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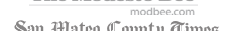
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MARCH **2018**
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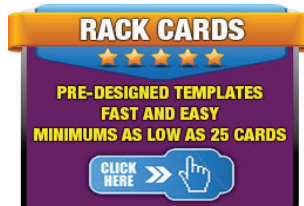
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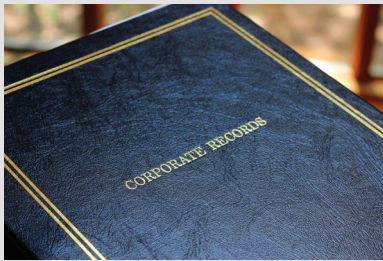


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COMING
next
month

The April issue of INK will feature information from our trade show partners to update you on what solutions they offer for your everyday business problems. This being the pre-conference issue, it will contain much needed valuable information on Baltimore opportunities.

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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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The 2017 auction was an amazing success and we need
your help to make Baltimore an even bigger splash!



Contact Alix Browne in the AFCP office: alix@afcp.org or call 1-877-203-2327

All proceeds from the silent auction go the Bill Welsh Foundation to help provide scholarships for the Rising Stars to attend the AFCP annual conference.

Why should you go to Baltimore?



Dave Neuharth

DAVE NEUHARTH
EDITOR

IT'S TIME TO MAKE THE investment to attend – and to bring your team to – the upcoming AFCP–MACPA joint conference in Baltimore on May 3-5.

This issue of Free Paper INK provides information on the training sessions and the fun-filled events that have made these conferences a great investment.

Here are some “Whys”:

- “It’s one of the best ways to learn how to make more revenue and how not to make some mistakes at the same time.”
- “It’s amazing how ‘refreshed’ you come back from an AFCP conference, ready to face your daily challenges. It really gets you out of the ‘rut’ you probably don’t even know you’re in!”
- “Every conference has reenergized me and I always come back with fresh ideas and new vendors.”
- “What you can gain from getting to know other publishers from across the country is amazing. Throw on top of that the sessions, and you can’t go away a loser!”
- “You get a feel for what other people are doing in the industry. It’s easy to get wrapped up in your own business and lose sight of what else is going on.”
- “You will get to network with people from all over the country. They all provide a little different perspective than your immediate region of peers provide.”
- “The energy and enthusiasm, and willingness to share, of other publishers and other participants – ranging from vendors to presenters – is outstanding.”
- “It caters to free publications and some of their unique needs. I find that a lot of free publishers are fairly entrepreneurial, which sets them apart from those attending other conferences.”
- “You’ll meet a great group of folks and learn more in three days than you can imagine!”
- “It is the best networking and idea-sharing conference I have ever been a part of!”
- “It’s a great way to surround yourself with like-minded individuals. The support, networking and ideas

you can find are priceless. Plus they treat you well with good food and drinks.”

- “If for no other reason than to meet fellow publishers and newspaper-ites who are experiencing the same things in life that you are... a collection of peers will ensure you are never alone in your pursuits... and you may just make some good friends along the way.”
- “AFCP is like a big family. It is a wonderful group of people who truly care about their newspapers and employees by putting them in the best position to be successful.”
- “Your return on investment will be amazing. The friendships you make will be lifelong.”
- “If you want to learn about your business or have a problem you would like opinions from other publishers, this is the place to be!”
- “Don’t let your publication miss the boat. The networking opportunities with other publishers and interaction with the vendors is very valuable and is definitely worthwhile!”
- “Because the tools and information you can acquire from your peers, vendors and TLI classes are priceless! They will more than pay for your trip if you implement what you learn.”
- “You meet so many new and interesting people in the business. You can learn something new from everyone you meet. Plus it is fun!”
- “Because you will walk away with revenue/bottom line ideas you can implement immediately. Because it brings together the very best our industry has to offer.”
- “The information you will gain by attending so far outweighs anything else you could do with your time or money. Participation is priceless!”
- “It’s an invaluable experience. You can network, see how other publications handle issues and successes, gain great ideas from the innovative ideas contest. TLI is wonderful and enlightening.”
- “It shows free papers aren’t dead. It’s a great way to network with like-minded people, for sure.”
- “Wow. Energy, creativity, networking, ideas galore, inspiration, innovation, and just generally speaking, you will come home and embrace your job and mission in your community.”

The above comments were from surveys of persons attending AFCP conferences. Pretty much tells the story.

See you in Baltimore! **INK**

In Memoriam: Angelo Palermo

Upstate New York Publishing Icon Passes

by Loren Colburn

ANGELO G. PALERMO, FORMER PUBLISHER AND founder of Wayuga Community Newspapers in Red Creek, New York, passed away on January 31, 2018.

A Rochester Institute of Technology printing technology graduate, Angelo went to work right out of college for the Goss Company as a press installer and trouble shooter. Traveling through Europe, Africa and South America to install Goss presses was an exciting way to begin your career, but was going to be a difficult way to raise a family.

Looking to settle closer to their Rochester roots, in 1965 Angelo and his wife Carol purchased the Community Newspapers located in Red Creek, New York, from Howard Hosmer and started their own printing company, Wayuga Community Newspapers, Inc. At that time, the company published the Red Creek

Herald, Fair Haven Register, Cayuga Chief Chronicle, and the Cato Citizen. Angelo developed and published The Shopper, as well as building a commercial printing operation for the production of newspapers throughout the region.

Angelo was a strong believer in the power of community papers and a longtime member and supporter of both the Free Community Papers of New York (FCPNY) and the Association of Free Community Papers (AFCP).

His community involvement in Red Creek, New York, was also a trademark he established by serving as a Village Trustee and Village Mayor. He was an original member of the Wayne County Water and Sewer Authority, began the Wayuga Recreational Program, was a Red Creek Rotary Member, and president and a longtime member of the Wolcott Elks Lodge.

The community will fondly remember Angelo as a person who was always willing to give of himself. I personally will remember his unique ability to tell a

story that included an ample mixture of laughter, advice and a genuine desire to help those who needed it. Angelo taught me a great deal about printing over the years, about enjoying the ride along the way and about the immense value and importance of family and our roots.

The industry lost one of the great ones on January 31, and many of us lost one of those people

you develop an immediate bond with and for whom you will be forever grateful that your paths crossed. You know the kind – the person you enjoyed being able to share time with whether it was in the office, on a golf course or over the phone when you just needed a shoulder for support. Rest in peace, Ange, and Thanks! **INK**

IN REMEMBRANCE



Carol and Angelo Palermo pose in front of their business. Above, a 1959 photo of "Ange" at work.

Publishers who are **GIVING BACK** to the **Community**



"OUR COMPANY MOTTO, DATING back to the prior owner, has always been, 'More than a community newspaper, we are a community service,'" said Dan Alexander, the publisher and owner of Denton Publications in New York.

"As such, Gayle and I have been very personally involved and contribute regularly to organizations that provide valuable

services to the community. We contribute to many more local funds than you have space to name, but below are a few major organizations in which we are deeply involved. Additionally, where she is involved, so am I; and the same is true the other way around.

"Gayle and I at different times have both served as chairperson of the United Way Campaign and our small company/employee giving consistently is among the top 10 or 20 firms in the three-county region. We are very active in our church and its many events and functions. I serve on the parish council as a lay formation minister and on the regional board of lay ministers.

"We've both served on the hospital foundation board and have been major contributors to their annual and capital campaigns. Gayle currently serves on the hospital board of directors and was most recently very involved as vice chair for the local SPCA capital building campaign.



services to the community. We contribute to many more local funds than you have space to name, but below are a few major organizations in which we are deeply involved. Additionally, where she is involved, so am I; and the same is true the other way around.

"I have been active for many years with the four-county Workforce Development Board and served as chair. I am active in the Kiwanis, chambers of commerce and with the substance abuse coalition working to combat opioid and other addictive substances," he said.



THE DUBUQUE ADVERTISER in Iowa has been a longtime supporter of Hospice of Dubuque.

Publisher Greg Birkett, a longtime AFCP board member, said, "One of the largest fundraisers for Hospice is called BestFest where we publish a ballot in the paper and ask our readers to vote their "Best" things like best place for pizza, best place for lunch, best car dealer, best Sub sandwich and so on.

"We tally the votes and ask the winners to come to BestFest and provide samples of their goods. We sell tickets to the event. It is a great fundraiser for Hospice of Dubuque." **INK**

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Editor's Note: We appreciate the info from Dan Alexander and Greg Birkett. Many free paper publishers donate time and funding to give to their communities. We would like to hear about your community service. Email: djneuharth@aol.com.

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From the AFCP Office . . .

by Loren Colburn

THERE IS A GREAT DEAL GOING ON AT THIS time of year for our members to take note of and get involved with as we make final preparations for our conference and our annual meeting. Your involvement is the cornerstone to making this all come together and to ensure a strong future for the members and the association.

Here are several things that could use your attention:

PUBLISHER OF THE YEAR NOMINATIONS:

The Publisher of the Year Award seeks to recognize an individual who has, throughout 2017, invested their time and talents toward the good of the entire association. In a media environment that has been challenging to say the least, it is important to recognize those individuals who have continued to devote their efforts toward the good of the organization and the free publication industry as a whole. To see the list of prior winners and to nominate an individual, download the nomination form on the right side of the AFCP home page at www.afcp.org and submit it to the AFCP office no later than March 16, 2018.

CRAIG McMULLIN DISTINGUISHED SERVICE AWARD NOMINATIONS:

The Craig S. McMullin Distinguished Service Award recognizes the contributions of an individual who has dedicated significant efforts and commitment over a number of years to advance the free paper industry. These are individuals who tirelessly work toward building and promoting the free community paper industry and whose efforts we all have been able to benefit from, often without reward or recognition for their dedicated service. To see the list of prior winners and to nominate an individual, download the nomination form on the right side of the AFCP home page at www.afcp.org and submit it to the AFCP office no later than March 16, 2018.

BOARD MEMBER NOMINATIONS:

If any of the AFCP members in good standing are interested in running for one of the seats on the board of directors, please contact Loren Colburn at the AFCP office for a copy of the current job description and details on what we would need in order to include that individual on the upcoming ballot.

PROPOSED BYLAW CHANGES:

The AFCP Board of Directors has worked throughout 2017 trying to make sure AFCP is prepared for the future of this fast-changing industry at all levels. As part of that process, a bylaws review committee was requested and established by the board to review the document and recommend any changes that would support the budget reductions, technology upgrades and industry evolution that has taken place over the past years. This was a difficult process that involved a great deal of discussion, energy and time to sort through, but we believe the proposed changes reflect the needs of the organization to deal with the changing free community publishing environment going forward.

The following are the details of the actual changes as they relate to the current bylaws. Complete copies of the existing bylaws and the proposed changes are also available on the afcp website at: <http://www.afcp.org/about/board-of-directors/>

KEY

The proposed changes are indicated as follows:

Deleted wording = Wording that the AFCP Board voted to be removed

ADDED WORDING = Wording that the AFCP Board voted be added



- Proposed Revisions for 2018 -

Association of Free Community **Papers PUBLICATIONS** BYLAWS

ARTICLE I

The name of this Association shall be the Association of Free Community **Papers PUBLICATIONS**. (AFCP).

ARTICLE II

The purpose of this Association shall be as set forth in the Articles of Incorporation; and

Continued on page 10

Continued from page 9

- A. To bring into one national organization of free community ~~papers and shopping guides~~ **PRINTED PUBLICATIONS** for their mutual encouragement, for the exchange of ideas toward the betterment of the industry and such other purposes as may, from time to time, be determined by the membership, officers and directors.
- B. To publish pertinent information to the membership and prospective members.
- C. To maintain and advance the standards of practice in the industry with respect to the highest concepts of business practice and ethics.
- D. To acquire and hold such real and personal property as may be necessary for the full and proper execution of these purposes.
- E. To promote the publication and free distribution of ~~papers~~ **PRINTED PUBLICATIONS** which:
 - a. Are published at regular stated intervals **AND NOT LESS THAN 6 TIMES PER YEAR.**
 - b. Contain advertising and/or other information from a variety of sources.
 - c. Have continuity of title and general nature of content from issue to issue.
 - d. Are not a supplement to, or distributed in combination with, a paid circulation paper.
- F. To carry on such organization, functions and activities as are deemed necessary to accomplish these purposes.

ARTICLE III
(no changes)
ARTICLE IV
Membership

Section 1. Class. (No changes)

Section 2. Active Members. Active membership shall be granted by the board of directors, upon application, to any company (that is a person, partnership or corporation) of good character that publishes a free community ~~paper~~ **PUBLICATION** which:

- 2.1 Agrees to uphold and support the purposes of the Association: and
- 2.2 Meets such other uniform requirements as may be established by the board of directors.

Section 3. Associate Members. Associate membership shall be granted by the board of directors ~~upon written application~~ to persons, firms and corporations of good character who:

- 3.1 Are not otherwise qualified for active membership, but are engaged in performing services or providing products to active members of the Association.
- 3.2 Agree to uphold and support the purposes of the Association.
- 3.3 Meet such other requirements as may be established by the board of directors.

Section 4. Honorary Members. (No changes)

Section 5. Sustaining Members. (No changes)

Section 6. Privileges of Active Membership. (No changes)

Section 7. Privileges of Associate, Honorary and Sustaining Members. (No changes)

Section 8. Duration of Membership and Resignation. (No changes)

Section 9. Suspension and Expulsion. (No changes)

ARTICLE V
Dues and Assessments

Section 1. Amount. The initial and annual dues and assessments, if any, for active, associate and sustaining members of the Association shall be determined by the board of directors ~~and approved by the members at the annual or special session of the Association.~~

Section 2. Failure to Pay. (No changes)

ARTICLE VI
Membership Sessions and Meetings

Section 1. Annual Session. There shall be an annual session of one or more meetings consisting of the members of the Association at a time and place as ordered by the board of directors for election of officers and directors, for receiving reports and for the transaction of other business. Notice of such meeting, including meeting rules and order of business shall be mailed to the last recorded address or sent via e-mail to the individual listed in the membership rolls as the principal contact person of the active member at least five (5) but not more than ~~sixty~~ **NINETY (60 90)** days before the time appointed for the meeting.





Section 2. General Sessions. (No changes)

Section 3. Quorum. (No changes)

Section 4. Procedures. (No changes)

Section 5. Attendance. (No changes)

ARTICLE VII **Board of Directors**

Section 1. Composition and Terms. **THE BOARD OF DIRECTORS SHALL CONSIST OF NO LESS THAN TEN (10) AND NO MORE THAN THIRTEEN (13) BOARD MEMBERS.** The board of directors shall be composed of the elected officers of the Association, who shall be employed by an active member of the association, the paid executive, who shall be without vote, the immediate past president, and ~~each affiliated state or regional association with a minimum of five (5) active members of AFCP may have one (1) active member of AFCP serve as a member of the board of directors and those state or regional associations with more than twenty (20) active members of AFCP or those who represent 20% or more of the NANI circulation may have two (2) active members of AFCP serve as directors, exclusive of any other officers of the Association. Should a state or regional association see its number of active members in AFCP fall below these thresholds, said organization will have one hundred eighty (180) days to return its AFCP active member participation to said membership numbers before the board seat(s) shall be relinquished. The paid staff executive of an affiliated state or regional organization may participate as an active member's substitute representative, with vote, in no more than two (2) consecutive AFCP regular or special meetings including board conference calls. This time frame may be extended up to an additional sixty (60) days by a majority vote of the AFCP board of directors upon the written request for the extension from the state or regional organization. In addition,~~ the active members of the Association may elect two (2) **UP TO SIX (6)** directors at large who ~~may be representative of active members who are not members of any affiliated state or regional organization~~ **SHALL BE EMPLOYED BY AN ACTIVE MEMBER OF THE ASSOCIATION.** The term of office for all directors shall be for a period of two (2) years commencing July 1 following their election and contingent on their continued employment with an active member of the association. In the event a board member leaves the employment of the active member of the association, they will have 6 months to either take a position with an active member to remain on the board or take a position with a company that is not an active member of the association and resign from the board at that time.

Section 2. Power of the Board. (No changes)

Section 3. Meetings. (No changes)

Section 4. Quorum. (No changes)

Section 5. Compensation. (No changes)

Section 6. Vice Presidents. (No changes)

Section 7. Secretary/Treasurer. (No changes)

ARTICLE VIII **Officers**

Section 1. Elected Officers. (No changes)

Section 2. Term of Office. (No changes)

Section 3. Vacancies. (No changes)

Section 4. President. (No changes)

Section 5. Vice Presidents. (No changes)

Section 6. Removal. Any director may be removed with the affirmative vote of two thirds (2/3) of the remaining members of the board of directors at any regular or special meeting at which a quorum is present whenever, in the board's judgment, the best interest of the Association shall be served. Any board member with three consecutive unexcused board meeting **OR BOARD CALL** absences will be dropped from the board.

Section 7. Vacancies. (No changes)

Section 8. Mail or Conference Vote by the Board of Directors. (No changes)

Section 9. Paid Executive. (No changes)

Section 10. Bonding. (No changes)

ARTICLE IX **Committees**

Section 1. Appointment. (No changes)

Continued on page 12



Continued from page 11

Section 2. Nominating Committee. *THE NOMINATING COMMITTEE WILL SELECT A CANDIDATE FOR EACH ELECTED OFFICER POSITION OF THE ASSOCIATION FOR PRESENTATION TO THE MEMBERSHIP AT THE ANNUAL MEETING. THIS COMMITTEE SHALL ALSO BE RESPONSIBLE TO VET NOMINATIONS FOR ALL DIRECTOR AT LARGE NOMINATIONS TO ASSURE THAT NOMINEES MEET ALL CRITERIA FOR BOARD MEMBERSHIP AS DEFINED IN ARTICLE VII, SECTION 1.*

2.1 Composition. At least ~~sixty~~ **NINETY (60 90)** days prior to each annual session, the president shall appoint a Nominating Committee consisting of ~~the three most immediate past presidents who are still~~ **THREE (3)** active members of the association **AND SHALL SERVE AS CHAIRPERSON OF THE COMMITTEE.**

2.2 Vacancies. ~~The president may appoint new members of the committee to fill any vacancy.~~ **NOMINATION PROCEDURE. AT LEAST NINETY (90) DAYS PRIOR TO THE ANNUAL SESSION, THE NOMINATING COMMITTEE SHALL REQUEST NOMINATIONS FOR CONSIDERATION TO THE BOARD OF DIRECTORS FROM THE GENERAL MEMBERSHIP THROUGH THE OFFICIAL PUBLICATION OF THE ASSOCIATION.**

2.3. Report. ~~On or before the first full day of the annual~~ **NOT LESS THAN THIRTY (30) DAYS PRIOR TO THE ANNUAL MEETING** session, the Nominating Committee shall submit to the membership, nominations for officers and directors.

2.4 Additional Nominations. Further nominations may be made upon petition signed by at least ten (10) representatives of ten (10) different active members in good standing, provided such petition is presented to the president ~~before the time for~~ **AT LEAST TWENTY-FOUR (24) HOURS PRIOR TO THE ELECTION.**

2.5 ELECTION PROCEDURE. IN THE EVENT THERE ARE MORE NOMINEES FOR BOARD POSITIONS THAN OPEN SEATS, A WRITTEN BALLOT OF ACTIVE MEMBERS IN ATTENDANCE AT THE ANNUAL MEETING SHALL BE CONDUCTED TO DETERMINE THE FINAL BOARD COMPOSITION, UNLESS THE BOARD OF DIRECTORS SEES THE NEED TO REQUIRE A MAIL VOTE AS DEFINED IN ARTICLE XI, SECTION 1.

Section 3. Executive Committee. (No changes)

Section 4. Rules. (No changes)

ARTICLE X

Affiliated Organizations - (No changes)

ARTICLE XI

Miscellaneous - (No changes)

ARTICLE XII

Amendments

Article I, Article II, Article IV, Sections 1 and 3 of Article VII and Article VIII of these bylaws may be amended, repealed or altered in whole or in part by the favorable vote of the active members present at any annual session provided that such proposal shall have been ~~presented in open meeting the previous annual session and that it shall have been~~ published at least once in the official publication of the Association ~~or~~ **AND** sent officially to **THE REPRESENTATIVE ON FILE FOR** each active member of the Association at least sixty (60) days before the meeting at which final action is to be taken. All other provisions of these bylaws may be amended, repealed or altered, in whole or in part by the favorable majority vote of those members present at any annual or special session, after the proposal is laid on the table for at least twenty four (24) hours before being finally considered at a second meeting, provided however, that the second meeting may be held at such lesser time than twenty four (24) hours upon the favorable vote of two thirds (2/3) of the active members present at the initial meeting. For purposes of these bylaws, the term "session" shall be deemed to mean overall annual or special session. The term "meeting" shall be deemed to mean each individual meeting of active members held within an annual or special session. Unless otherwise provided, such amendments, repealed or altered shall become effective upon adoption.

The board of directors of AFCP, with a two thirds (2/3) majority affirmative vote, shall have the operational latitude, in compliance with Article VII, section 3 & 4, to enact a procedure or policy impacting Article I, Article II, Article IV, Sections 1 and 3 of Article VII, Article VIII and Article XII that it deems immediately critical and in the best interest of the Association and such action shall remain in effect until said change is presented to the membership in accordance with Article XII and is approved or rejected by a vote of the active members present at the next annual session. **INK**

Getting to know the folks at NAPS

NORTH AMERICAN PRECIS SYNDICATE (NAPS), which specializes in getting news releases into print media across the country, is a longtime associate member and supporter of the Association of Free Community Papers (AFCP) and a familiar vendor at the AFCP conferences.

NAPS was founded in January 1958 for the purpose of distributing press releases to all daily and weekly newspapers across the U.S. in a ready-to-use format, already set in type and easy to reproduce. It became known as a “mat” service because of the process of setting type with individual letters and pressing those into papier-mâché molds, known as mats, into which liquid lead was poured to produce a printing plate that could be used for mass-producing articles to be printed in newspapers.

The process changed in the early 1970s when offset printing of repro proofs, in wide and narrow column sizes, replaced the mats that were distributed to newspapers. Those became known as camera-ready copy, which is still used by many publications today. Editors can reproduce articles by shooting a picture of the camera-ready repro proofs.

This process is a convenience for editors at more than 1,500 daily newspapers and 8,500 weekly community newspapers with news holes to fill after the initial layout of the publications. Many editors are low on staff and under pressure to meet deadlines, so they are likely to use the articles as is, not heavily edited, if they know that the information is valid and think it will be interesting to their readers.

NAPS has always been a more cost-effective means of reaching out to the media than trying to do the same job in-house because it is able to

spread the cost over a large number of clients, thereby providing economies of scale.

Clients include most Fortune 500 companies, the top 20 PR firms, over 100 associations and many U.S. government agencies. NAPS has built up a relationship with editors over the years. They know and trust NAPS to send quality material and many use the service exclusively as an external source of content.

Thousands of bloggers are also reached by NAPS in addition to traditional newspaper editors.

With the evolution of technology over the years, the variety of other formats include all the digital formats commonly used. Broadcast capabilities were later added to make NAPS a more comprehensive service, reaching millions more people nationwide.

By popular demand and in recognition of the need to reach out to a multicultural audience, NAPS began including Spanish versions and African-American versions of stories to increase awareness of messages among diverse readers, listeners and viewers. Those stories are distributed to a supplementary group of media outlets that target the millions of Spanish-speaking and Black Americans.

Dorothy York has been president and CEO of the company for nearly 15 years. “We are committed to bringing new and innovative thinking to the company with an emphasis on customer service and maximizing results at cost-effective rates,” York said.

Before taking on the NAPS CEO role, York was executive vice president

and principal, overseeing account management. She counseled clients in all facets of the service.

She received her Bachelor of Science in Business Administration from Boston University and has taken journalism postgraduate courses at Columbia University. **INK**



Dorothy York (inset) is the president and CEO of NAPS. Gary Lipton is a familiar face at AFCP conferences.



Prepare for a **great** experience!

IN ONLY A FEW WEEKS, AFCP AND MACPA members will converge on Baltimore, Maryland, to explore all the trends, topics and opportunities that exist in the free community publication industry right now. As our window of time to prepare for this great event gets smaller, let's look at what we need to be doing to take advantage of this huge opportunity.

PLANNING

- **Registration:** If you haven't taken this first step, get on it today. The AFCP website – www.afcp.org – provides a quick and easy way to reserve your place in Baltimore.
- **Certificate Programs:** Decide if you want to register for one of the two professional certificate programs TLI is offering in Baltimore. Limited seating means don't wait too long!
- **Shark Bank:** Decide which idea might earn you money at conference – and help other publications do the same when they get home – and submit it for the event.
- **Travel Arrangements:** Anyone who has flown recently knows that flights and schedules book up fast. Plan to arrive no later than Wednesday, May 2 and depart on Sunday, May 6. Of course you can come early or stay late so as to take in more sights and experiences of this historical American city.

PERSONAL PREPARATIONS

- **Bring an Open Mind:** With so many of the industry's brightest publishers and vendors on hand, come prepared to listen, participate and learn. Successful ideas aren't just your own, but many times are gleaned from your peers.
- **Bring Your Appetite:** As always, AFCP and MACPA are putting together some great meals and social events. These events offer the perfect opportunity to nourish your body and your mind. Plan to sit by a stranger during your meals, network with new faces, and if so moved, discuss our industry over a drink.
- **Silent Auction Item:** Plan to donate an item or service to the AFCP Silent Auction. This annual fundraising event helps raise money for the Bill Welsh Foundation in order to support the continued success of the AFCP Rising Stars program. Details are available at www.afcp.org.

ACTIVITIES HIGHLIGHTS:

- **Wednesday Special Activity:** For those of you who can include an extra day to experience a bit more of beautiful Baltimore, there is an add-on event you can register for that will include a tour of the city and lunch at the National Aquarium. A trolley will whisk you around the city, seeing areas in and around the Baltimore Inner

Harbor, Fells Point, Canton and more. The trolley will drop attendees off at the National Aquarium after the tour has concluded. Here you will have lunch in a private room overlooking the harbor, including a presentation from one of the aquarium's animal experts! Following lunch, the group will tour the amazing aquarium. Visit afcp.org to easily sign up through your regular conference registration or to find more details on this event.

- **Thursday Kick-Off:** Our conference events get started first thing Thursday morning with the opening ceremonies followed by this year's opening keynote by Marcus Sheridan, which focuses on content marketing.
 - **The Leadership Institute:** TLI will conduct 12 regular TLI classes presented throughout the event in addition to the two Professional Certificate Programs being offered. Both the Hands-on Management Program and the Engagement Selling Program require pre-registration and are limited seating events.
 - **General Sessions:** A variety of sessions are in the lineup for attendees, all centered on providing attendees ideas and information to help build and improve their business.
 - **Trade Show:** The industry's biggest and best trade show happens once a year at our annual conference and will feature this year's Principal Sponsor – The Newspaper Manager – Mirabel Technologies. Gathered will be technology providers, operations experts, quality printing providers, and a host of others. Learning the tools for success happen both in the sessions and on the trade show floor, so don't miss out.
 - **Socials:** Thursday night's reception and dinner will be held on a Spirit Cruise as we explore the historic Baltimore Harbor area compliments of our host, The Newspaper Manager. This event will provide an opportunity to network with fellow attendees, make new acquaintances and even renew some if you have attended before. Friday night we will move our evening to the pool area at the Hyatt overlooking the Baltimore Inner Harbor for some fun activities, dinner and great networking. Following the outdoor festivities, we will retreat to club AFCP inside the Hyatt Hotel to enjoy the breathtaking view of the Baltimore Harbor from the 15th floor!
- The opportunity for you to "Let Your Ideas Shine" – and gather as many of everyone else's ideas as you can – will never be better than this one. It's up to you to make 2018 a year of growth for your business, your sales and for you.
- It all starts in Baltimore, where we look forward to an amazing experience. **INK**



Change is inevitable; Progress is optional.

by Shane Goodman

CAN YOU SPARE A little "change"?

I'm not referring to the quarters, dimes and nickels that you might have in your pocket but

rather the change that is happening in our industry right now. This type of change may not fill your coffers at the moment, but with proper planning, it just might.

Most of you are aware of the rising costs of newsprint. If you aren't, you soon will be. Although increases are often predicted but not implemented, this one seems inevitable.

Some commercial printers may try to absorb the costs, while others will attempt to pass it on to their customers. Publishers, in turn, then need to decide whether or not to seek out competitive printing bids, absorb the cost, or pass along an increase to their advertisers. Needless to say, nobody wins.

To add further stress, the proposed tariff on newsprint could result in even more increases. AFCP, along with other associations, sent a letter to Congress expressing our deep concern over how this could impact the industry and our customers. Let's hope for the best. Better yet, let's plan to be better.

I don't know about you, but I have found that we operate more efficiently when we are faced with situations that force us to make tough decisions. We may need to find another printer. We may need to reduce some staff. We may need to raise our rates. Or we may need to simply review our distribution and make some cuts. None of these will be easy. Change rarely is.

Another major "change" you will see is in the make-up of your AFCP Board of Directors, which approved a reduc-

tion in the size of the board from its current maximum of 20 to a maximum of 13 voting members, and to move to all at-large directors elected by AFCP members rather than representation provided by state and regional associations. These changes will need to be approved by the membership at the May meeting in Baltimore to take effect.

What prompted this change? The first deals with basic economics. As revenue from our NANI classifieds has decreased, the board has been challenged with how to operate more efficiently. Reducing the size of the board helps minimize costs.

Second, many of the state and regional associations are changing, and more change seems apparent. Some have disbanded, while others will merge. Most all are doing the same review process as we are at AFCP. With that in mind, the "feeder" system from the state and regionals that made great sense years ago no longer works.

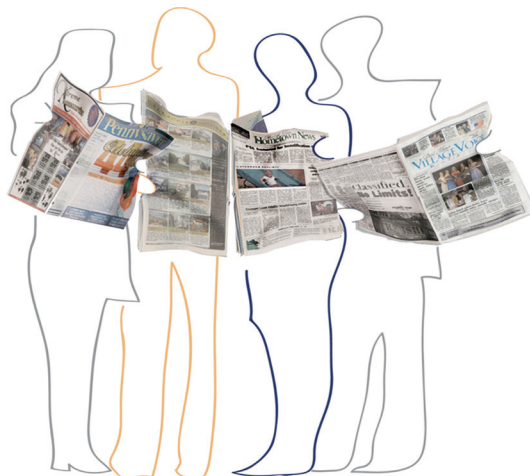
Changing to an all at-large board will allow us to continue to have representation from across the nation with papers large and small, but not be bound to specific areas where we may or may not have members.

I strongly believe that these changes are necessary to make sure that AFCP is here for generations to come so that others can benefit from this asso-

ciation the way all of us have. I hope that you agree with me and will cast your vote to approve at the annual meeting in Baltimore on Saturday, May 5.

Can you spare a little change? I hope so, because as the saying goes: Change is inevitable; progress is optional.

Thanks for reading. **INK**



SHANE GOODMAN
AFCP PRESIDENT
CITYVIEW

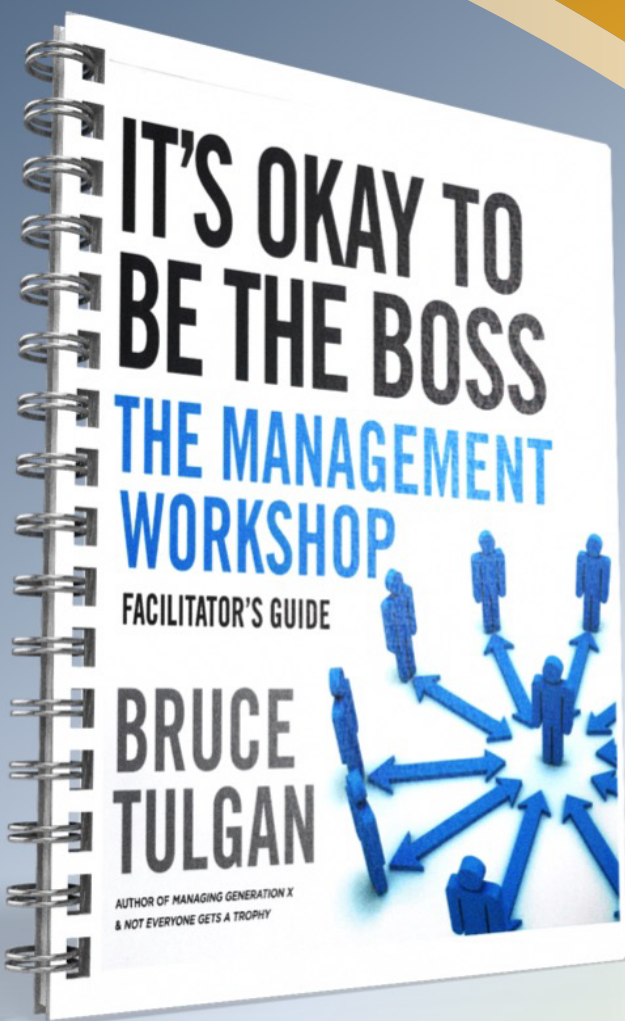
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The Leadership Institute (TLI) and AFCP are offering this 6 class sequence designed to provide participants with the knowledge to be more effective hands-on managers.

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 or
To Register Contact:**

Association of Free Community Papers

877-203-2327

loren@afcp.org

What's DRIVING newsprint prices?

AN ESCALATING TRADE DISPUTE BETWEEN THE U.S.

and Canada has newspaper leaders rattled over a new tariff that may drive up costs for an already struggling industry.

The U.S. Department of Commerce issued a preliminary decision to impose tariffs on the newsprint used by newspapers and book publishers nationwide.

With newsprint shortages, the prices have climbed. Since 2012, 10 American mills have closed, reducing the United State's paper industry's production capacity by over 60 percent.

A single paper mill in Longwood, Washington, started the process that will increase the cost of newsprint. The North Pacific Paper Company (NORPAC), which is owned by a hedge fund, brought a petition before the International Trade Administration in 2017 asking the government for import duties

on uncoated groundwood paper from Canada. NORPAC claimed that the Canadian government subsidized their paper companies, creating an unfair arrangement for NORPAC's business.

The measure would impose tariffs of up to 10 percent on the import of uncoated groundwood paper from Canada. Many U.S. companies buy newsprint from Canada and will face stiff price increases.

The newspaper industry noted that the taxes would further damage the industry in the U.S., which has seen a 50% decline in advertising revenue and similar declines in circulation over the past decade.

Enforcement of U.S. trade law is a prime focus of the Trump administration, and antidumping and countervailing duty investigations by the U.S. Commerce Department have risen 52 percent in the past year.

The decision may lead Canadian newsprint manufacturers to boost prices.

The print sector quickly mobilized and vowed to fight what it says will likely lead to job losses in the publishing, commercial printing and paper industries, which employ 600,000 people nationwide.

Many publishers argue they're ill-equipped to absorb the unbudgeted costs, and are already struggling with declining advertising and subscription revenues.

AFCP publisher and board member Dan Alexander, who owns a printing operation in Elizabethtown, New

York, said, "It's not a matter of choice. It's something we have to live with. But the cumulative increase to print costs when paired with two previous tariff increases will be about 15%.

"The good thing for our readers is we don't charge them for the paper, so this is a cost we're going to have to absorb, which

we are in a position to do right now as a result of the strong advertising we are receiving from the community."

Alexander noted that the final tariff isn't set in stone, and the U.S. Commerce Department will

make another decision this spring before making a final decision in May.

"If an arrangement is agreed upon, publishers might realize a refund, so we don't want to act hastily," Alexander said.

The question to be asked is, "If there is a shortage on a product why put a tariff on it?"

Publishers are asked to write their representatives opposing taxes on Canadian newsprint. **INK**



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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
or To Register Contact:**

AFCP at 877-203-2327

or email Loren Colburn at loren@afcp.org

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!

"Attention is the rarest and purest form of generosity."
– Simone Weil

I ALWAYS ENJOYED ACCOMPANYING YOUNG SALES people on sales calls. I found their enthusiasm contagious and took great satisfaction in helping them grow into mature sales professionals.


To be completely honest, I also enjoyed showing off in front of the "rookies." On one occasion, a rep and I were calling on a small used car dealership. Karl, the rep, had been in the territory for about 10 months so I asked him what he could tell me about the prospect. Karl told me talking to this prospect was, "like talking to a statue. I've never been able to get more than ten words out of him!"

We approached the owner seated at a desk in the back of the showroom. He didn't bother to look up from his paperwork. He didn't have time to talk and pointed to the door. As we turned to leave, I noticed a photo on the wall and asked, "Is that a picture of Barry Goldwater?" For the first time, the prospect looked up and said, "Yes. I worked on his campaign when I was in college." I followed up with, "Did you ever get to meet him?"

At this point he stood up and took a dusty album off a shelf and showed us a 1964 photo of himself with Barry Goldwater. I engaged him in a discussion of his experiences capped off with, "So how did you go from politics to selling cars?"

After just a few more questions, we found ourselves discussing his business and his marketing needs. After about an hour, we walked out of his office with a signed sales agreement. When we got back in the car Karl said, "That was amazing. I couldn't get five words out of him but you guys were like old friends!"

I told Karl, "That's because I brought him a gift." Karl looked confused. "I gave him the gift of paying attention to him. You were interested in selling advertising. He didn't want to talk about advertising. I was interested in him and everybody likes to talk about themselves. Once I got him talking, it was easy to change the subject."

Salespeople are often portrayed as self-centered, but in my experience I've noticed that the best salespeople all share a genuine interest in others. In the words of Simone Weil, they are generous in the attention they pay to everyone they meet. 





Meet Publisher Ken Hodgden

HELPING SOMEONE GROW THEIR BUSINESS WAS the criteria that helped Ken Hodgden get into the publishing business.

"You take a potential client's information and create an ad with their message to invite people into their place of business to buy a product or service. That enables them to help solve a customer's problems and help grow their business," Hodgden said.

Hodgden is the publisher and founder of the Advertiser Community News in Seymour, Wisconsin.

His career started in 1974 in Canon City, Colorado, when he helped start a shopper. After a short time, when the neighbor's wife was expecting twins, the shopper was closed.

Hodgden was then employed by Cotter Corporation, which processed uranium.

In 1975 he received a call from Vern Otto of ADD Inc. based in Wisconsin asking him if he wanted to get back into the shopper business in Seymour. The answer was a definite yes and he moved back to Wisconsin.

In 1985 Journal Communications purchased ADD Inc., and in 2009 his employment was terminated.

At the age of 56 and suddenly unemployed, he made the decision to stay in the business and start his own publication. The Advertiser Community News was born in August of 2009. The product was a combination shopper and newspaper.

Founded in bedroom communities, the paper offers news service to the rural small agricultural communities of Black Creek, Shiocton, Nichols and Seymour with a combined circulation of 9,000.

The Advertiser Community News got off to a successful start. The key was that the employees who worked at the shopper where he was terminated joined him in the new venture. Hodgden said, "I need to salute my entire staff. They left the paper where I was terminated to join my new publication. Now that is what you call family!"

Hodgden is an active member of the Association of Free Community Papers (AFCP) and the Wisconsin Community Papers (WCP). He is on the WCP board of directors and is a past president.

"There are numerous benefits from AFCP," said Hodgden. "The ones I value most would be networking, sharing ideas, and problem solving, along with training and circulation audits with WCP. As a board member of WCP for eight years, I appreciate



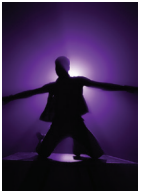
what AFCP does for our industry, most notably with being included in SRDS listings. This is because of the AFCP support of PaperChain."

As a small community paper, the publication is involved in many community service projects. They are members of the local chamber of commerce, the Kiwanis and Lions Club. In addition, Hodgden has served as president of Home of the Hamburger and has been a member for 20 years.

The publication is currently helping the local museum with a pictorial history book by providing free advertising, looking for old pictures, paginating, selling advertising in the book and selling the book when finished. They are also involved in events for the public library.

Regarding the success of the Advertiser Community News, Hodgden said, "I am fortunate to have a staff that embraces their independence and are allowed to make decisions. This allows my wife, Mary, and me to spend long weekends at our cottage in northern Wisconsin and take extended vacations."

Married to Mary, they have two grown daughters: Kaitlin in Wisconsin, and Lisa in Arizona. **INK**



People in the Spotlight



JUSTO REY HAS BEEN named the publisher of The Islander News near the Miami, Florida, market.

Since 2013, Rey served as the president of The Flyer in Miami. Previously he was the president of the Forum Publishing Group in Southeast Florida. He started his advertising career in sales with Dick Mandt at

The Flyer in Miami.

A longtime supporter of free paper associations, he serves on the Community Papers of Florida (CPF) board of directors as treasurer. He is a past president of CPF.

A native of Cuba, Rey moved to the United States when he was 14. He attended Barry University in Miami Shores, Florida.



AFCP MEMBER EXCHANGE

Media Group has been awarded "The Business of the Year" in Manchester, Tennessee, by the chamber of commerce. Publisher Will Thomas said, "I have never been prouder of our entire team. We won business of the year at the Manchester Chamber banquet and we were up against remarkable

other businesses. Awesome."

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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

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 May 3-5, 2018

GRAPEVINE

LEE ENTERPRISES, INCORPORATED (NYSE: LEE), a major provider of local news, information and advertising in 50 markets, has sold its newspaper and digital media operations in Maysville, Kentucky to Champion Media LLC. The sale includes The Ledger Independent and Maysville-online.com.

The Daily Herald is published six days a week with a print circulation of 3,654 daily, and Maysville-online.com reaches more than 6,300 unique visitors each month. Lee acquired the

newspaper in 2002 as part of the purchase of Howard Publications.

"We're confident The Ledger Independent will continue its commitment to local news and dedicated service to the Maysville community under new ownership," said Kevin Mowbray, president and chief executive officer.

Champion Media owns four daily newspapers and 18 weeklies in North Carolina, South Carolina, Ohio and Minnesota.

"Champion Media is honored that Lee Enterprises has given

WHAT'S GOING ON...

us the opportunity to acquire the Maysville Ledger Independent," said Scott Champion, chief executive officer of Champion Media. "We are excited to add Maysville to our cluster of newspapers across the river in Ripley, West Union, Georgetown, and Batavia, Ohio."

Randy Cope of Cribb, Greene & Cope represented Lee Enterprises in the sale. **INK**

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Associations IN the NEWS

ATTORNEY CYNTHIA BLAKE

Sanders' workshop at the joint AFCP-MACPA joint conference will get publishers up to speed with changes in the law of technology and regulatory compliance in social media and other digital issues.

Sanders is with the law firm of Baker Donelson in Baltimore. She focuses her practice on copyright, trademark, advertising, arts and media law matters.

Welcome New AFCP Members!

CANWIN: JOURNAL OF THE POCONO PLATEAU, JOURNAL OF PENN FOREST

211 Main Street
White Haven, PA 18661
Publisher: Ruth Isenberg
Circulation: 15,000
Phone: 570-443-9131
www.pocononewspapers.com

COLORADO COMMUNITY WEEKLIES

750 W. Hampden Ave. Suite 225
Englewood, CO 80110
Publisher: Jerry Healey
Circulation: 134,435
Phone: 303-566-4076
www.coloradocommunitymedia.com

A PRECONFERENCE SIGHT-seeing tour is planned for those attending the AFCP-MACPA joint conference in Baltimore. The May 2 attendees who take advantage of the tour will be picked up by trolley at the hotel and brought to some of Baltimore's most infamous monuments and attractions.

Stops will be made in and around the Inner Harbor, Fells

Point, Canton and visits will be made to sites such as the first basilica in America, the recently restored Washington Monument, Edgar Alan Poe's grave, historic Lexington Market and much more. The last stop of the trolley tour will be at Fort McHenry National Monument and Historic Shrine, where Francis Scott Key was inspired to write "The Star-Spangled Banner!"

Upon completion of the trolley tour, attendees will be dropped off at the National Aquarium for lunch in a private room overlooking the harbor, while listening to a presentation from one of the aquarium's animal experts. Following lunch, the group will tour the amazing aquarium.

Additional information is available at www.afcp.org.

THE KEYNOTE SPEAKER AT THE INDEPENDENT FREE

Papers of America (IFPA) conference Sept. 27-29 in Philadelphia, Pa., at the Sheraton Suites Airport, will be Ron Reason. He will speak and have one-on-one sessions with the attendees on how to make the printed publication more engaging and successful in the digital age.

Tim Bingaman will speak on the best of the industry and why the printed products are so important.

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

THE ASSOCIATION OF FREE

Community Papers (AFCP) annual conference May 3-5 in Baltimore will feature a Thursday evening cruise aboard the Spirit of Baltimore on the scenic Patapsco River.

Sponsored by The Newspaper Manager, the cruise includes dinner and cocktails. The sights include the Baltimore skyline and several landmarks, including Fort McHenry and the Francis Scott Key Bridge.



mar.

ATLANTA, GA :
MARCH 2-3, 2018
Southeast Advertising Publishers Association (SAPA). Leadership Forum, the Le Meridien Hotel, Atlanta, Ga. For information contact Douglas Fry at info@sapatoday.com.

apr.

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 janderson@pdsadnet.com.

may

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).

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STUART, FL : SEPTEMBER 14-15, 2018
Community Papers of Florida (CPF).

Annual Conference, Hutchinson Island Marriott Beach Resort & Marina near Stuart, Fla. For information contact Dave Neuharth at DJNeuharth@aol.com, or Barbara Holmes at CPFDisplayAds@aol.com.

PHILADELPHIA, PA :
SEPTEMBER 27-29, 2018
Independent Free Papers of America (IFPA). Annual Conference, Sheraton Suites, Philadelphia Airport, Philadelphia, Pa. For information contact Douglas Fry at douglas@ifpa.com.

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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 Calligas at 877-466-2672 or email gary@maturepublishers.com. www.maturepublishers.com

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