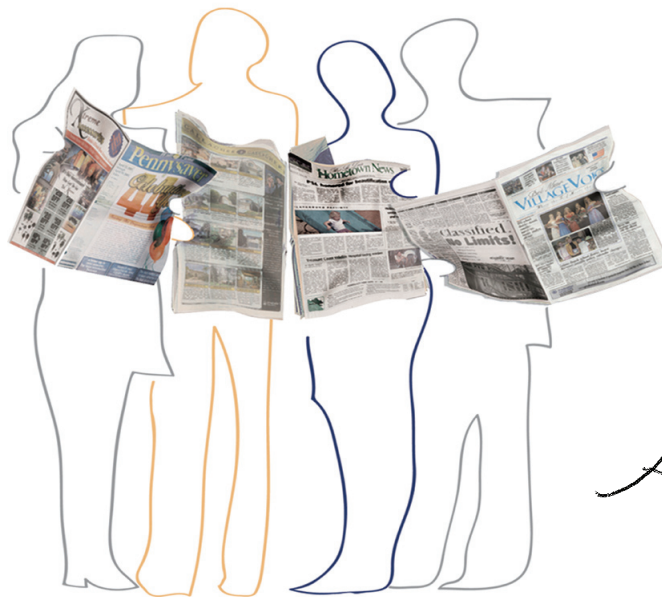
area for small group gatherings with her. And the majority of the huge field vying for their party’s candidacy have been trudging around Iowa spreading their messages, with Rick Santorum having been to all 99 counties in our state – all part of the process as Iowa’s first-in-the-nation caucus status. I guess it is good business for our state so I can’t complain too much about all this media attention; but I certainly wish we could get more of their budget in local print advertising.

In the end I hope we all come out of the process with someone who cares about our country and what is best for the American people. It seems to me that sometimes the best interests of the American people come second to doing what you can to stay in office. (By the way, my term as president is over in 2016).

We can certainly all complain; but the best

thing we can all do is to make sure we vote in our local, state and national elections because even though our process may not be perfect, it is better than most.

Vote early – vote often. **INK**



GREG BIRKETT
AFCP PRESIDENT
DUBUQUE ADVERTISER

Transformation Improves Recognition



Dan Alexander

RECENTLY THE SUN Community News and Printing published by Denton Publications, Inc., in New York underwent a transformation intended to improve the recognition factor of their publishing company.

Owner and Publisher Dan Alexander noted that “With different publication names, a corporate name, a slightly abbreviated corporate name on our web site, seven other landing pages [with]

one for each zoned newspaper, unique names for our classified section and printing operation, customers and readers were frequently confused on just which papers or services we represented. Of course I haven’t even mentioned special section names, season guides, and stand alone magazines.

“Frequently, I would begin a conversation after introducing myself and the company by asking where the person lived. After a curious look they might give me the name of their town, in which case I could say, you receive the _____ each week in your mailbox.

“You could see the sign of relief in their eyes as they turned bright. They could now connect the dots between the company name and the paper they receive each week. Usually followed by ‘I love reading that paper’ or ‘Oh, you are that Dan Alexander.’

“As a result, the company has formally registered with the New York Department of State the names of each of their existing papers with THE [insert old name of newspaper] SUN. As an example: the Valley News is now The Valley News Sun.”

As of August 8, 2015 the company begin marketing as the Sun Community News and Printing. Their corporate name remains Denton Publications, Inc.

The publications’ new unified website was changed to www.suncommunitynews.com. Eliminated were all the separate newspaper landing pages (websites) which greatly simplified their identity.

Alexander said, “While The Sun is not a unique name it is short, with a highly recognizable icon that we’ve now

used to demonstrate our vast distribution throughout the Adirondack region. We are hearing many positive remarks from advertisers, readers and elected officials who have given us a solid thumbs up.

“As we compete against media giants who are now a fraction of our size, we are no longer ‘those little Adirondack weekly newspapers.’

“It will take time to fully transition but we want you to be aware of just what we’ve been up to during our summer vacation, so that when you see us in the near future you’ll be able to recognize our snappy new look and name.”

If you have any questions, email Alexander at dan@suncommunitynews.com. **INK**



Shopper Saver: Ex-employees of PennySaver Involved in Launch

by Lauren Williams, Staff Writer, Orange County Register
Reprinted With Permission



Elaine Buckley

NOT TOO LONG AGO, opening the mailbox on Wednesdays and sifting through piles of bills and fliers included parsing the pages of the stalwart PennySaver.

The well-known advertising circular was a staid presence that passed through the hands of millions of residents across Southern California, destined for the coffee table or the trash bin.

That abruptly ended when the PennySaver closed its doors on May 22.

But next week, that weekly standby may be back – under a new name.

Former employees of the shuttered coupon magazine are hard at work in a small Covina office to revive the defunct publication with the backing of new investors. The new name: The Shopper Saver.

Of the 30 employees who are working to resuscitate the mailer, the majority are former PennySaver workers who were laid off when it was shut down.

The closure of the ad and coupon magazine spawned a handful of other spinoffs, mostly in one or two ZIP code areas. The launch of Shopper Saver is the most ambitious of these efforts, with circulation expected to be more than one million across about 100 ZIP codes in a contiguous stretch from the San Gabriel Valley to the Inland Empire.

It is expected to expand into parts of north Orange County in a year.

In every respect except the name, the idea behind Shopper Saver is to restore what was lost when the now bankrupt PennySaver shuttered its Brea headquarters, said Elaine Buckley, a former PennySaver employee who is Shopper Saver's vice president of sales.

"It's the same DNA. Even the look, the touch, the feel – all of it," Buckley said.

"With a different business core behind it," chimed in

Ozzie Huizar, the company's vice president of operations.

Once a portfolio company of a Los Angeles-based private equity firm, the PennySaver closed without giving notice to its 678 employees. Employees received final paychecks that bounced, and suffered financial hardship. In the most extreme cases, former workers lost their homes and at least one postponed surgery.

For some, the Shopper Saver is a welcome relief from the job hunt.

Shopper Saver, much like its predecessor, will be published on newsprint and appear as a magazine booklet mailed directly to homes every Wednesday.

The interior of its new office gives it the feel of a startup launching the latest technology, rather than a company resurrecting an old-line business.

On a recent weekday, employees bent over laptops and plugged in earbuds, crowded into an office that still smells like fresh paint. Decor is sparse, adding to the feeling that there's no time to waste. The door leading to the second story office rarely stays closed, as the budding company prepares to grow into a neighboring office suite before the first issue hits doorsteps on Sept. 16.

The launch of the Shopper Saver can be traced to a Glendora electrician who once advertised in the PennySaver.

Alma Pineda, a realtor whose husband owns a business called Just Electric, noticed that when PennySaver disappeared, calls to her husband's business declined precipitously.

Her husband had advertised with PennySaver for 11 years, and it generated a steady stream of calls – sometimes up to 60 a day – to his business. But when the ad magazine folded, the calls dried up to just a few a day – sometimes less.

"It was a big difference," Pineda said. "It was kind of hard and kind of shocking."

Online ads and other classified publications didn't generate the same volume of customers.

"We didn't get any results," Pineda lamented.

Similarly, small Inland Empire business owners like Ubaldo Zepeda, who owns a smog shop, and Tony Shaw, *Continued on page 14*

In Memoriam: Jerry Watson Rolison




A LONGTIME MEMBER OF THE FREE COMMUNITY PAPERS OF NEW YORK (FCPNY), publisher Jerry Watson Rolison, died suddenly at his home in Mount Morris, N.Y., on August 17 at the age of 87

In 1959 he started the Mount Morris Shopper, which he owned and operated for 56 years. He remained at the helm until his death. He previously worked for his father at the Picket Line Post in Mount Morris.

FCPNY member and publisher of the Genessee Valley Pennysaver Steve Harrison said, "Jerry was instrumental in having Genessee Valley join the 4 County Group, which was at the time five publications that sold for each other in their respective territories. It also jump started our printing business, as we became their printer. He was a great guy and a very good trumpet player, which he practiced daily almost to the end."

Rolison was a member of the St. Patrick's Church and a member of the Mount Morris American Legion Post.

He is remembered for his musical talent. Rolison played the trumpet and sang vocals with various groups including The Dixie Cats and recently with the Quiet Tones. 



Shopper Saver: Ex-employees of PennySaver Launch New Product

Continued from page 13

a plumber, saw customer calls decline.

"I had to resort to going to a friend of mine that advertises elsewhere and taking calls from him," Shaw said.

Zepeda noticed a decline of up to 20 percent in his business.

"I was kind of sad that they went out of business, because we had a lot of people using the coupons I put in there," he said.

Thinking of her husband and other small business owners hurting for business, Pineda reached out to her former PennySaver sales rep, Kelly McClacherty, about launching a similar magazine with the financial backing of a few investors.

"She just called me one night and said 'We want to start a magazine like the PennySaver,'" McClacherty, who was with the PennySaver for 33 years, recalled. "I said 'Just tell me when and where.'"

Pineda is now the CEO of Shopper Saver and McClacherty does production work.

Other former employees began joining the Shopper Saver – like Sandra Padilla, who was with PennySaver for three years until it closed. In the three months between the PennySaver's closure and the time she joined the Shopper Saver, Padilla occasionally worked as a notary for friends and family. But she didn't find a steady job selling ads again until she joined the Shopper Saver.

"It's an amazing feeling to have a job," Padilla said. "To see familiar faces was icing on the cake."


Upon learning of the new magazine, Zepeda signed up to advertise in the first issue.

"I said 'Great! Go ahead and sign me on,'" he recounted. "It's a good idea for us. The customers we get in the area look for those coupons."

Shaw said he felt some hesitation because of PennySaver's abrupt closure, but he's also optimistic.

"I'm excited to see what happens," he said.

Employees like McClacherty are excited too.

"I'm just really anxious for the book to come out," she said. "It's like having a baby. It's not real until you see it." 

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!

"Nothing but the mint can make money without advertising."

– Thomas B. Macaulay

AFTER MORE THAN THIRTY YEARS IN THE ADVERTISING industry I should be thinking about my retirement, but I hardly give it a thought. One reason is that I still enjoy what I'm doing. Working in advertising gives me a chance to exercise my creativity which is immensely enjoyable.

Another reason I stick around is the satisfaction I get from helping people achieve their goals. The advertising industry as a whole gets a bad rap from the media and the public. Advertising is portrayed as "evil," using psychological manipulation to sell people things which they neither need nor can afford.

The critics of advertising neglect to mention the importance of the advertising industry to the national economy. In addition to the jobs and revenue produced by the industry, advertising helps other businesses maintain a level of sales which provides employment for everyone from factory workers and truckers to engineers and CEO's.

Without advertising, how would the public learn about the many new products which make our modern high-tech lifestyle possible? Few Americans had ever heard of a home computer before Apple aired its iconic "1984" commercial during the Super Bowl.

I am especially proud to work in the free and community paper industry. We provide a way for small local businesses to connect with potential customers. Our local papers give these entrepreneurs a chance to be a "big frog in their own little pond." Our papers give these small businesses, many family owned, an affordable way to tell potential buyers what they have to offer. We give them a tool which allows them to hold their own against the big box stores and national chains, which can afford to dominate the national media.

For many small businesses, their local free paper rep is much more than a vendor. For a small business that can't afford to hire an advertising agency, their local paper rep serves as their marketing department, their creative department and a trusted consultant.

We also play a role in helping our readers get through the week. Many a harried working mom counts on finding a great pizza coupon in our papers when she is running late and has to feed the kids before karate and ballet practice.

We should all be proud of working in an industry that not only provides us with a good income, but also makes the lives of our advertisers and readers significantly better. **INK**



Building a Team

by Amanda Goossen, Rising Star

CREATING A COMMUNITY

newspaper means designing a monthly product about the community, for the community, by the community.

Not always an easy task.

September 2015 marked my second year as the managing editor of Arcadia News.

On the day I was promoted from writer to editor, I somehow possessed a confidence that I was completely qualified for the job. Three weeks later I sat behind my desk, fear oozing from my skin as we scrambled to get my first edition done, and wondering why I had once felt so prepared. The heart palpitations I experienced at night were one of the many signs that I had fooled myself into believing I could do something I had never dreamed of, let alone studied.

I took far too many deep breaths that month, trying to calm the rapid heart beat and trying to persuade myself I could do a job so many others already believed, without a doubt, that I was qualified for. It takes a lot of guts to promote a 30-year-old girl who never took a journalism class from a simple writer to leader of the pack. I had never managed anything but my two young children and a household, yet now I had the task of rounding up a group of writers and rallying them to write about the neighborhood.

When I took the reigns, I discovered that most of the writers and a good portion of our content was not from the Arcadia area. Yes, it was a Phoenix paper with Phoenix articles, but the Arcadia blood and spirit runs deep. I knew we could do so much better.

This meant tracking down the most interesting businesses, people and stories in the immediate area, and bringing in the perfect local writer to develop the content. I never expected, however, that one of the most difficult aspects of the job would be building a solid, local, freelance writing staff.

Locating writers who live, work or go to school in the area, yet have the time to research and write assignments while juggling

sanity, and the quality of the product, the revolving door had to end.

Thankfully, my determination for a more consistent team paired with the exceptional journalism school located only miles away led to a solution.

The Walter Cronkite School of Journalism is in downtown Phoenix, about a 15-minute drive from our Arcadia News offices, and is widely recognized as one of the nation's premier professional journalism programs.

When I took on the role of managing editor, I noticed my inbox was alerting me almost weekly of student writers seeking publication. As it turns out, the Cronkite School has a program that not only supplements my writing staff, but also eventually led to well-trained, dependable writers.

As the Cronkite School mentions on their website, "Located on Arizona State

University's downtown Phoenix campus, the Cronkite School leads the way in journalism education with its innovative use of the teaching hospital model, for which it has received international acclaim. The school's full-immersion professional programs give students opportunities to practice what they've learned in intensive real-world settings under the guidance of top-flight professionals."

To put it simply, while students attend college they must also publish their work for local newspapers; and by the time of graduation, they must complete internships with a local news organization.

The Cronkite School's dedicated Director of Career Services, Mike Wong, annually places more than



the rest of life's activities, proved challenging. Most freelance writers, we've discovered, either write for a plethora of news agencies or simply fit in their love of the written word between taking care of children or working a 9-to-5.

As many of us know, the budget of a community newspaper doesn't exactly allow for a long list of writers on salary.

At Arcadia News we have high standards for our printed product. Teaching a team of writers about our guidelines and requirements is often an ongoing project. Reteaching these items again and again each month to new writers was exhausting, not to mention a waste of time. I was determined to find another way. For my own

Nominate Your Rising Star Now!

by John Draper, Rising Star Program Chairperson

AFCP MEMBER PUBLICATIONS HAVE BEEN making great use of the Rising Stars program since our first class was recognized in 2009. Add your name to the participant list by nominating a talented industry professional today. The nomination deadline is December 1, 2015. Nomination forms are available from the AFCP office or online at www.afcp.org.

"Encourage growth and teach leadership skills to young professionals." This simple mission of the Rising Stars program truly embodies what the program is all about. Each year the AFCP Rising Stars are provided complimentary training and networking opportunities found at the annual conference. They participate in special sessions, attend all general sessions and work tract courses, and attend classes facilitated by The Leadership Institute (TLI).

After the conference, growth and skill development continues. Each month the Rising Stars maintain their peer connections through participation in a focused conference call. This affords them the opportunity to remain engaged as we digest industry topics and assigned video training lessons.

As a member benefit, it is hard to find one that offers as much to an individual and the publication alike. Whether pounding the streets in sales, developing graphic arts campaigns, instituting digital initiatives, or covering local news, the Rising Stars program offers leadership training to all.




We encourage you to take advantage of this great membership benefit by nominating your young professional for selection into the program.

These individuals should show the promise of, and a commitment to, impacting their publication and the industry in a positive manner through professional achievement. Nominees must also show they not only perform their jobs to a high standard, but they also have a commitment to furthering their knowledge and abilities. Nominees must actively work in the free paper industry for a member or associate member of AFCP and are required to have been employed for more than one year. Nominees must not be older than 35 as of December, 31, 2015.

Recipients will be recognized during the 2016 conference in San Diego, California, where their training opportunities will begin. The nomination deadline is December 1, 2015. Nomination forms are available from the AFCP office or

online at www.afcp.org

If you have specific questions you can contact the AFCP office or AFCP board member and program chairperson, John Draper, at jdraper@pipestonestar.com.

The consensus of the AFCP Board of Directors is that this move will keep with the program's mission. AFCP has invested much in this program and in other training platforms over the years. This program enhancement will allow publishers with qualified employees to capitalize on AFCP's investment in employee development. 

Building a Team *continued*

500 students in internships at over 225 companies.

"My favorite thing about our program is seeing a student succeed at an internship and seeing that success lead to part-time or full-time work with the company. I have had alumni start as interns, get hired by the company and then sit on the other

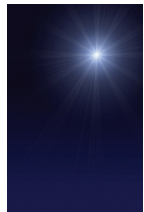
side of the table interviewing current students for internships," said Wong.

Along with these internships, Journalism 301, an intermediate reporting class, requires students to be published with a news agency.

It sounds great. However, my first experience with many of the students looking for an internship

or a story to satisfy their writing requirements was a quick fix to a larger problem. Even though we spent an abundance of time training and teaching, Arcadia News was rewarded with only a single article or a little help for a few months.

The Arcadia News Writing Re-
Continued on page 18



Associations IN the NEWS

ANOTHER JOINT CONFERENCE IS IN the planning stages.

The Independent Free Papers of America (IFPA), the Southeastern Advertising Publishers Association (SAPA) and the Community Papers of Florida (CPF) have scheduled a joint conference September 28 – October 2, 2016, at the Caribe Royale Resort in Orlando.

“THE ELEPHANT IN The Room – The Reality of Digital” is the theme of the Mid-Atlantic Community Papers Association (MACPA) 2016 conference scheduled

at the Seven Springs Mountain Resort in Seven Springs, Pa., April 22-23, 2016.

Kevin Slimp will be the keynote speaker.

THE LEADERSHIP INSTITUTE (TLI) sponsored by the Association of Free Community Papers (AFCP) is moving forward with its Online Learning Center.

These self-directed programs can be completed from

your office during normal business hours or from any location at any time. Currently six sales training classes are offered, though 10 classes will be offered the future. Once a member earns 15 credits and passes the comprehensive

class offered annually at the AFCP Conference and Trade Show, an individual can earn certification as an Associate Advertising Executive.

For full details and to register go to www.afcp.org.

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

Building a Team *continued*

Continued from page 17

quirements and Intern Program was born to overcome this obstacle.

Looking at the holes we needed to fill, the issues I noticed when working with new writers (Cronkite students or not) and the things I hoped to fix in our production schedule, I came up with a plan.

Now, all hopeful writers (new students, 301 students, interns, someone wishing to become “the next great American writer”) receive our guidelines. They learn the process, they develop within our schedule and our expectations, and we discuss their

strengths, their goals and their future.


Everyone writes at least one assigned story that is unpaid and a sample. We edit, they ask questions and we go through the process multiple times.

And when they are ready, they stay on for our small freelance rate or they move on. It’s really up to them.

And almost every time, they stay on. Not because of the pay. Not because of the stature of a community newspaper, but because they feel like we invested in them. They feel like they are part of the Arcadia News team.

Mostly, because they are.

Last week, one of my first writers – my first real intern – said his goodbyes after working with us for two years. He’s moving to California, where a highly respected master’s degree program awaits him. As we said our farewells, I felt like a parent saying goodbye to my child. Learning of his accomplishments and knowing just how far he had come was both heartwarming and heartbreaking.

But I keep one thought in my back pocket every time one of my writers moves on: Two years ago, someone took a chance on me. Reciprocating that is the greatest feeling in the world. 

Never Assume

by TIM BRENNAN, MultiAd

I HAD THE GOOD FORTUNE TO TRAVEL TO A NEW market this past week for four-legged sales calls to non-advertisers with a newspaper client. Of the eight preset appointments we struck unused co-op funding in each and every location. It was really like shooting fish in a barrel.

In each case, the business owner simply had no time to do the discovery on the do's and don't's of the co-op plan and really had no desire to take time out of their busy schedule to reach out to the manufacturer contact for understanding. All of these businesses were successful in their own right, yet were willingly wasting hundreds and sometimes thousands of dollars in manufacturer ad support. Based on our authorized accrual research after the fact and basic math in presentations (*About how much business have you done this year with this brand? Well 1% of \$500,000 is \$5,000*), we estimated that those eight non-advertiser calls had more than \$40,000 in co-op money with the potential for over \$60,000 in advertising solutions. Some of these accounts were not advertising anywhere at all, but hopefully now they will be.

These local dealer assumptions were not unique to this market nor are their challenges in understanding the manufacturer co-op policies totally unfounded. There are likely several businesses like these in your market with similar feelings. Their thinking is that the co-op plan is mysterious because the manufacturer doesn't want them to use it, which is not the case at all. The key is making it easy for these beleaguered business owners who are as cut to the bone as we are.


One: Do the math for them. Roughly estimate their co-op accrual by multiplying "about how much business they do with the brand" by the plan's accrual percentage. Then do the math for them on how much more reach and frequency they could get with their advertising by including co-op.

Two: Show them how it looks. Work out spec creative for them with each media product that makes sense for them. What would a newspaper ad look like? How about a single-sheet insert? And hey, what about a banner ad linking to a landing page with your newspaper ad?

Three: Explain how they get paid back. Co-op is like a rebate program for advertising where they have to submit all of the documentation to get credit on their account. If you can, offer to get them the needed documentation and the claim address to send it.

Don't be afraid to ask questions and never assume your accounts are well schooled in co-op. If you haven't seen them running brand materials in their ads, chances are that they're just like the eight accounts I saw. And I'm thinking that \$60,000 would help your budget goals also.

This information is provided by agreement with AFCP and MultiAd Recas to help

take the mystery out of co-op advertising. For more information or your Recas.com Co-op username and password (a benefit of AFCP membership) along with the AFCP Co-op Lead email, contact the AFCP office at 877-203-2327. 

Based on our authorized accrual research after the fact and basic math in presentations, we estimated that those eight non-advertiser calls had more than \$40,000 in co-op money with the potential for over \$60,000 in advertising solutions.



Newspaper PET PEEVES

Readers weigh in on what ticks them off

by Kevin Slimp

WHILE PREPARING TO LEAD A WEBINAR FOR A NEWSPAPER association up north last week, I took a survey of newspaper subscribers and nonsubscribers to find out what their biggest pet peeves are about newspapers. After looking over the results, I realized that most of the information is just as valid for free papers as it is for our paid brethren.

So last week, just one day before the webinar, I created a survey about customer service at newspapers and asked Facebook friends, not affiliated with the newspaper industry, to complete the short questionnaire. I hoped maybe 20 or 30 would take the time and give me some fresh, interesting information to use during the webinar.

I was pretty surprised to learn that more than 200 folks had completed the survey over the next few hours and their answers weren't exactly what I expected. Of the respondents, 38 percent reported subscribing to a newspaper, while 62 percent answered that they did not.

Next, I asked subscribers: "What are your biggest pet peeves concerning your newspaper?"

By a large margin, "Not enough local content" took the prize. A full 38 percent of newspaper subscribers answered that lack of local content was their biggest pet peeve.

OK, that might not have been a huge surprise. However, their response to the second question did shock me. Just under 22 percent of newspaper subscribers answered that "Poor writing" was their top pet peeve. Honestly, I didn't think poor writing would crack the top five.

Delivery problems and poor design tied for third, with each receiving 13 percent. Billing and other problems followed in single digits.

And what about people who don't subscribe to a newspaper? "Poor writing" took the top spot with a hefty 37 percent responding that was their top pet peeve.

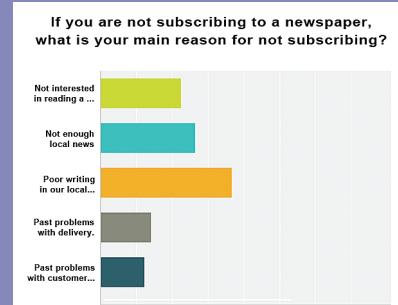
The number two reason respondents gave for not subscribing to a newspaper was "Not enough local news," at 27 percent.

Finally, I gained some useful insights from the nonsubscribers which could be used in my customer service webinar. A full 26 percent answered that their main reason for not subscribing was either "Delivery problems" (14 percent) or "Customer service" (12 percent).

When asked about the price of newspapers, 51 percent of nonsubscribers responded that "The price is too high."

Next week, I'll be working with a daily paper in Indiana for a couple of days. What did I learn from this survey that will make me a better consultant for that paper?

First, a large number of subscribers and nonsubscribers feel



Most of the survey respondents left optional comments. Here's some of what they want us to know:

"Our paper used to be the go-to venue for finding out about upcoming events and now I'm forced to tediously search Facebook groups for upcoming events."

"They simply stopped delivering. I received no bill, no courtesy call. Two weeks after receiving no paper, I received a 'sales' call to sell me a new subscription."

"The Morning Call was once a good paper. Now the writing is bad, the customer service is bad (missed a paper and was on hold forever) and the price is too high for the quality."

"A lot of news is readily available online, so it's hard to justify a newspaper subscription, especially when people post the most relevant information from the newspaper's page."

"I hate seeing all the staff cut-backs at the newspaper. A lot of stories don't get covered, or at least covered from a local perspective because of this."

"I live in a large metropolitan area but the paper I subscribe to is the smaller suburban one."

"No point in subscribing when I can get it free on the Internet."

Selling a NANI ad just got easier!



there is not enough local news in their newspapers. That didn't surprise me and it's been on my checklist.

Second, there is more concern over writing than I had suspected. Sure I figured Mrs. Feathers, my high school English teacher, lost sleep over writing quality. But a large percentage of both groups, especially non-subscribers, seem to feel that poor writing is a major problem with their newspapers.


I will probably stress good design a little more than I have in the past. If 13 percent of readers say their biggest pet peeve with their newspaper is poor design, then it seems like something we should all watch closely.

For paid newspapers, it might not seem like there is a lot we can do when folks feel like the price is too high. But when I look more closely at these numbers, I realize that for a good number of subscribers and non-subscribers, the price might seem high because they feel like the quality isn't where it should be.

What would I suggest to you? Go through this checklist and see how your paper would score using the classic school grading system, with "A" for excellent, "C" for average and "F" for failing. Rate your paper on the following:

- ___ Local content
- ___ Writing
- ___ Design
- ___ Delivery issues
- ___ Customer Service

How did your paper score? I would suggest that every newspaper should score an "A" if it wants to remain viable in today's marketplace.

Some fixes are easier than others. And obviously, good writing, local content and strong design affect readers of free papers just as in paid papers. Go through this list with your staff and see which area could be addressed most quickly and make a plan. Then begin to create a long-term strategy to guide your newspaper toward an "A" in each of the five areas. 

Kevin Slimp is director of the Institute of Newspaper Technology, a training program for newspaper designers, publishers and technical staff. For more information concerning the Institute, please visit www.newspaperinstitute.com. To read past columns, visit www.kevinslimp.com.

Uncomplicated Pricing...

Lower Price Point...

Improved Marketing Materials...

Proven Advertiser Results...

Convenience of 1 Order National Buy...

Profitable Sales Product for Members!



Proven - Reliable - Results

For more information about becoming a NANI selling member, contact the AFCP Office...



Association of Free Community Papers
7445 Morgan Road - Suite 203, Liverpool, NY 13090
Call (877) 203-2327 or visit afcp.org



Widgets and AD CHOICES

by John Foust

LET'S SAY YOU'RE CONSIDERING THE purchase of a new widget. Your current widget is working okay, but you know that there have been some new innovations lately and you'd like to see what's available. So you go to a meeting which features widget manufacturers.

You notice a couple of things when you walk into the room: (1) A lot of people are vying for your attention and (2) They seem to fall into four general categories. Let's take a look at what you encounter in that crowded room:

1. The guy with the loud, plaid sport coat, white shoes and a big cigar. His approach is big, bold and obnoxious, just like his outfit. It's his strategy to make you look at him before you notice anyone else. Yesiree, Bub. He'll shout and jump up and down on his display table until you give him your attention. And if you happen to glance at someone else while he's talking, he'll slap you on the back and claim that his widget is the best in the history of widgetry. The banner over his booth reads, "For all your widget needs." His favorite words are "unbelievable" and "fantastic." He has exclamation marks on his tie.

2. The lady making balloon animals. Instead of talking about widgets, she's tries to dazzle you with glamour and artistry. "Now that I have your attention, let me make another balloon animal. How about a rhinoceros? That will really impress you. Our widgets? Oh, they are top-notch. But let's not talk about that. Let's focus on my creativity. Stand here in front of my booth for a while, and I'll make a pelican on roller skates."

3. The guy making deep philosophical statements. He must be talking about widgets, because he's in the widget room

– but you're not completely sure. His favorite sayings seem to be "We make life good," "Making goodness for 50 years," and "Goodness is really good." He doesn't have a booth. He just wanders around saying seemingly profound – but empty – words.

4. The lady with lots of information. Her banner has a clearly defined benefit statement. Her company literature describes the ways her widget can solve specific problems for prospective customers. And she shows a genuine interest in each customer who stops to talk. She's the opposite of the other three people. She's not trying to out-shout the competition, she's not trying to grab anyone's attention with razzle dazzle, and she's not making vague product statements. She communicates concise, relevant information about her line of widgets.

Which widget person would you rather talk to? The shouter, the dazzler, the vague sloganeer or the person who understands what you need from a widget?

Each of these four people represents a particular style of advertising. There are ads that shout to get your attention, ads that are artsy and off topic, ads with meaningless words – and ads which focus on the interests of specific target audiences. Which style has credibility? Which style works? The answer is obvious. **INK**

(c) Copyright 2015 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: john@johnfoust.com.





| oct.

SYRACUSE, NY : OCTOBER 5-6, 2015

Free Community Papers of New York (FCPNY). Conference & Leadership Summit, Genesee Grande Hotel, downtown Syracuse, N.Y. For information contact Dan Holmes: dholmes@fcpny.com.

TBA, WI : OCTOBER 7, 2015

Wisconsin Community Papers (WCP). Publisher's Summit, October 7 from 10 a.m. to 2 p.m., location to be announced. For information contact Janelle Anderson, janderson@wisad.com.

WEST DES MOINES, IA : OCTOBER 16, 2015

Midwest Free Community Papers (MFCP). Fall Conference, the Sheraton Hotel, West Des Moines, Iowa. For information contact Dick Colvin: dick@mfcpl.org.

LAS VEGAS, NV : OCTOBER 21-22, 2015

Association of Free Community Papers (AFCP). Executive Committee Meeting, NANI Board Meeting and Fall AFCP Board Meeting. The AFCP Board Meeting will take place on Friday, October 22nd while the other meetings will be on the 21st. For information contact Loren Colburn, loren@afcp.org.

SAN DIEGO, CA APRIL 28-30, 2016

Association of Free Community Papers (AFCP). Annual Conference & Trade Show, Sheraton San Diego Hotel and Marina on the shoreline of San Diego Bay, San Diego, Calif. For information contact Loren Colburn, loren@afcp.org.

ORLANDO, FL : SEPTEMBER 28 - OCTOBER 2, 2016

Independent Free Papers of America (IFPA), Southeastern Advertising Publishers Association (SAPA) and Community Papers of Florida (CPF). Joint Conference, the Caribe Royale All-Suite Resort, Orlando, Fla. For information contact Douglas Fry, info@sapatoday.com, or Dave Neuharth, djneuharth@aol.com.

| 2016

SEVEN SPRINGS, PA : APRIL 22-23, 2016

Mid-Atlantic Community Papers Association (MACPA). Annual Conference, the Seven Springs Mountain Resort, Seven Springs, Pa. For information contact Alyse Mitten, info@macpa.net.

| 2017

LOUISVILLE, KY APRIL 20-22, 2017

Association of Free Community Papers (AFCP). Annual Conference & Trade Show, Gait House, downtown Louisville, Ky. For information contact Loren Colburn, 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

It's Audit Time Again!

Remember to return it promptly!

Questions?
Call the NANI Office at 877-203-2327.




Spreadsheets work, but there's a better way!

- Sales CRM
- Ad Scheduling
- Production Tracking
- Invoicing • Statements
- Employee Records
- Sales History
- Time Clock
- Commissions

Software developed by **little fish BIG OCEAN INC.**

407-656-2777



national

AFCP

Association of Free Community Papers
7445 Morgan Road, Suite 103
Liverpool, NY 13090
Toll Free: 877-203-2327
Email: loren@afcp.org
Web: www.afcp.org
Loren Colburn

IFPA

Independent Free Papers of America
104 Westland Drive
Columbia, TN 38401
Phone: 866-224-8151
Phone: 931-922-4171
Email: douglas@ifpa.com
Web: www.ifpa.com
Douglas Fry

CANADA

Blain Fowler
c/o the Camrose Booster
4925 48th Street
Camrose, AB, Canada T4V1L7
Phone: 780-672-3142
Fax: 780-672-2518
Email: cbads@cable-lynx.net

NAMPA

North American Mature Publishers Association, Inc.
P.O. Box 19510
Shreveport, LA 71149-0510
Toll Free: 877-466-2672
Phone: 318-636-5510
Fax: 318-525-0655
Email: nampa.gary@gmail.com
Web: www.maturepublishers.com
Gary Calligas

regional

CPNE

Community Papers of New England
403 U.S. Rte. 302 - Berlin
Barre, VT 05641
Phone: 802-479-2582
Email: dphillips@vt-world.com
Web: www.cpne.biz
Deborah Phillips

MACPA

Mid-Atlantic Community Papers Association
P.O. Box 408
Hamburg, PA 19526
Toll Free: 800-450-7227
Fax: 610-743-8500
Email: info@macpa.net
Web: www.macpa.net
MACnet (Advertising Networks)
Email: info@macnetonline.com
Web: www.macnetonline.com
Alyse Mitten

MFCP

Midwest Free Community Papers
P.O. Box 5720
Coralville, IA 52241
400 First Avenue #2
Coralville, IA 52241
Toll Free: 800-248-4061
Phone: 319-341-4352
Fax: 319-341-4358
Email: dick@mfcf.org
Web: www.mfcf.org
Dick Colvin

PNAWAN

Pacific Northwest Association of Want Ad Newspapers
c/o Exchange Publishing
P.O. Box 427
Spokane, WA 99210
Toll Free: 800-326-2223
Phone: 509-922-3456
Fax: 509-455-7940
Email: ads@pnawan.org
Web: www.RegionalAds.org
Web: www.PNAWAN.org
Kylah Strohte

SACP

Southwestern Association of Community Publications
c/o Valley Publications
27259 1/2 Camp Plenty Road
Santa Clarita, CA 91351
Phone: 661-510-7520
Fax: 661-298-5338
Email: scdarrin@pacbell.net
Darrin Watson

SAPA

Southeastern Advertising Publishers Association
P.O. Box 456
Columbia, TN 38402
104 Westland Drive
Columbia, TN 38401
Phone: 931-223-5708
Fax: 888-450-8329
Email: info@sapatoday.com
Web: www.sapatoday.com
Douglas Fry

state

CPF

Community Papers of Florida
P.O. Box 1149
Summerfield, FL 34492-1149
13405 SE Highway 484
Bellevue, FL 34420
Phone: 352-347-4470
Fax: 352-347-3384
Phone/Fax: 850-762-4086 (Classifieds & billing inquiries only)
Email: DJNeuharth@aol.com
Web: www.communitypapersof-florida.com
David Neuharth

CPI&I

Community Papers of Indiana and Illinois
c/o Family Flyer
P.O. Box 1004
Crown Point, IN 46308
Phone: 219-689-6262
Fax: 219-374-7558
Email: Tina@FamilyFlyer.com
Tina Jackson

CPM

Community Papers of Michigan
1451 East Lansing Drive
Suite 213B
East Lansing, MI 48823
Toll Free: 800-783-0267
Phone: 517-333-3355
Cell Phone: 517-242-0203
Fax: 517-333-3322
Email: jackguza@cpapersmi.com
Jack Guza

CPOWV

Community Papers of Ohio & West Virginia
3500 Sullivant Ave.
Columbus, OH 43204
Phone: 614-272-5422
Fax: 614-272-0684
Email: phildaubel@columbusmessenger.com

FCPNY

Free Community Papers of New York
109 Twin Oaks Drive, Suite D
Syracuse, NY 13206
Toll Free: 877-275-2726
Phone: 315-472-6007
Fax: 877-790-1976
Email: dholmes@fcpny.com
Web: www.fcpny.org
Web: www.adnetworkny.com
Dan Holmes

TCNA

Texas Community Newspaper Association
104 Westland Drive
Columbia, TN 38401
Phone: 931-223-5708
Fax: 888-450-8329
Email: douglas@tcnatoday.com
Web: http://tcnatoday.com
Douglas Fry

WCP

Wisconsin Community Papers
P.O. Box 1256
Fond du Lac, WI 54936-1256
101 S. Main Street
Fond du Lac, WI 54935
Toll Free: 800-727-8745
Phone: 920-924-2651
Fax: 920-922-0861
Email: janderson@wisad.com
Web: www.wisad.com
Janelle Anderson (ext. 108)

COMPUTER SOFTWARE

ADVERTISING SALES SYSTEMS from The Ad Wizard. Let advertisers create and schedule their own display ads while you reduce sales and production costs. Sales systems available for Real Estate, Automotive and General Retail. www.InPrintMedia.com 877-731-9566.

AFFORDABLE HELP DESK

Support for publishing and printing - Adobe Acrobat, PhotoShop, InDesign, Illustrator, PageMaker; Quark, Microsoft, Mac OS, Networking; Mon-Fri 8-5 CST. Online or call slayton-solutions.biz 515-360-8100 Consider the Benefits.

SOFTWARE FOR THE NEWSPAPER INDUSTRY

Accounts receivable, scheduling, display and classified advertising, commissions, circulation, circulars, trucks & carrier payroll. Contact Fake Brains Software at www.fakebrains.com or 303-791-3301.

SUNTYPE PUBLISHING SYSTEMS

Complete Classified Ad-Entry, Billing & Production Program. Other products include AR, Ad Scheduling, Subscription, Circulation Manager & Wire Capture. Call 800-458-4605 or www.classifiedgroup.com.

CREATIVE CIRCLE has the industry's best web-entry classifieds, community journalism and content management solutions; our sister consulting company specializes in redesigns. Most of our clients are small and mid-size publications but our software is also used by media leaders such as NBC and the Chicago Tribune. www.adqic.com

DISTRIBUTION SERVICES

AVAILABLE NATION-WIDE Let us distribute your paper in a unique, cost effective way while bringing in additional advertising revenue. Call 631.235.2643. The Email Shopper ask for Richard or email admin@theemailshopper.com

CONTENT PROVIDERS

SAVE TIME AND MONEY by purchasing your content from us. We supply entertaining and educational content to free weekly community papers around the country. No contract! Email us today: FactsWeekly@gmail.com or visit www.FactsWeekly.com

PUBLICATION BROKERS

KNOWLES MEDIA BROKERAGE SERVICES

Appraisals-Acquisitions
Sales-Mergers
Gregg K. Knowles,
Licensed Broker.
Office 661-833-3834
Cell 661-333-9516
Go to my WEBSITE for listings:
www.media-broker.com

FREE NEWSPAPER INDUSTRY NEWSLETTER

From W.B. Grimes & Co,
The Nation's #1 Broker
Offices Nationwide
(just e-mail us @ lgrimes@mediamergers.com) or call
(301) 253-5016.

AVAILABLE IN SOUTH FLORIDA for free publications (Weekly or Monthly). Call Tony Battallan. (561) 585-7537

WHAT'S YOUR PAPER WORTH? Free Newspaper Appraisal. Go to www.medi-mergers.com

EMPLOYMENT

MIDWEST FREE COMMUNITY PAPERS seeks a self-motivated professional for the position of EXECUTIVE DIRECTOR. Eligible candidate must demonstrate a proven track record in sales and marketing, management and leadership, and possess excellent human relations and communication skills. Previous experience in and/or knowledge of the free paper industry is preferred. Please send resume, cover letter, compensation requirements and references to: mfcpdirectorsearch@gmail.com

ADVERTISING SALES MANAGER

The Smart Shopper Group is rapidly expanding their Shoppers into the Sarasota Fl. Market and is in need of an experienced Sales Manager. This position will provide leadership and direction to Display Sales Representatives. Applicants must have a proven track record of motivating and managing a sales group. Shopper and/or weekly experience is a plus. Salary commensurate with experience. Please email your resume with a cover letter and salary requirements in confidence to R Knight, CEO at rknight@smartshopg.com

ADVERTISING SALES MANAGER

needed for Florida's largest group of community newspapers. Salary, liberal bonus and benefit package available for the right individual. Please send your resume with cover letter and salary requirements in confidence to: Lee Mooty, General Manager, to E-mail: Opportunity@Hometownnewsol.com Or Fax: 772-465-5301-EOE

EMPLOYMENT

MEDIA COMPANY looking for aggressive, hardworking, highly motivated advertising sales professional for Inside and outside sales, Sales Managers, telemarketing. We don't need sales people to make their goal, we need them to beat them. What's in it for you?

- Family atmosphere!
 - Excellent compensation plan with great incentives!
 - Great earnings potential!
 - Health, Dental, Vision, Retirement Plans
 - Ongoing training and development!
 - Room for advancement!
- Open territories in Cape Coral, Fort Myers, Bonita and Naples. Please email resume to: jkonig@breezenewspapers.com.

LIVE AND WORK

in fabulous Myrtle Beach, S.C. The Myrtle Beach Herald has an immediate opening for an experienced sales rep. Email resume to Tom Brown, tom.brown@myor-rynews.com.

IS YOUR CAREER WORTH 5 MINUTES OF YOUR TIME?

INVEST IN TRAINING BY THE PODFATHER, ROB ZARRILLI!

GO TO

WWW.AFCP.ORG
CLICK ON
MEMBER BENEFITS →
THE LEADERSHIP INSTITUTE →
PODCAST ARCHIVES

free paper INK CLASSIFIED ADVERTISING INFO

RATES: Up to 30 words \$25 per issue (additional words - 90 cents per word)

DISCOUNTS: 10% off for 6 months 20% off for 12 months

CONTACT: Phone: 877.203-2327 Fax: 720.528-7943 Email: afcp@afcp.org

EMPLOYMENT

ADVERTISING SALES

MANAGER All Island Media, Inc. publishers of Penny-saver, Town Crier and Trends is looking for an experienced sales manager to work in our Long Island office. This position will provide leadership and direction to Display Sales Representatives. Applicants must have a proven track record of motivating and leading sales in a similar environment. Please send resume in confidence to jobs@lipennysaver.com

WEEKLY PAID NEWS-

PAPER EDITOR. Seeking Weekly Newspaper Editor for two Community Newspapers in Clay County, Florida. Candidate must have prior newspaper experience, editing skills, writing skills, management skills, computer/Internet savvy, willingness to serve a local niche community, understand deadlines and ability to work with a fast paced production & marketing environment while maintaining high ethical standards. This is a full time position offering compensation commensurate to experience plus benefit package. EOE Please send letter of interest, experience and resume to jon@opcfla.com.

WANT
INFORMATION ON
THE LEADERSHIP
INSTITUTE?

GO TO
WWW.
AFCP.ORG

PUBLICATIONS
FOR SALE

REVENUE IS UP! Unique opportunity: four monthly publications in North Central Florida for sale. All publications are targeted toward high end senior gated communities. Two publications come with exclusive home delivery rights. All the newspapers are award winning. If you have looked at the stats on the senior market you will see the opportunities for the next ten years. Will work as consultant for one year if needed. For information call 352-804-1223.

KAMEN & CO GROUP

SERVICES – www.KAMEN-GROUP.com – info@KAMEN-GROUP.com
Myrtle Beach, SC publishing entity that distributes from Ocean Isle, NC to Kiawah, SC. North Carolina Shopper & Auto Magazine. Penny-Saver from Major East Coast Region. West Coast Independent Film/Movie Studio & Distributorship seeks investors and/or outright buyer. New Mexico Weekly Newspaper & Monthly Regional Magazine. New Mexico Statewide Monthly Health, Environmental & Sustainable Newspaper. Chicago, Illinois Cultural Regional Magazine. Honolulu-based (small) Book Publishing Co. Tampa, FL (area) Shopper – Mailed. Central Florida Regional Parents/Family Magazine – Mailed. Southwest FL Home Decorating Upscale Annual Glossy Coffee Table Books (two). Tennessee Magazine focusing on Locals. Texas Weekly Newspapers (five). Indiana Weekly Newspapers (two). Seattle, WA Niche Glossy Magazine. Pennsylvania Regional Magazines (three). Cleveland, Ohio Niche Newspaper. Kentucky

PUBLICATIONS
FOR SALE

(area) Newspaper Group. Las Vegas, Nevada Glossy Tourist Magazine. NYC (area) Newspaper Group. Famous Coupon Queen Booklet. South Dakota Weekly Newspaper. (Europe / Overseas Listings). Copenhagen, Denmark - Daily Newspaper. Jerusalem, Israel - Auto Parts (Manufacturing) Magazine. Florence, Italy - Cultural & Regional Magazines (four). Iceland - Weekly Glossy Tourist Magazine. Lucerne, Switzerland - Major Daily Newspaper Publishing Co. Geneva, Switzerland - Educational Magazine. Prague, Czech Republic - Science Directory. Budapest, Hungary - Book Publishing Co. London, England - Daily Newspaper. Edinburgh, Scotland - Weekend Newspapers & Tourist Magazines (six). Kamen & Co Group Services can help you to financially value your free distribution publishing entity. We have the experience and proven track record of correctly valuing all types of print & digital publishing organizations on a worldwide basis. Want to sell your valuable publication? We provide customized, confidential brokerage services and would be delighted to meet you at our corporate headquarters in Uniondale, Long Island, New York. Please call and schedule your visit; it would be our pleasure to welcome you! Need a new business plan for your title? Let us help you with creating a realistic and cost effective 2015/16 business plan that is concise and user-friendly. We are available to help you and your family. Simply call (516) 379-2797 or email us at info@KamenGroup.com /www.KamenGroup.com

PUBLICATIONS
FOR SALE

25 YEAR OLD WEEKLY paper for sale located Charleston, South Carolina - Family Owned - Debt Free - Financing available - Time for us to retire! - Call Richard @ 843-552-6826

NATIONWIDE W.B. Grimes & Company. Check out our complete list @ www.mediamergers.com

MISCELLANEOUS

OUTPERFORM YOUR CONDITIONS. Training and marketing materials supported by research that will help your staff sell more ads in this economy. Affordable and proven programs. John Peterson, 860-447-9198. Johncpeterson.com.

WANTED: Charlie Mouser advertising and sales training booklets. Contact Tom Griffiths at 970-590-1927 or email to: tomgriffis1@mac.com

WANT TO PLACE YOUR
OWN CLASSIFIED AD?

CALL
877-203-2327

EQUIPMENT FOR
SALE

INSERTING MACHINE for SALE: 12 into 1 Muller-Martini 227 inserting machine. Additional pockets also available. Contact Lee at lmsmith@theflyer.com or 813-635-3396.

NICE 6 SLOT MULTI- publication racks for sale, in good condition @ \$20.00 per rack. Can send a picture if interested. Please email Julie or Rob at julie@opcfla.com or rob@opcfla.com.

free paper **INK** CLASSIFIED
ADVERTISING
INFO

RATES:
Up to 30 words
\$25 per issue
(additional words -
90 cents per word)

DISCOUNTS:
10% off for 6 months
20% off for 12 months

CONTACT:
Phone: 877.203-2327
Fax: 720.528-7943
Email: afcp@afcp.org

Technology at your fingertips...
Money in your pocket!



- A Valuable Resource for AFCP Members -

The AFCP Digital Toolbox helps members find the right product and service providers to meet the varying needs of their publications. This handy resource tool lets you locate an appropriate provider and see a brief description of their products and services. If the company looks like they will be able to meet your needs, you have the ability to click right to their website for additional information and direct contact.

We encourage you to investigate and take full advantage of these partners in our industry, as their business is targeted at helping you improve your bottom line.

Check it out under the Member Benefits tab at...

www.afcp.org

NEW REVENUE

Sell EVERY DOOR DIRECT MAIL with our
WHITE LABEL solution - NO SETUP FEE!

Branded eCommerce Site

Your advertisers (or sales reps) target postal routes, choose design and print options, and order online – in 10 minutes or less!

Online Mapping Tool

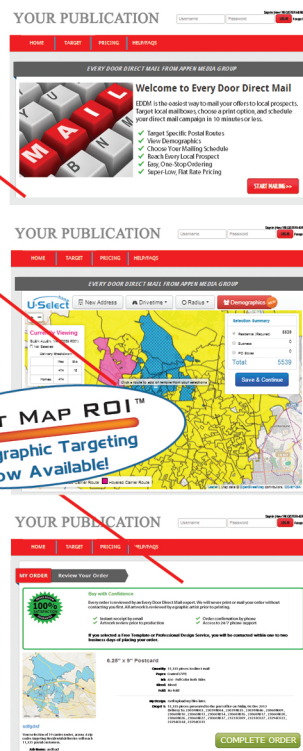
Enter any address, get local postal route data, and “click” to select routes. Create multiple campaigns, save data for future, and more!

Order Online 24/7

Your advertisers self-transact and our automated process fulfills and delivers each direct mail campaign.



**FREE DEMO
CALL NOW!
800-481-1656**



**no more
high
credit card
processing
fees cutting
into your
profits**

AFCP members have the option of enlisting the services of MSG Payment Systems to provide competitive, member-only rates for your credit card processing.

To learn more about this member benefit, contact the AFCP office or look for MSG Payment Systems in the AFCP Digital Toolbox at: **afcp.org**

**Got a newsworthy event
going on with your business
or with your staff?**



Send the details and a photo to
DJNeuharth@aol.com so it can be
considered for inclusion in the next
issue of Free Paper INK.

THE FREE PAPER INDUSTRY'S NEWS SOURCE
WWW.AFCP.ORG

San Diego's Opening Keynote - Sam Richter
will provide attendees the keys to...

KNOW MORE!

**Online Information Search Secrets to
KNOW MORE! than you ever thought
you could (or should) to win more
business and provide more value.**

When you Know More! about prospects and clients you ensure relevancy with every sales call, every meeting, every time. With relevancy, you connect on a personal level, make the other person feel important, and achieve "permission" to ask meaningful, value-based questions. Most important, when you Know More! and show that you can solve real problems, you win and keep more business. Discover how to use the "impersonal Web" to "personalize" your business relationships.

Set Sail For Success!

SAN DIEGO
Annual Conference and Trade Show 2016

Sheraton San Diego
Hotel & Marina

April 28-30, 2016

The Free Paper Industry's
Largest Annual Event

