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

DECEMBER**2017**JANUARY**2018**
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*Season's
Greetings*

MARCUS SHERIDAN

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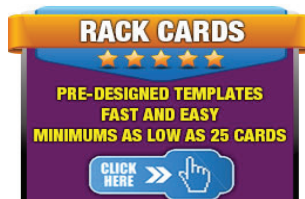
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COMING next month

The February INK will examine the opportunities for training in the industry and detail the Baltimore conference programs, people and activities.

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

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

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December 2017 / January 2018

Season's Greetings!

Our Wish For You This Holiday Season...

All of us at AFCP would like to wish each of you a very happy and safe holiday season and a new year filled with hope, success and professional growth for each and every one of you.

We would like to take this opportunity to thank you for your involvement in the community publication industry and continued support of our association and its initiatives.

Let this be a year where we all become more involved with our families, our industry and this great nation.

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Best of the Best Awards

afcp



Enter AFCP's 2018 Best of the Best Publication Awards contest and show the rest of the world your best work. Use your winning entries to promote your staff, your advertisers and your national award winning publication! **MARK YOUR CALENDARS!** Entries must be postmarked by January 22, 2018. Forms are available for download from the AFCP website www.afcp.org or email the AFCP staff at Loren@afcp.org for more information.



Dave Neuharth

DAVE NEUHARTH
EDITOR

Looking **back** at 2017 & glancing **ahead** to 2018

LOUISVILLE IS HIGH ON THE LIST of successes for the Association of Free Community Papers (AFCP) in 2017.

As AFCP Executive Director Loren Colburn commented in Free Paper INK, "We knocked it out of the park."

There was so much going on at this conference that it was hard to keep up with all the activities. The attendees were treated to the largest fireworks show in the U.S. and to the much heralded Thunder Over Louisville air show. We had ringside seats.

Papa John's Pizza hosted a luncheon for the group and the founder and owner of the pizza chain, John Schnatter, showed up to meet and greet the AFCP members attending.

Excellent training sessions and plenty of awards were part of the conference. Dan Buendo was the recipient of the AFCP Publisher of the Year award. Buendo is the owner and publisher of Reminder Publications in East Longmeadow, Mass. Dan Alexander was honored with the AFCP Craig S. McMullin Distinguished Service Award. Alexander is the owner and publisher of Denton Publications, Inc., located in Elizabethtown, N.Y. Lee Borkowski was honored with the annual Gladys Van Drie Volunteer Award. Borkowski is the publisher of the Richland Center Shopping News in Richland, Wis.

At the conference AFCP also honored the "Best of the Best" in the editorial and graphic awards competition. The 2017 contest included over 1,300 entries in 90 different categories. Appen Media Group in Georgia topped the list of winners with 21 awards including eight for first place.

In October the AFCP board appointed John Hemperly to the National Advertising Network Inc. (NANI) board of directors. Hemperly is the sales

manager for Engle Printing & Publishing Co. in Mount Joy, Pa.

The Independent Free Papers of America (IFPA) named Joe Mathes as the recipient of its annual Distinguished Service Award at its annual conference. Mathes company's network, USAreaCars, is a consortium of online vertical automotive sales sites, developed to help publishers remain successful in meeting the needs of automotive customers. LouAnn Sornson of Metro Creative Graphics was honored with the annual IFPA Ben Hammack Award.

A longtime associate member of AFCP and the owner of Merrimac Software, Tom Vachon, passed away in February at Mountain View Community in New Hampshire. He died at the age of 73 following a long struggle with pulmonary disease and heart failure.

You can bet the AFCP conference committee is already hard at work planning its May 3-5, 2018 conference in Baltimore. The challenge is always, "Let's top the last conference."

Here we go again. There have been efforts in several states in the past to tax advertising. Now we are watching the United States Congress and the White House, which are expected to release a federal tax reform proposal in the next few weeks. Members of the House and Senate tax-writing committees are currently working to determine how to pay for the bill. Yes, a federal tax on advertising may be part of the proposal. **INK**

In Memoriam: Tom Adams



TOMMY "TOM" ROGER ADAMS

passed away on October 21 at the hospital in Boca Raton, Florida. A native of Kentucky, he was born on February 29, 1948.

A resident of Boynton Beach, Adams is a former member of the Community Papers of Florida (CPF) board of directors.

He recently served as director of sales of the Forum Publishing Group in Southeast Florida. In his last position he was responsible for sales, production and the operations staff. He was appointed to the CPF board in 2013 and served until 2016.

Adams was involved in a successful roofing and manufacturing company for 18 years when he decided to retire in Boynton Beach. Bored with retirement he met with Scott Patterson, the publisher of the South Florida Newspaper Network (later the Forum Publishing Group and now the Sun-Sentinel Media Group) and accepted employment as a display sales representative.

After three months of selling ads he advanced to the senior sales manager position, responsible for the Jewish Journals in the West Palm Beach area. At that time the company published numerous papers with a circulation of over 900,000.

Over the years Adams was active at the CPF conferences. He generously shared his knowledge, was the life of the receptions and was well respected by colleagues.

A few comments from Facebook: "He was a wonderful man loved by all. We were blessed to have him as a boss and he made everybody feel appreciated."

"It was an honor to have known and worked with Tom. He was a special person."

"You will be missed Tom. You were the greatest boss, friend and mentor."

Adams was married to Sharon for over 50 years. They raised two grandchildren, Devin and Caitlin.

He is survived by his wife, Sharon, daughter Jennifer Adams, grandchildren Devin Butterfield, Caitlin Coppozi and numerous brothers and sisters and nieces and nephews. **INK**

IN REMEMBRANCE



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Magazines NWD 38 M Wire Rack

Tabloid NWD 36 T Wire Rack

SC-1900-R Free Distribution

SC-2500 Free Distribution

SC-2600 Free Distribution

Continued on page 7

“From the Basics to the Innovative”



A profile of Mirabel Technologies' The Newspaper Manager

THE NEWSPAPER MANAGER IS A PRODUCT OF Mirabel Technologies, a privately owned, international software company headquartered in South Florida with representatives throughout North America, Europe and India.

Company President Mark McCormick founded the company with a vision to improve the publishing industry using technology.

A 20-year veteran of the publishing industry, McCormick launched over a dozen successful magazines to build the industry's first web-based publishing system. The Magazine Manager was the first web-based CRM specifically built for publishers. As Mirabel's first and flagship product, The Magazine Manager has become the global leader in publishing solutions, serving over 15,000 publications worldwide.

Since The Magazine Manager has launched, several other products followed suit including Mirabel's DigitalStudio, The Newspaper Manager, Flip & Share, and now its newest, most advanced platform, Mirabel's Marketing Manager.

Building upon this success, Mirabel Technologies introduced a sister product, The Newspaper Manager, in 2013 along with Mirabel's Digital Studio for pagination and digital edition publishing. Now Mirabel Technologies is creating products with relevance both inside and outside of publishing. Its latest product, Mirabel's Marketing Manager, helps companies identify leads and grow sales through data and marketing intelligence.

As a member of the Association of Free Community Papers (AFCP), the company sets up a Newspaper Manager booth at the annual conference.

The Newspaper Manager product is a publishing CRM that reduces overhead costs by connecting sales, production, accounts receivable, and integrated marketing within one simple package.

This flexible mobile-friendly platform equips sales reps to generate more ad revenue while saving time throughout production and billing. Features include ad order entry, invoicing, credit card processing, multimedia contract management, automated proposal generation, classified ad management, online



Company President Mark McCormick founded the company with a vision to improve the publishing industry using technology.

pagination, custom reporting, digital and mobile edition creation, and more.

McCormick is a Bachelor of Arts graduate of Notre Dame. Following college, he served six years as a U.S. Naval officer.

Prior to founding Mirabel Technologies, he served as president of Gulfstream Media Group. At Gulfstream, McCormick expanded the reach of Gold Coast Magazine, the longest running city regional magazine in Florida, and launched a dozen new titles including Boca Life Magazine, Miami Design, Stuart Magazine, Jupiter Magazine, The Palm Beacher, Boca Design, and Fort Lauderdale Daily, a website heavily trafficked by locals and tourists. He initially served as managing editor before becoming advertising director and eventually the president of the company. **INK**



Meet AFCP's most northern member: Vegreville News Advertiser

THE MOST NORTHERN member of the Association of Free Community Papers (AFCP) is the Vegreville News Advertiser in Vegreville, Alberta, Canada.

The News Advertiser reports on surrounding communities' news and events and helps businesses to advertise their services.

The publication offers printing and copying services for individuals and businesses such as flyers, business cards, invoices, letterheads, envelopes and tickets. Promotional items such as pens, mugs, calendars, mouse pads and golf products are also available.

The News Advertiser is largely involved in creating and executing sponsorship programs for communities including billboards, rink boards, naming rights and other activities. The News Advertiser print shop includes state-of-the-art color and black and white digital equipment, a small digital duplicator as well as a large format printer and label printer. The print shop is enhanced by a full art department and bindery.

The Vegreville News Advertiser was established in 1950. For over 75 years, it has provided local communities with the means to promote themselves through news and advertising. The News Advertiser is a free market coverage paper covering over a 60km (37 mile) radius surrounding Vegreville with a distribution of 11,801 papers delivered door to door and by mail.

In 1970 the News Advertiser was purchased by the Beaudette family. Daniel "Dan" Beaudette grew up with the newspaper. He started his publishing career as a newspaper carrier when he was eight years old. He worked in each department of the paper until he was 20 years old.

At that point he headed for the lights of the big cities and ventured into other lines of work.




Dan, Arthur and Albina Beaudette own and publish the News Advertiser in Vegreville, Alberta, Canada.

After six months, he was back in the publishing business in Vegreville. The paper became available for sale in 1970 when he was 22 and the family became the owner and he became the publisher.

Since the purchase, his wife Albina has taken care of the bookkeeping and his son Arthur, who grew up with the business, serves as the operations general manager.

After 47 years of ownership, Beaudette has no plans for retirement. He still enjoys the work and the many changes made in publishing over the years. His favorite pastime is golf.

He credits the success of the News Advertiser to good employees and to staying involved in the community by supporting activities such as the chamber of commerce and charity events.

Beaudette has been a member of the Association of Free Community Papers since 1975. In the early 2000's he served as a member of the board of directors. 

Bruce Trogdon Wears Two Hats

WEARING TWO HATS HAS LED TO SUCCESS IN publishing and in the horse racing world for a member of the Association of Free Community Papers (AFCP).

Bruce Trogdon is the founder and CEO of The Post Newspapers headquartered in Medina, Ohio. He also started and owns Emerald Highlands Farm in Mt. Vernon, Ohio.

On the publishing side, it began when Trogdon was 18 years old and selling advertising at the local weekly newspaper in Rittman where he grew up. He was working his way through Wooster College.

He left the subscription weekly newspaper and started a free newspaper, The Chippewa Valley Messenger. He was joined by his college sweetheart (now his wife, Sabrina) in this venture.

The Messenger had a successful \$1 classified ad section called The Trading Post. The success later evolved into nine weekly Post Newspapers near the Cleveland area. The company was founded by the Trogdons in 1975 and has since grown to cover a four-county area. The nine Post publications provide the highest market saturation of any print media in the marketing area of Medina County. The Post offers both print and digital editions. The papers are mailed weekly to every home free by request.

Over the years The Post has won numerous industry awards, and it was named America's best free newspaper three years in a row.

In the horse racing world, Trogdon started out as a kid who liked to go to the horse races with his dad. "He was a small-time grocer who took one day off a week to go to the track, drink beer and bet. Like father like son. But I was always an outdoor guy and quickly developed the urge to start a breeding farm. I taught myself to foal and breed and break the horses," Trogdon said.

While he was attending college his first year and working at a newspaper, he managed to save \$3,000. He used the money to claim a race horse. That one horse eventually grew into a 260-acre breeding farm with over 100 horses – Emerald Highlands Farm.

The farm, which was started in 1982, has bred and sold multiple Breeders Crown champions while also keeping and racing homebreds.

This year has been one of the most successful for Emerald Highlands.

Due to the dispersal of a farm in 2013, Trogdon and his team were able to acquire Arm-

bro Cinnamon in foal to Dragon Again. The result was a foal born on April 16, 2014, Fear The Dragon. The \$15,000 purchase is looking like a steal as the colt has been a winner. The highlight of Fear The Dragon's races took place in Canada at Mohawk Raceway in June when he captured the \$1 million Pepsi North

There's time for both learning and fun at AFCP conferences. Trogdon takes part in a horse race at the Louisville conference (above), and teaches a session (at left).



North American Cup champion Fear The Dragon and his connections (above).
– Photo by New Image Media

Trogdon raises a trophy high in triumph after a winning race (at left).



America Cup. It was the horse's sixth straight win.

"Most of our mares and racehorses are homebreds these days," Trogdon said. "We do buy two or three outside mares each year at the Harrisburg sale to keep expanding our bloodlines. Fear The Dragon was the result of one of those purchases.

"I still have both businesses and am passionate about them. My wife retired but my son Mike is now our publisher, and I kicked myself up to CEO so I could spend more time with the horses," said Trogdon. **INK**

Bill Welsh Foundation Update

by Loren Colburn

THE BILL WELSH FOUNDATION WAS FORMALLY established in 2015 to recognize the enormous impact Bill Welsh had on the people and initiatives within the community publication industry. The foundation was initially established through the generosity of Kacie Conner and Gary Gerlach with their initial contribution of \$10,000 to the foundation and a commitment to cover all legal and filing fees to set up the non-profit foundation.

That initial contribution came with a challenge to the industry that if through contributions to the foundation to match the original \$10,000 and raise another \$10,000 over that amount – they would contribute an additional \$10,000 to match. We are pleased to report that to date, the contributions of our members in cash donations, contributed rebates and the Silent Auctions held each of the last three years at the AFCP annual conference has surpassed that \$20,000 goal for the matching contribution by raising \$21,820.86 to date.

The mission of the foundation was built on Kacie and Gary's belief in supporting stipends in the name of Bill Welsh for young professionals to attend conference whose character displays the same natural enthusiasm for the industry, courageous problem solving, willingness to lead and love of people that was so much a part of Bill. Bill's special love of AFCP makes this a most appropriate place to honor his name for many years to come.

The Bill Welsh Foundation will continue to provide educational opportunities to young professionals in the community publication industry through supporting participation in the experiences provided at the annual conference. These stipends are provided in the form of



Bill Welsh's grandchildren at the annual golf outing.

travel reimbursements for Rising Stars who attend the annual conference and participate in the specialized training and programs available to the Rising Stars. In that effort, AFCP will continue to support the foundation's efforts by conducting the Silent Auction each year and then encouraging continued contributions by member publications. **INK**

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AFCP Announces Baltimore Keynote: Marcus Sheridan!

by Trevor Slette, 2018 Conference Committee Chair

CALLED A "MARKETING GURU" BY THE NEW York Times, the story of how Marcus was able to save his swimming pool company, River Pools, from the economic crash of 2008 has been featured in multiple books, publications, and university case studies around the world – and is also the inspiration for his latest book, "They Ask, You Answer," which was dubbed the #1 marketing book to read in 2017 by Mashable and one of "11 Marketing Books Every CMO Should Read" by Forbes.

Marcus will share his programs for building trust and loyalty with today's consumers by becoming their go-to source for helpful information. The businesses and brands that can do this better than anyone in their space can, literally, become the Wikipedia of their industry and ultimately gain the consumer's trust AND an incredible amount of market-share in the process.

In this talk, attendees will:

- Discover just how much buying habits have changed and why "name recognition" is no longer enough;
- Learn the types of transparent and honest content that move consumers to not only notice a

brand but to switch to new ones as well; and

- Find out exactly what must be done to become the "voice of trust" in your space.

With a focus on content, Marcus will explain in detail the magical effect great content has on the buying process, as well as the impact it has on leads, appointments, closing rates and more. If you're looking to get your Sales Team excited and engaged in the way consumers use content to buy today, you won't want to miss this opening keynote.

Known for his incredibly unique ability to excite, engage and motivate live audiences, Marcus Sheridan has become a highly sought-after international keynote speaker and consultant in the digital sales and marketing space and is, according to Forbes, one of 20 "Speakers You Don't Want to Miss." As founder and president of The Sales Lion, he also works with hundreds of businesses, helping them to become the most trusted voice in their industry while navigating the ultra-fast rate of change occurring within consumers and buyers today.

Now that's something to get excited about! Baltimore May 3-5, 2018! **INK**



AFCP's Idea Exchange

1st Place – \$500.00

2nd Place – \$250.00

3rd Place – \$100.00



Entry Deadline:

March 1, 2018

Presenters Notified:

By March 31, 2018

Presentations:

**At the 2018 AFCP & MACPA
Conference in Baltimore,
Maryland, May 3-5, 2018**

BACK BY POPULAR DEMAND, WE WILL ONCE AGAIN hold the AFCP Idea Exchange at the 2018 AFCP & MACPA conference in Baltimore! But this year with a bit of a twist...

Introducing..... Shark Bank!

The team has come up with a great new session that will make idea sharing more fun than ever! Based on the popular hit TV series Shark Tank, we have created our own version of the "show" that will play out live at the 2018 conference in Baltimore! The idea exchange participants will present before a panel of five industry experts ("Sharks") who will question, critique and/or praise your ideas, with the goal of getting the Sharks and the audience to "invest" in your idea!

We know you have those creative and innovative ideas that you have implemented at your own company, so why not share them with your peers and give yourself a chance to win some cold hard cash at the same time?

Member publications are asked to submit an idea that they have utilized in their own company successfully. Ideas need to be submitted on the official entry form accompanied by any materials that you feel will help us understand your idea. The ideas will be voted on at the session in Baltimore.

REMEMBER – an idea does not have to be original to be entered, but it does have to be something that was successfully implemented in your operation. Just remember – there are no bad ideas if they are making money!

Official forms can be found at the link on the right side of the afcp.org home page. **INK**



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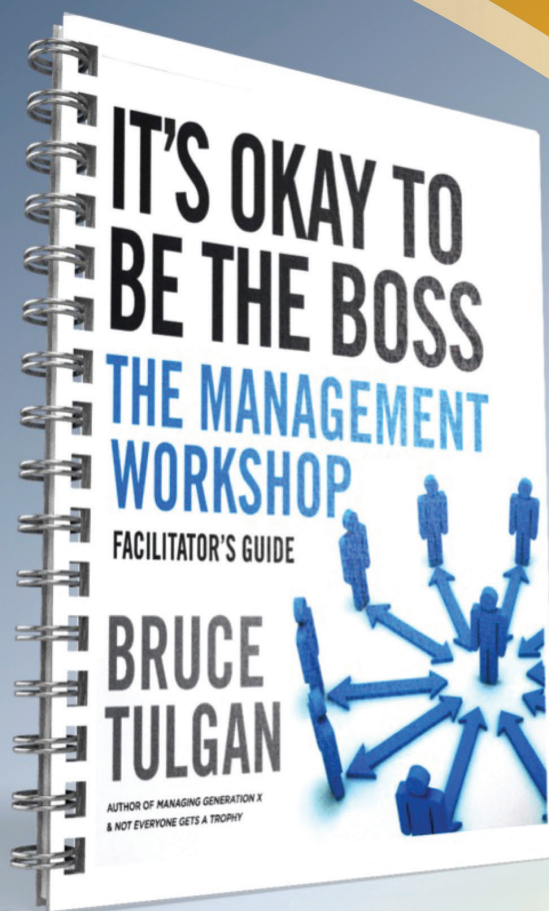
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The Leadership Institute (TLI) and AFCP are offering this 6 class sequence designed to provide participants with the knowledge to be more effective hands-on managers.

Successful completion of all 6 sessions while at the Baltimore conference will earn participants a professional development certificate from The Leadership Institute as well as receiving credits toward obtaining the advanced certification from AFCP as a Certified Advertising Executive (CAE).



For More Information Contact:

AFCP Office at 877-203-2327

Class Registration will be part of your normal conference registration...but hurry as seating is limited!



A musical journey:

Lessons learned from cassette players

by Shane Goodman

SOME OF YOU MAY remember the days of cassette players. As a teenager, I spent nearly every spare dollar I had on cassettes from my favorite artists — Van

Halen, Bon Jovi, Bruce Springsteen and even A Flock of Seagulls (yes, I just admitted to that). Cassette players had some unique features over 8-track or record players, with one of the greatest being the ability to quickly fast forward or rewind. (Ever wonder why rewind wasn't called "fast rewind"?) Here are some of those cassette player features that all of us in the free paper industry can learn from today:

REWIND – What special sections worked? Did the design training help? Which digital initiatives actually turned a profit? We have to ask ourselves questions like these so we can do more of what worked and less of what didn't. But looking back can also be dangerous if we dwell on it too much. We can't beat ourselves up over making bad hires, overinvesting in the gadget of the month, or learning that we should have collected competitive print bids. What's done is done, so get your finger off the rewind button.

RECORD – None of us have perfect memories. We sometimes forget what worked and what didn't. Rewinding isn't always enough. We need to document our successes and our failures and refer back to them from time to time. Don't be afraid to record.

FAST FORWARD – As we close the door on 2017 and look to 2018, what should we prepare for? Printing prices have gone up. Postage costs appear to be increasing. Health insurance options are costly and limited. Good employees are becoming more difficult to find. And digital options proved to not be the savior that so many claimed it would. We now have a good idea of what the future will bring, at least for 2018. Be prepared so you can fast forward through those struggles.

PLAY – So, what's the good news, you ask? For the vast major-

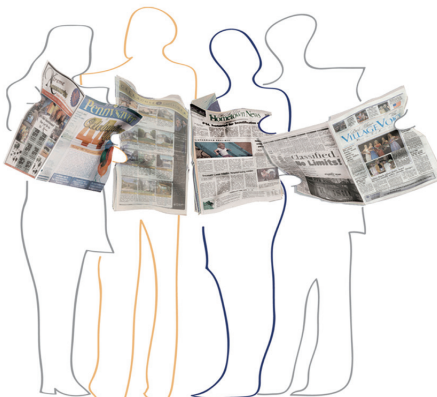
ity of us, it is that our readership is as strong as it has ever been and that local businesses need more customers. Consumers continue to look to us as the leader for news and information. There is plenty of fraud and fake news on the Internet and social media, which is why we need to continue to push the "PLAY" button and be the trusted and steady local source that listens to our customers and provides creative solutions. A "PAUSE" may be in order from time to time, but "STOP" isn't an option. Keep pushing play.

EJECT – Cassette players are now a thing of the past, but music is popular and always will be. The same can be said for local news and information. Our publications of the future may not look and feel like they do now. In fact, they may not be publications at all. But if we are honest, our publications today are much different than the ones of just a decade or two ago. You may remember how cassettes would wear out in time. Our publications can, too. Times and trends change, and once in a while we have to push the EJECT button and load something new. We just have to be careful about what we reload with.

DUBBING – Did you ever notice how cassettes that were copied or "dubbed" never sounded as good as the originals? That's true in the free paper industry, too. New start-ups want to do what we do, but the cheap imitations rarely last for the long haul. This also goes the other way. We have dozens of people in our market selling website development, social media campaigns and apps. Your company may be selling these services, too. And if you are doing well, then I congratulate you. If you are not, then I suggest you refocus your efforts on what made you successful to begin with. Work to improve what you are good at and avoid "dubbing" others.

So, whether you rewind, record, fast forward, play or eject, I wish you all the greatest successes in 2018. It's a musical journey.

As always, thanks for reading. 



 SHANE GOODMAN
AFCP PRESIDENT
CITYVIEW

5 Tech Tools to Grow Your Publishing BUSINESS

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business in 2017.



SiteSwan

What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website...you can change that and make money all at the same time.

How much does it cost: Plans start at \$99/mo
www.siteswan.com

Ideal Directories

What is it?

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

How can it help you grow?

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

How much does it cost: Plans start at \$99/mo
www.idealdirectories.com





PageFlip Pro

What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully-responsive interactive Page-Flip Digital Editions.

How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is always up-to-date with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers...plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

How much does it cost: Pricing starts at just \$1 per page (based on volume).

www.pageflippro.com

Exchange Classified Ads Platform

What is it?

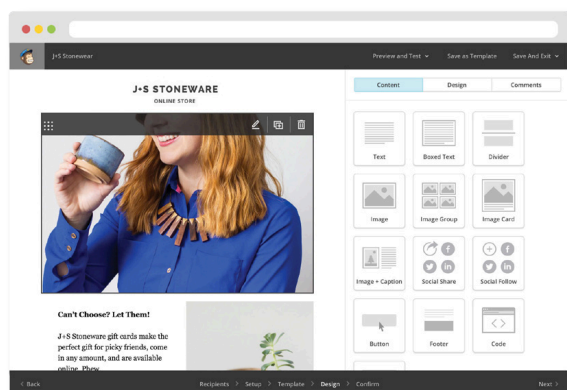
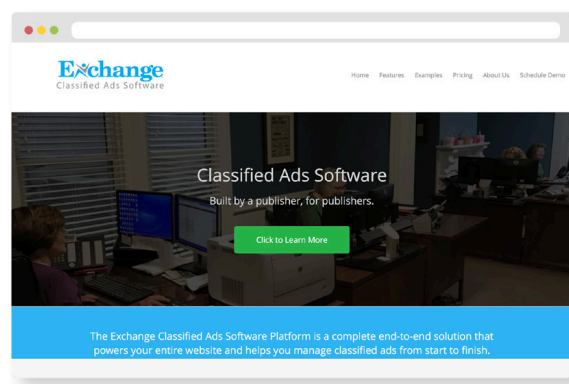
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated upsell opportunities to add a photo to an ad significantly boost average ad cost. Your staff all have separate logins to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

How much does it cost: Plans starting at \$685/mo

www.classifiedads.software



Mailchimp

What is it?

An easy-to-use email marketing system that lets you send out thousands of emails at once.

How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

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

www.mailchimp.com

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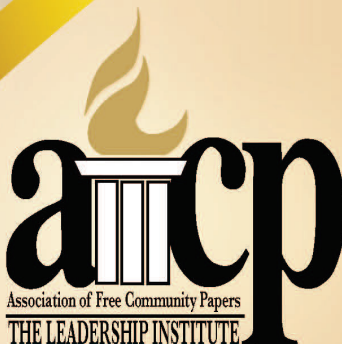
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The Leadership Institute (TLI) and AFCP have put together this 6 class sequence designed to provide advertising sales professionals the key selling skills to master this Engagement Selling Program (ESP).

Successful completion of all 6 sessions and the competency evaluation at the Baltimore conference will earn participants a professional development certificate from The Leadership Institute as well as fulfillment of the core course requirement component for earning their Associate Advertising Executive (AAE) certification from AFCP.



For More Information Contact:

AFCP Office at 877-203-2327

Class Registration will be part of your normal conference registration...but hurry as seating will be limited!



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!

"Around here we don't look backwards for very long. We keep moving forward, opening up new doors and doing new things, because we're curious...and curiosity keeps leading us down new paths."

– Walt Disney

WALTER ISSACSON IS ONE OF MY FAVORITE WRITERS.

He has written award winning biographies of Benjamin Franklin, Albert Einstein, Steve Jobs, and most recently Leonardo Da Vinci. During a recent television interview, Issacson said that he believed what made his subjects great was their boundless curiosity. Their burning desire to learn more about their world drove them to do groundbreaking work and, to use Steve Jobs' phrase, to "make a dent in the universe."

Curiosity is also a key factor in achieving success in our industry. In the last decade or so, the publishing industry has been buffeted by wave after wave of technological and cultural changes. Papers and people who tried to maintain the status quo found themselves washed away in a tsunami of change.

Using the past to predict the future gives one a false sense of security. Saying this "worked" last year, it should "work" next year is dangerous; this kind of thinking assumes that the environment has remained static, a strategy better suited to the middle ages than the 21st century. When confronted with an unfamiliar situation or a new challenge, the first thing that pops into a curious person's mind is, "That's interesting. I gotta' check this out!"

Curious people ask a lot of questions. They are truly interested in other people. This is a distinct advantage in sales. Customers sense this genuine interest in their business and are much more forthcoming with information about their needs and goals. For this reason, the curious salesperson quickly gains insight into their client's business and what is important to them.

Curious people like to experiment, to try things out and see what works. This makes them innovators and excellent problem solvers. They enjoy experimenting with new products and sections, they enjoy trying out new sales approaches and techniques. Marketing experts characterize these people as "first adopters," who are always on the cutting edge of technological and cultural trends.

When recruiting new salespeople, I asked questions designed to reveal the candidate's level of curiosity. I would inquire about what new restaurants they had tried or what new books they were reading. I knew that if I could hire naturally curious salespeople, they would be unnaturally successful. **INK**

Baltimore, a City in Review

by Samantha Husted, Rising Star

BALTIMORE IS A CITY WITHOUT LIMITS.

Over the past few months, we've learned a lot about Maryland's finest. We've covered everything from Baltimore's unique history, to its cuisine and nightlife. We've even included where you can find the best Jell-O shots in the city. You're welcome.

In preparation for the 2018 Association of Free Community Papers conference, we've compiled a comprehensive overview of all things Baltimore. Whether you're looking for a night out on the town or a really delicious crab cake, we've got you covered. Below is a list of what you can expect from the coastal city.

Baltimore is a sprawling metropolis best known for its vibrant neighborhoods and historical landmarks. It's often dubbed the "city of neighborhoods" due to its diverse districts and suburban landscape. The AFCP conference is taking place in Baltimore's Inner Harbor, which is located in the Central region of the city.

Historically, the Inner Harbor was once a major port of entry for immigrants coming to the United States. It was the second largest behind Ellis Island in New York City. Now the harbor mainly acts as a historical landmark and tourist destination. Visitors can enjoy an array of fun activities including sight-seeing, shopping, and of course, eating.

If you want to try for some traditional Baltimorean grub such as Maryland blue crabs, crab cakes, pit beef, and lake trout, the harbor is the place to be. Here are our top four food destinations in and around the historic Inner Harbor.

Philips Seafood – Located in the "heart" of the Inner Harbor, Philips Seafood is the go-to stop for mouthwatering crab cakes. The family-run restaurant has been in operation since 1916. They prepare their award-winning crab cakes to perfection using an old family recipe. Besides crab, the restaurant also offers a variety of seafood and non-seafood options. Check them out at 601 East Pratt Street.

Power Plant Live! – Power Plant Live! is a condensed area with an assemblage of fun and diverse restaurants, bars, and clubs. They offer a little something for everyone. If you're looking for an adventurous night out, I'd suggest giving it a go. As for food and drink, check out Aggio for a romantic Italian dinner or Leinenkugel's Beer Garden for a craft brew. MEX Tequila Bar has authentic Mexican food and margaritas that are supposedly out of this world. 34 Market Place.

Hungry Andy's – Hungry Andy's is located in the Fells Point neighborhood just east of the Inner Harbor. The cornerstone establishment offers visitors some good old fashioned Baltimore pit beef. Pit beef, for the uninitiated, is kind of like a roast beef sandwich on steroids. It's typically made from thinly sliced pieces of grilled roast beef topped with horseradish and onions and served on a Kaiser roll. It's delicious and cheap, a match made in heaven. 629 South Broadway.

Bergers Cookies – Got a sweet tooth? If so, stop by Bergers Cookies. Henry Berger, a German immigrant, founded Bergers Cookies in 1835. For over 182 years the Berger family has been supplying the



Photo Credit: Dean Ray

people of Baltimore with mouth-watering cookies, hand-dipped in chocolate fudge. Bergers Cookies are an iconic must-have! 400 West Lexington Street #47.

The Inner Harbor is also home to a variety of family-friendly institutions. If you're interested in history there are plenty of monuments, museums, science centers and aquariums to visit. Here are three.

Fort McHenry National Monument – Did you know that Baltimore is the birthplace of "The Star Spangled Banner"? The Fort McHenry National Monument commemorates a successful battle fought during the War of 1812 in which the fort defended the Inner Harbor against the British Navy. This particular battle is credited with being the inspiration behind our national anthem. 2400 East Fort Avenue.

Maryland Science Center – Opened in 1976, the Maryland Science Center is a great place to take the kids. The center includes three levels of exhibits, an IMAX theater, an observatory, and a planetarium. Take a visit over to the center. You may be surprised by what you discover. 601 Light Street.

National Aquarium – Each year nearly 1.5 million people visit the National Aquarium. It is Maryland's most popular tourist destination. The nonprofit aquarium offers interactive exhibits, fish and sea life of all shapes and sizes, and a 4D immersion theater. 501 East Pratt Street.

Finally, as we all know, a conference weekend isn't complete without at least one good night on the town. If you're looking for an unencumbered night out we've got some options for you. Below are two essential Baltimorean drinking establishments.

Walt's Inn – Now this is an authentic Baltimore dive. Walt's Inn offers guests cheap Jell-O shots, cheap beer, cheap mixed drinks, and a whole lot of personality. The bar is also Baltimore's premiere spot for karaoke. They have a huge book of songs to choose from and a great crowd. The bar runs karaoke every night of the week from 6:00 p.m. to 1:00 a.m. 3201 O'Donnell Street.

Cat's Eye Pub – Cat's Eye Pub was recently named one of the best Baltimore bars by the Baltimore Sun. The bar is located in the historic Fells Point neighborhood and has been in business since 1975. Stop by for live music, an eclectic, yet cozy atmosphere, and a large collection of craft brews. 1730 Thames Street.

Baltimore is an energetic city bursting with opportunity. The metropolis is jam-packed with culture, history, and tradition. Whether you're a foodie, a shopper, or a history buff, Baltimore has something for you. See you in May! **INK**

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The Five Levels of LISTENING

by John Foust

LYLE IS AN ADVERTISING MANAGER

who understands the value of listening. "One of my first bosses talked incessantly," he told me. "She boasted about her intelligence and acted like no one else's ideas were worth considering. Every now and then – usually in staff meetings – she'd say, 'I'm not a good listener,' then she'd keep on talking.

"One day, she announced that the secret to being a good listener was to sit on your hands. Since most people gesture when they talk, she thought sitting on your hands would turn you into a better listener. That was ridiculous, because all it would do is remind you to stop talking so much. But when you're not talking, that doesn't necessarily mean you're listening. The funny thing about her so-called secret was that no one in the ad department ever saw her sitting on her hands or doing anything else to become a better listener."

Lyle said, "I've learned that listening is a crucial sales skill. There's a lot of useful information out there – online, books, seminars – for ad managers to share with their sales staffs. One of my favorite concepts involves five levels of listening: Ignore, Pretend, Selective, Attentive and Empathic."

Lyle said, "I've learned that listening is a crucial sales skill. There's a lot of useful information out there – online, books, seminars – for ad managers to share with their sales staffs. One of my favorite concepts involves five levels of listening: Ignore, Pretend, Selective, Attentive and Empathic."

Let's take a closer look at Lyle's listening breakdown:

1. **Ignore:** "Although this is not listening in a technical sense, it's a response to a listening situation," Lyle said. "Ignoring a person who is speaking is totally unacceptable, both in one-on-one and in group settings."

This can be seen as a form of punishment. For example, Person A ignores Person B, because he or she is angry or hurt. Or it may be a signal of perceived superiority or dislike.

2. **Pretend.** "This is almost as bad," he explained, "but it doesn't intentionally try

to damage the other person."

Pretend-listening is often accompanied by fake smiling and excess head-nodding, none of which is likely to fool the other person. And if the speaker asks the pretender's opinion, the phony will be exposed.

3. **Selective:** "We're all guilty of this at times," said Lyle. "It's a little like skimming through a book until you see something that interests you. But along the way, it's easy to miss things. And the person who is speaking can be distracted by not having the other person's full attention."

4. **Attentive:** "Now we're getting somewhere," he said. "This is where the listener pays close attention to the speaker. It becomes a dialogue, where the listener picks up details and asks for clarification."

5. **Empathic:** "This is the highest level," Lyle said. "Some people call it reflective listening. When you empathize with another person, you understand their situation and hear them out. You're demonstrating that what they're saying is important, and you're getting in step with them. You can ask questions, of course, but the objective is to gain deeper understanding and not to change the subject."

What's Lyle's bottom line? "Be a better listener. You'll not only sell more, you'll have better overall rapport with people." **INK**

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

Associations IN the NEWS

THE FLYER PICKED UP THE LION'S share of the awards in the Community Papers of Florida "Awards for Excellence" competition held recently at their annual conference in Stuart. The Flyer took home 20 awards including seven for first place.

The Laker/Lutz News was honored with the "Best of Show" award.

THE INDEPENDENT Free Papers of America (IFPA) has partnered with Metro Creative Graphics to provide members with information sheets that discuss the elements of making better ads, PDF

pages of internal sales and graphics training or as a refresher course.

Members can also e-mail or deliver individual pages to clients who may benefit on how to make better ads.

THE NORTH AMERICAN Mature Publishers Association (NAMPA) announced its top awards for publishing excellence at their 2017 national convention at the Hyatt Lodge at McDonalds Campus in Oak Brook, Illinois, on September 25.

NAMPA publications were independently judged by the

University of Missouri's School of Journalism, widely considered one of the top journalism schools in the country.

This year, there were 145 awards presented at its award banquet in a wide variety of categories, including general excellence, writing/editing, design, content, concept, photography,

and website excellence.

The highlight of the gala awards banquet was the announcement of the 2017 "Best of Show" award winners, the Beacon Senior News (Colorado), the Northeast Ohio Boomer and Beyond, The Best Times (Kansas) and The Washington Beacon, (Washington D.C.)

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



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GRAPEVINE

ADAMS PUBLISHING GROUP

announced that it has purchased the Mount Airy, N.C. group of publications and associated websites from Champion Media.

The sale includes The Mount Airy News, the Surry Scene, The Tribune (Elkin), The Yadkin Ripple, The Stokes News (King), The Pilot (Pilot Mountain) and the Jefferson Post (West Jefferson). Also included in the transaction is The Carroll News in Hillsville, Virginia.

"We're very excited to welcome the Mount Airy Group and its associates to our family of companies," said APG Chairman Stephen Adams. APG Executive Vice President Gregg Jones added, "We are delighted with this opportunity to expand our footprint in North

Carolina with such quality products and people."

Champion Media CEO Scott Champion expressed mixed emotions about his decision to sell the properties. "This is a great group of newspapers and I've thoroughly enjoyed working with them. While the decision to divest was very difficult, it was driven mostly by my belief that they will have a very bright future with APG," Champion said.

This acquisition will expand APG holdings in North Carolina that already include the Watauga Democrat and The Mountain Times in Boone, The Blowing Rocket in Blowing Rock, the Ashe Mountain Times in West Jefferson and The Avery Journal-Times in Newland.

WHAT'S GOING ON...

Adams Publishing Group (APG) is a family-owned media company based in Minneapolis, Minn., that produces community newspapers, events, digital products and specialty magazines serving communities in Minnesota, Wisconsin, Maryland, Ohio, Michigan, Wyoming, Idaho, North Carolina and Tennessee. The Adams family also owns radio stations, outdoor advertising companies and Camping World/Good Sam, a national distributor of recreational vehicles and camping-related products and services.

Cribb, Greene & Cope represented Adams Publishing Group in this transaction. Terms of the APG/Champion Media deal were not disclosed. **INK**

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Deadline: February, 15 2018

Send questions or design entries to Alix: alix@afcp.org

Your design must reference the AFCP 2018 Annual Conference and Trade Show in Baltimore. The conference logo does not have to be used in the design. The shirt color will be orange. No more than 4 spot colors can be used.





2018

CLEARWATER BEACH, FL : JANUARY 26-27, 2018

Independent Free Papers of America (IFPA). Publishers Summit, Holiday Inn at Clearwater Beach, Florida. For information contact Douglas Fry at douglas@ifpa.com.

WISCONSIN DELLS, WI : APRIL 6-7, 2018

Community Papers of Wisconsin (WCP). Annual Conference, Chula Vista Resort in Wisconsin Dells, Wisconsin. For information contact Janelle Anderson at jander-son@pdsadnet.com.

VIENNA, AUSTRIA : MAY 3-4, 2018

International Classified Marketplace Association (ICMA). Spring Conference, Vienna, Austria. For information email icmaonline.org

BALTIMORE, MD : MAY 3-5, 2018

Association of Free Community Papers (AFCP) and Mid-Atlantic Community Paper Association (MACPA). Joint Conference and Trade Show, the Baltimore Inner Harbor in Baltimore, Maryland. For information contact Loren Colburn (loren@afcp.org) or Alyse Mittten (info@macpa.net).

ORLANDO, FL : OCTOBER 7-10, 2018

North American Mature Publishers Association (NAMPA). National Convention, Caribe Royale All-Suite Resort, Orlando, Florida. For information call Executive Director Gary Caligas at 877-466-2672 or email gary@maturepublishers.com. www.maturepublishers.com

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

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

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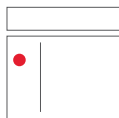
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