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BALTIMORE TRADE SHOW ISSUE



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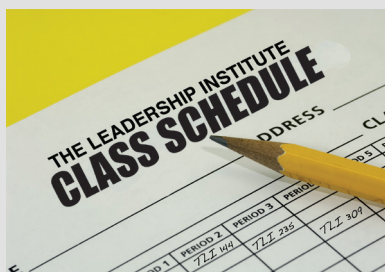
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COMING
next
month

The May issue of INK will be our annual conference issue and will feature industry people who will be recognized in Baltimore as well as our monthly coverage of what is going on in the Free Publication Industry.

AFCP/NANI HEADQUARTERS:

Loren Colburn, Executive Director
 Cassey Recore, Administrative Assistant
 Alix Browne, Administrative Assistant
 135 Old Cove Road – Suite 210
 Liverpool, NY 13090
 Toll Free: 877.203.2327
 Fax: 781.459.7770
 Email: loren@afcp.org
 Web: www.afcp.org

EDITOR:

Dave Neuharth
 P.O. Box 1149
 Summerfield, FL 34492-1149
 Phone: 352.362.7350
 Fax: 352.347.3384
 Email: DJNeuharth@aol.com

COMPOSITION:

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

MARKETING REPRESENTATIVE:

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

MISSION STATEMENT

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

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

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PRESIDENT

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

FIRST VICE PRESIDENT

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

SECOND VICE PRESIDENT

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

THIRD VICE PRESIDENT

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

SECRETARY / TREASURER

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

IMMEDIATE PAST PRESIDENT

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

EXECUTIVE DIRECTOR

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

AT-LARGE DIRECTORS

Will Thomas
Exchange Media Group
Fayetteville, TN
will@exchange-inc.com
931-433-9737

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

REGIONAL / STATE REPRESENTATIVES

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

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

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

Randy Miller

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

Wendy Murray

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

Dave Neuharth

Editor - Free Paper INK Magazine
Summerfield, FL
djneuharth@aol.com
352-362-7350

Rich Paulsen

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

Caroline Quattlebaum

The Southeast Sun
Enterprise, AL
publisher@southeastsun.com
334-393-2969

Farris Robinson

Hometown News
South Daytona, FL
frobinson@hometownnewsol.com
386-322-5900

Steven Silver

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

Trevor Slette

The Shopper
Windom, MN
trevors@windomnews.com
507-931-3455

NANI DIRECTOR

John Hemperly
Engle Printing & Publishing
Mount Joy, PA
jhemperly@engleonline.com
717-492-2514

RISING STARS DIRECTOR

David Sickels
The Post Newspapers
Medina, OH
dsickels@thepostnewspapers.com
330-309-1745

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Dave Neuhardt

DAVE NEUHARTH
EDITOR

The **2008** conference was **HISTORIC** for **TLI**

LOOKING BACK 10 YEARS, THE AFCP conference in 2008 was a memorable one.

The conference was held in the sunshine of the desert, at the Westin Mission Hills Resort & Spa near Palm Springs, California.

It was a historic conference for The Leadership Institute (TLI) as the first certification examination was held. The 25 members who passed became the charter graduates of TLI.

The graduates were: Bruce Bravo, a sales manager for the Tucson Shopper; Loren Colburn, publisher of the Scotsman Press (now the executive director of AFCP); Karla Crockwell, a sales rep for the Tucson Shopper; Tom Cuskey, publisher for the Scotsman Press Pennysavers; Brad Evans, sales manager for Harte Hanks Shoppers; Paula Loya, director of sales for PennySaverUSA.com; Robert Martinez, advertising supervisor for El Clasificado; Randy Miller, a sales manager for Kapp Advertising (and current AFCP board member); Debby Mullen, national sales manager for the Tucson Shopper; J.W. Owens, publisher of the Savannah Pennysaver; Vanessa Rodriguez, account manager for the Tucson Shopper; Angie Savoie, PennySaverUSA.com; George Solis, sales manager for Harte Hanks Shoppers; Jody Watson, production manager for the Santa Clarita Free Classifieds; Annie Waite, telemarketer for Tower Publications; Kevin Williamson, general manager of the

Laurel Impact; Liliana Zambrano, director of sales of El Clasificado; Giancario, Harte-Hanks Shoppers; Casie Cooper, Central Oregon Nickel Ads; Scott Hirschbeing, Harte-Hanks Shoppers; Alan Lingerfelt, Piedmont Shopper; Scarlett Merfeld, Denton Publications; Roy Nydegger, The Valley Journal; Isabell Redding, The Drumheller Valley Times; and Steven Silver, the Yankee Pennysaver (and current AFCP board member).

Honors at the 2008 conference belonged to Jim Kendall, who was named the AFCP Publisher of the Year, and to Dan Holmes, who was named the recipient of the Distinguished Service Award.

Orestes (O.B.) Baez was elected AFCP President. City View of Des Moines, Iowa, walked away with the lion's share of the award at the annual "Best of the Best" awards competition.

You can look forward to some more of these memories at the conference in Baltimore. **INK**

Publishers who are **GIVING BACK**

"FREEZIN' FOR A REASON," IS A COMMUNITY SERVICE activity that brightens up the city of Richland Center, Wisconsin. Sponsored by the local Rotary Club for six years, last year the event included 108 seven-foot Christmas trees decorated by local businesses and non-profits to represent them.

Richland Center Shopping News publisher and AFCP member Lee Borkowski serves as the treasurer of the Rotary Club and is active in the Christmas tradition.

Borkowski said, "We also decorate the deciduous trees in the park and have animated displays. Our crown jewel is a 40-foot-tall tree constructed entirely of LED lights and synchronized to music."

The display is visited by people from miles away. Visitors are encouraged to donate food or dollars to the local Food Pantry. The display is open every night from Thanksgiving through New Years Eve. "Yes, it's cold here, which is why we've named our gate manning activity as "Freezin' for a Reason," Borkowski said.



An amazing aspect of the Rotary Club event is that they only allowed LED lights in the park. The electric bill for the entire season was less than \$150.

In other community service, Borkowski is serving as the president of the Greater Richland Area Chamber of Commerce. She has also been honored for her volunteer work for AFCP. In 2017 she received the Gladys Van Drie Volunteer Award. **INK**

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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.



Meet the Postal Product People

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

AFTER YEARS OF ABSENCE FROM THE POSTAL Organizational Chart, the USPS, under the leadership of Chief Marketing Officer Jim Cochrane, announced the reformation of a reborn and newly built Postal Product Management Group.

In July, 2017, Tom Foti was named Executive Director of Product Management with the initial task of filling approximately 20 positions of people with responsibilities for development of expertise and interaction with various types of mail products, and working cross functionally within the USPS.

Tom Foti is a Postal Service veteran with 28 years of varied experience within the Postal Service. Formerly, Tom was familiar to members of the Saturation Mailers Coalition and some free paper publishers as one of the developers of Postal Service promotions and, notably, one of the postal advocates for the adoption and approval of a “simplified” address format for Saturation Mail.

Tom’s duties include responsibility for managing all domestic products for the Postal Service and development of a team that will own the vision and product strategies that will help the Postal Service drive contribution, revenue, and volume.

Individual persons in the department will have assigned product responsibilities. Product personnel will be charged with developing expertise and understanding of their respective industries, ways to solve problems, overcome barriers to postal use, and to explore new opportunities for existing and potential mail customers and the USPS.

Tom’s senior staff includes three key executives overseeing the separate special services, parcels and shipping, and all other domestic mail including first class, periodicals, and standard mail.

Tom and members of his team will be attending the Baltimore conference of the Association of Free Community Papers.

The two product people with direct responsibility for saturation mail – including free papers, shared mail, coupon magazines and envelopes – are Mail Director Elke-Reuning Elliott, and Steve Mills, the product manager for catalog and saturation mail. They will also be attending the AFCP Baltimore conference and are coming with an open mind and



USPS Executive Director of Product Management Tom Foti will be on hand in Baltimore along with members of his team.

curiosity to learn about the free paper industry.

Although Elke comes from a postal family (her father was a postmaster in a small German town near Frankfurt), her career with the Postal Service happened by accident.

Elke’s first contact with the Postal Service was in 1996 when she worked as a contractor in the international business unit. Later, while pursuing her studies, she thought she would do a case study in the international area. The next thing she knew, she was off to a career that has included working with packages, international, first class mail, and promotions.

Elke freely admits to knowing little to nothing about saturation mail or free papers but she is excited to learn. When invited to attend the AFCP conference, she accepted at once stating she would love to learn more about the people, the products, and the barriers to doing business with the Postal Service. Elke commented that issues with pricing

and operations are often perceived as barriers. She is eager to reach out and talk to customers to learn about other issues, and to tackle those problems and issues that can be resolved.

Elke's responsibilities as the director of product management for mail include overseeing six persons with individual product responsibilities.

When Steven Mills was named as the new product manager for catalog and saturation mail, I reached out to him at once. I announced I wanted to be his "new best friend" and described our industry desire for a postal insider that would learn about saturation mailers, including shared mail and free papers. I told him the USPS should aggressively seek opportunities to attract more business from the free paper industry. I mentioned the audit work of CVC, and the brand awareness campaign of Paper Chain, collectively showing there were hundreds and perhaps thousands of local free papers currently distributed by private carriers or rack that could be postal customers.

Steve is new to saturation mail, but has many years at the USPS. He previously worked in the "product area" with responsibility for business reply mail, retail, and sales.

Steve is already doing a "deep dive" of homework on the industry and different products, including the value of print. As we talked, he mentioned studies he was reviewing that showed the more lasting impact of print and hard copy over the fleeting images and impressions of social media. The neuroscience of touch has shown that print pieces may have a more lasting impact on consumers and drive better response in a way that electronic, digital or mobile media do not. Steve was intrigued to hear about some of the work done by the free paper industry to show the readership and response rates of free papers.

Elke and Steve are both in the "soaking up information" mode.

In my role of association leader for the Saturation Mailers Coalition, I will be reaching out to both of them for every opportunity I can get for a "show and tell" and to describe the challenges and opportunities for our members and the Postal Service.

But my best spokespeople are always my members. I am pleased to share that they will be attending the upcoming AFCP Conference. I hope to see you there! **INK**

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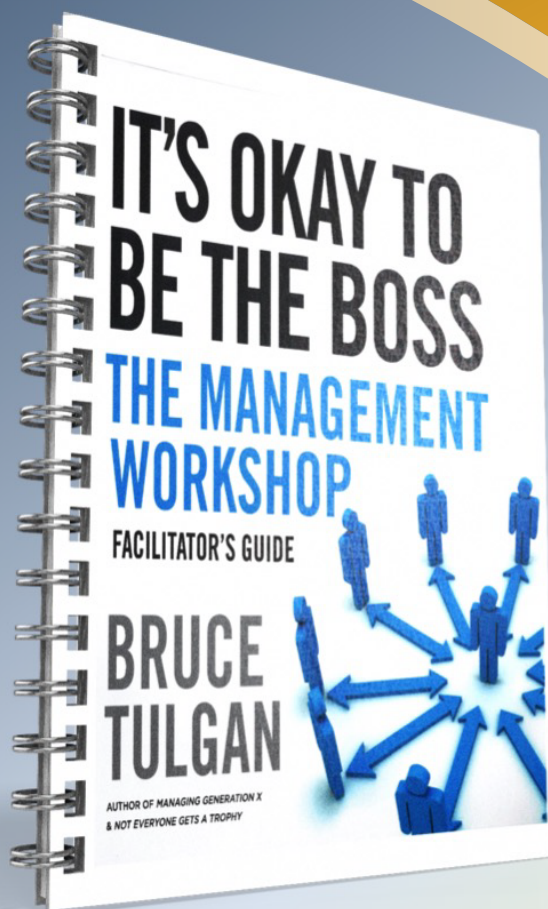
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The Leadership Institute (TLI) and AFCP are offering this 6 class sequence designed to provide participants with the knowledge to be more effective hands-on managers.

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 or
To Register Contact:**

Association of Free Community Papers
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Our Conference Principal Sponsor, The Newspaper Manager

MIRABEL TECHNOLOGIES, INC., DEVELOPS web-based software tools for publishers. Its products include The Newspaper Manager, which is an associate member of AFCP and a principle sponsor at the annual conference May 3-5 in Baltimore.

Located in Fort Lauderdale, Fla., Mirabel Technologies is a privately-owned, international software company that empowers businesses to grow.

Company President Mark McCormick founded Mirabel in 2003 with the original vision to help publishers in a challenging media environment. Drawing from his experience launching over a dozen successful magazines, McCormick introduced Mirabel's first product, The Magazine Manager, the first web-based CRM for publishers, which now serves more than 15,000 media properties worldwide.

Since then, several other products followed suit including Mirabel's Digital Studio, a web based pagination and product layout service; The Newspaper Manager, a solution for newspaper publishers;

and The QuickBooks Web Connector, an integration package that allows data to be updated directly to the PC-installed QuickBooks version from The Magazine Manager; and now its newest and most advanced platform, Mirabel's Marketing Manager.

The Newspaper Manager is a publishing CRM that

dramatically reduces overhead costs by connecting sales production and accounts receivable in one simple package.

This flexible, mobile friendly platform equips sales reps to generate more ad revenue while saving time through the production and billing process.

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mated proposal generation, classified ad management, online pagination, custom reporting, digital and mobile edition creation plus more.

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An Industry Giant is Stepping Down

ONE OF THE GIANTS IN THE FREE PAPER industry is stepping down from his position as executive director of the Free Community Papers of New York (FCPNY).

Dan Holmes has announced he will retire in April.

Holmes served in many roles with the Association of Free Community Papers (AFCP) and Free Community Papers of New England (FCPNE) when he was the owner and publisher of the Berkshire Penny Saver in Vermont.

Throughout his career in the free paper industry, he has been honored for his volunteer work at his publication and for his work in the free paper associations. His goal has always been to help the industry and the communities in which he lived.

As the publisher in Berkshire, he headed an eight-year project with the Lee Community Development Corporation to develop an industrial and office park. His efforts resulted in the development of an 11-lot complex through the securing of \$1.7 million in state grants. For his service he received the Rotary International Paul Harris Award.

For his service to AFCP, in 1999 he was named the association's Publisher of the Year. In 2008 he received the AFCP Distinguished Service Award. He served AFCP for 17 years. He is a past president and has served on many volunteer committees.

For FCPNE, he served on the board of directors and in every office including president.

For the past 11 years he has served as the Executive Director of FCPNY.

Holmes earned a bachelor's degree in journalism from St. Michael's College in Burlington, Vermont. His career started following college when he was employed as a feature writer and photographer for the Vermont Catholic Tribune. Early on his dream was to own his own publication and it became a reality.

His wife Susan's uncle owned the Berkshire Penny Saver and called to tell them he was retiring. Holmes and his wife agreed to purchase the publication and become entrepreneurs in the community.

"Holmes said, "Transitioning from an employee role to an ownership role at the ripe age of 23 was exciting but intimidating at the same time. Suddenly Susan and I found ourselves in debt for the

first time and responsible to employees who we barely knew and who had families and personal responsibilities that we could not personally relate to, but now shared.

"Our success or failure was going to impact others, this was a big change from our previous life living in remote Vermont, working for others and responsible only for ourselves."

The ownership role also provided immediate access to business leaders who had local knowledge and plenty of experience to share. Through their memberships in organizations like Rotary and their area chambers of commerce and business development agencies, they were able to learn from these leaders and chart a successful course for their business.

Holmes said, "Recognizing the importance of these types of business contacts we agreed, somewhat begrudgingly, to attend a NAAP conference at the strong suggestion of the

Penny Saver's previous owners. Sometime in the mid-1980's I began my long, rewarding involvement in what is now AFCP as well as our regional association, Free Community Papers of New England. These associations provided me priceless access to owners and managers in the free paper industry that furthered our success and enjoyment of the business, many of whom have become life-long friends. I honestly credit both associations with so many ideas and so much motivation that carried us to years of personal and business growth."



Dan Holmes accepts the 2008 AFCP Distinguished Service Award from Loren Colburn, then of the Scotsman Press in Syracuse, New York, the 2007 recipient.

By the mid-1990's they had met Tom Karavakis and Gordon Lowry from Add, Inc., the Wisconsin-based company that had purchased George Hadwen's Bennington Penny Saver in Bennington, Vermont, and the Yankee Shopper in Dalton, Massachusetts, publications that distributed in the two markets north of the Berkshire market.

"At that time I knew that Add, Inc. would provide a potential exit strategy if, and when, we ever decided to sell our publication," said Holmes. "In March of 2000, after years of interaction and ultimately negotiation, we did sell our Berkshire Penny Saver to Add, Inc. I credit AFCP with the opportunity to sell to a company that secured our financial comfort.

"Most importantly, our affiliation with FCPNE, FCPNY and AFCP provided friendships with people across the country that would never have developed [otherwise]. My greatest appreciation is to have had the opportunity to share life and memories with people who I admired and aspired to be like – Bill and Ruby Welsh, Bob and Katy Barrington, Craig McMullin, Loren Colburn, Tom and Angela Cuskey, Craig Trongaard, Andy and Margaret Hoh, Peter Stevens, Steve and Kathy Harrison, Karen and Paul Sawicz, Jim and Susan Kendall – the list goes on and on. Susan and I treasure every one of them, and so dearly miss Bill and Craig," Holmes said.

His favorite memory of AFCP was a board of directors meeting in Las Vegas where he and Craig McMullin, Bill Welsh, Bob Barrington, Jim Kendall, and Scott Patterson rented a house boat and spent a couple of days on Lake Mead. "Boatsmen we were not, but we had one heck of a good time," he said.

His favorite conference had to be around 1989 when he took his children, Sara and Timothy, to Maui. "I can't say we saw a lot of the conference, but we sure saw a lot of Maui and shared a wonderful family experience. Sara and Tim also developed

friendships through AFCP and both remember Bill Welsh fondly for his humor and (sometimes inappropriate) suggestions and direction," he said.

Daughter Sara is now 34 and an occupational therapist at a local hospital in Lenox, Massachusetts. She and her husband Michael have presented them with two beautiful granddaughters, Hanna and Audrey, whom they have the pleasure of seeing and spoiling on a nearly daily basis. Timothy is an event planner working for a privately held restaurant/catering group in Boston.

After eleven years of filling the role of executive director at the Free Community Papers of New York, another opportunity that he attributes to his time

and experience at FCPNE and AFCP, Holmes said, "I look forward to spending more time with my partner and loving, patient wife Susan and the children and grandchildren, both at home and at our beach house in South County, Rhode Island.

"I anticipate continuing to fill some time in volunteer

capacities since I never have learned to say that simple two-letter word, no. We love to travel and we both golf so there will be plenty of both of those activities in our future," he said.

Both are avid golfers. Holmes said "My favorite golf experience was the opportunity to play Muirfield in Scotland where I twice had the pleasure to pursue my favorite game with a group of 15 good friends, one of whom is a member. To walk those hallowed fairways was truly an honor and an unforgettable experience. I will spend most of my golf-time at our local club, the Stockbridge Golf Club in Stockbridge, Mass. SGC is one of the fifth oldest clubs in the country, founded in 1895. It is where I played my best game ever, a two-over par 73 thanks to three consecutive birdies on the final three holes. I am currently in my fourth year of a three-year term as president at the club so I anticipate plenty of time will continue to be spent there." **INK**




Sue and Dan Holmes enjoyed a reception with Loren and Cindy Colburn at a 2010 Publishers Conference in New York.



Planning Tools for Baltimore!

ONE WAY TO MAXIMIZE THE OPPORTUNITIES

you are able to take advantage of with your conference experience is to plan your time accordingly. The

following is the schedule as it stands right now for attendees to take maximum advantage of their time in Baltimore. 

Wednesday Schedule – 5/2/18

- 10:00 – 4:00 PM Optional Add-On Event: Pre-Conference Baltimore Tour that includes the following scenic attractions and much more: Baltimore's Inner Harbor, Fells Point, Edgar Allan Poe's grave, historic Lexington Market, Fort William McHenry and concludes with a stop at the National Aquarium.
- 3:00 – 7:00 PM Registration Open (Main Lobby)
- 5:00 – 6:30 PM Rising Star Orientation Meeting
- 6:30 – 8:30 PM Private Reception for Rising Stars, AFCP Board, MACPA Board

Thursday Schedule – 5/3/18

- 7:30 AM Registration Open
- 7:30 – 8:30 AM Breakfast in Trade Show Area
- 8:30 – 9:15 AM Opening Ceremonies (To include Rising Stars)
- 9:15 – 10:45 AM Opening Keynote by Marcus Sheridan
- 10:45 – 12:00 PM Break and Vendor Interaction Session in Trade Show area
- 12:00 – 1:00 PM Recognition Lunch in Trade Show Area
- 1:00 – 2:15 PM Marcus Sheridan Workshop
- 2:25 – 3:40 PM Breakout Sessions A
 - TLI Classes: (2 to choose from)
 - Management Certificate: (Session 1)
 - Sales Certificate: (Session 1)
 - Trade Show Exploration
- 3:40 – 4:10 PM Break and Vendor Interaction in Trade Show area
- 4:10 – 5:25 PM Breakout Sessions B
 - TLI Classes: (2 to choose from)
 - Management Certificate: (Session 2)
 - Sales Certificate: (Session 2)
 - Trade Show Exploration
- 6:30 – 9:30 PM Thursday Evening Reception and Dinner – Spirit Cruise

Friday Schedule – 5/4/18

- 7:30 AM Registration Open
- 7:30 – 8:30 AM Breakfast in Trade Show Area
- 7:30 – 8:30 AM Saturation Mailers Coalition – Breakfast Discussion

Friday Schedule – 5/4/18 *(Continued)*

8:30 – 9:45 AM	Breakout Sessions C (1:15)
	TLI Classes: (2 to choose from)
	Management Certificate: (Session 3)
	Sales Certificate: (Session 3)
	Trade Show Visitation
9:50 – 11:00 AM	Breakout Session D (1:10)
	TLI Classes: (2 to choose from)
	Management Certificate: (Session 4)
	Sales Certificate: (Session 4)
	Trade Show Visitation
11:00 – 11:30 PM	Break in Trade Show area
11:30 – 12:30 PM	Cynthia Sanders – Influencer Marketing, Sponsored Content and a variety of Digital Issues for Publishers
12:30 – 1:30 PM	Lunch
1:30 – 2:50 PM	Shark Bank – Idea Exchange (1:20)
3:00 – 3:45 PM	AFCP's Best of the Best Awards (:45)
3:50 – 4:35 PM	MACPA's Publication Awards (:45)
4:35 – 5:45 PM	Trade Show Closing Reception (1:10)
6:30 – 8:00 PM	Friday Evening Reception and Dinner – Hyatt Pool Party
8:00 – ????	Club AFCP

Saturday Schedule – 5/5/18

8:00 – 9:00 AM	MACPA Board Meeting
9:00 AM	Registration Open
9:30 – 10:00 AM	AFCP Annual Meeting / Elections
10:00 – 11:00 AM	Brunch
10:30 AM	Silent Auction Officially Closed
11:00 – 12:15 PM	Breakout Sessions E
	TLI Classes: (2 to choose from)
	Management Certificate: (Session 5)
	Sales Certificate: (Session 5)
	General Session: IDEA SWAP Roundtable
12:30 – 1:45 PM	Breakout Sessions F
	TLI Classes: (2 to choose from)
	Management Certificate: (Session 6)
	Sales Certificate: (Session 6)
	General Session: IDEA SWAP Roundtable
2:00 – 3:00 PM	Closing Presentation / TLI Graduation
3:00 – 5:00 PM	AFCP Board Meeting
3:00 – 4:30 PM	TLI Examination
Late Afternoon:	On your own
Evening:	On your own

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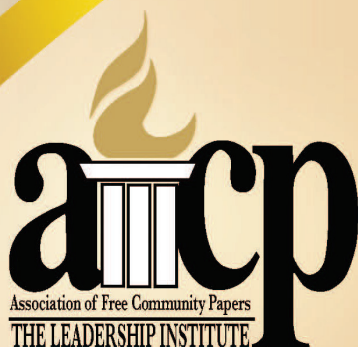
REGISTER NOW!

Limited Seating Available

(\$25.00 Registration Fee)

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!



One Idea can pay for the Entire Trip

by Shane Goodman

TAKE THE TIME TO learn from the many business partners at the AFCP trade show.

Growing revenues or cutting expenses.

As publishers, we are continually working on one or the other — at least if we want to pay people. And I don't know about your company, but our staff doesn't seem to like to work for free. So we continue the battle.

Many of you reading this are successful entrepreneurs who have built your companies from the ground up. But if you are being honest, you would likely admit that you implemented some advice from others, many of whom are part of this association. Year after year, we are told that the ideas that come from networking — usually at the annual conference — are the greatest membership benefit. One idea can usually pay for the entire trip. That's an investment that most of us are willing to make.

So where do you get these great ideas? Many come from the conference training and the

coursework. Others come from conversations at the receptions or dinners. But a great number are also a direct result of talking with the many vendors at the AFCP trade show. These folks are our true business partners and friends of the industry.

Need a credit card processor? A vendor at the AFCP trade show can help you with that.

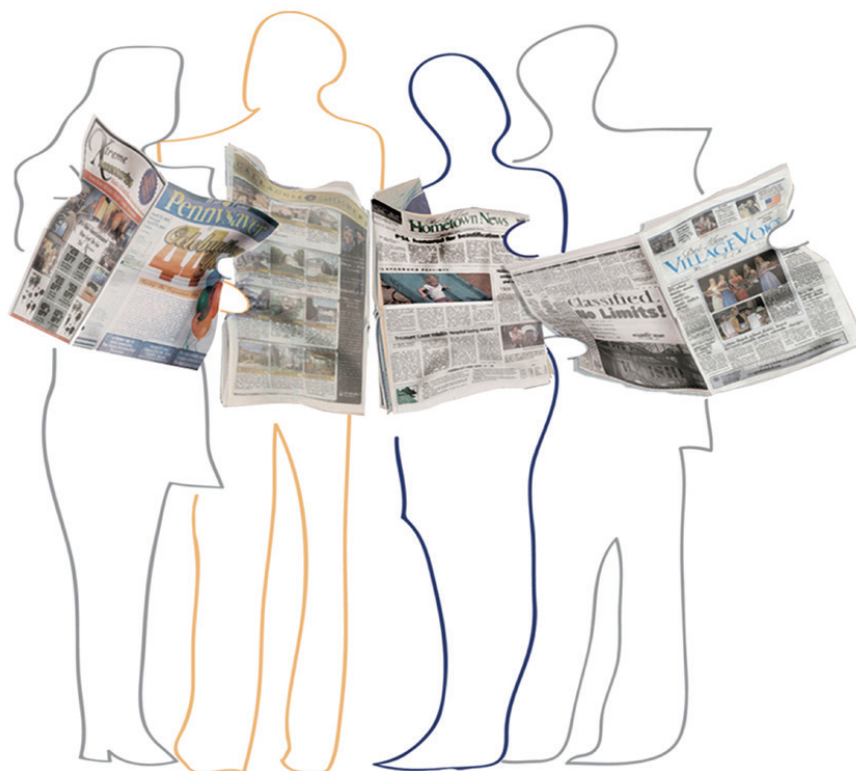
Need a way to create digital editions of your publication? A vendor at the AFCP trade show can help you with that, too.

How about a CRM system? Distribution racks? Art services? Circulation audits? Yes, you can learn about all these services and many more from the helpful vendors at the trade show.

Quite honestly, there are so many companies providing so many great ideas that the greatest challenge is to find time to talk with them all. But you won't know if you don't try. That one idea is waiting to be discovered, so be sure to take advantage of the opportunity at the AFCP Conference and Trade Show in Baltimore from May 3-5.

Thanks for reading. **INK**

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Everything you need to run your publishing business starts with a homepage dashboard at your fingertips. From calls and follow-ups to meetings and sales metrics, The Newspaper Manager gives you the data you need in one snapshot.

Sell Anywhere You Go with the Mobile App

The Newspaper Manager iOS and Android app helps you generate revenue from your tablet and smartphone.

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Easily generate polished proposal templates and convert them into contracts, IOs, and invoices. As the only publishing CRM with integrated marketing tools and a built-in business directory, The Newspaper Manager helps you identify potential advertisers.

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Newspaper Manager offers the insight you need to move your publishing business forward.

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Say goodbye to tedious tasks. Your ad orders can be instantly converted into invoices!

- Get billing out the door with our robust electronic invoicing suite.
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Continued on page 20

Visiting Vendors





Continued from page 19

- Save manpower by processing payments by the batch.
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If you can imagine it, we can report it. Our endless customization options let you mine, filter, and export data any way you like it!

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CVC provides circulation audits and readership studies to newspapers, magazines, shoppers and niche publications throughout North America. CVC audits include print, website, digital edition, social media, email marketing, mobile and text media. CVC readership studies utilize a multi-tier study platform that can include residential phone, cell phone, online, QR code, social media and email studies to give publishers accurate demographics spanning multiple media platforms. CVC audits thousands of editions nationwide representing over 60,000,000 circulation. CVC's all inclusive pricing starts at just \$107 per month. Call (800) 262-6392 for your custom quote.



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In 2018, we're introducing an array of new products and programs to help you grow your audience and bottom line, including:

- A complete multimedia app suite for local media organizations.
- Turnkey OTT (over-the-top) apps for Apple TV, Roku, and Amazon Fire TV.
- Enhanced built-in digital video capabilities and third-party integrations.

Our complete, fully-integrated solutions suite includes:

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- **BLOX Now:** A high-engagement, turnkey news app for local news and media organizations.
- **BLOX OTT:** Create a 24/7 TV-like experience for your audience on Apple TV, Roku, and Amazon Fire TV.
- **iQ DMP:** Powerful audience segmenting and behavioral targeting capabilities for BLOX CMS.
- **iQ Engage:** Use behavioral targeting to boost pageviews, time on site, and ad revenue—while slashing bounce rates.
- **iQ Ad Ops:** Roll out high-performance targeted programmatic and local advertising campaigns.
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- **BLOX Business Directory:** A turnkey, all-in-one local marketplace solution that advertisers—and users—will flock to.
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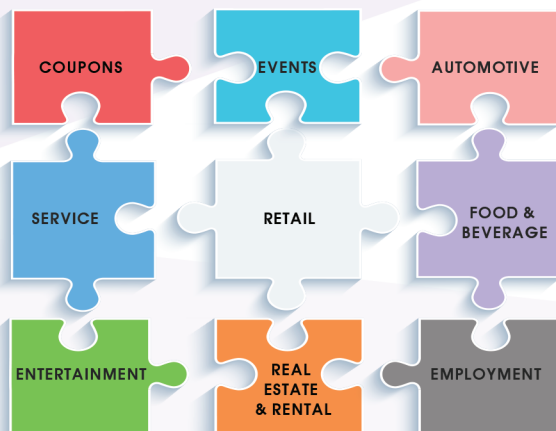
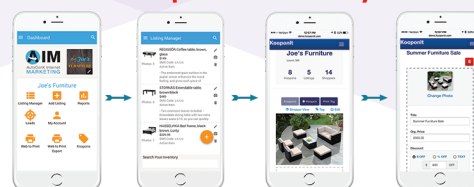
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CUMMINGS PRINTING

Our History – In 1914, Lew A. Cummings and two employees opened a small commercial printing company and began operation. Over the next 100 years Cummings Printing evolved into a magazine and catalog printer competing on a national scale. We believe in investing in the future of the publication



printing industry and evolving with it and its publishers. Print is not dead; in fact, we see just the opposite happening. It is growing and thriving in many categories, niche magazines being one of them. As it has been for over 100 years, our main objective is to use our experience of publication printing to partner with our clients and offer the best possible product

Cummings

Publication Printers Since 1914

and service in the industry.

Our Mission – Our objective at Cummings Printing has been simple: to provide customers with a quality product, delivered on time and within budget. Quality is an overused cliché at most companies, but at Cummings it is a way of doing business. As an ISO 9002 company, Cummings has implemented a quality management system that involves every employee, from customer service to shipping.

What sets us apart? – Cummings Printing is a partner that is easy to do business with. Your publication or magazine will be handled with professionalism and attention to detail. A customer service representative will know your job intimately as they guide it through production. Your CSR will be there to answer questions and help make the print process easy and efficient. We are a full-service publication printer. Owned and operated by the Cummings Family since 1914, we have built a reputation for competitive pricing, flexible scheduling and personal service. At Cummings Printing, we are proud of our ability to deliver a quality product time and time again. We want to make your job perfect. As a family-run publication printer for 100 years, our focus is on printing runs of 2,000 to 100,000, so we'll always give your job the attention it deserves.

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Continued on page 24



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The printed word is tangible. It takes up space so it cannot easily be ignored...or forgotten. Printed content has tested better with brand recall than digital, and is proven easier for our brains to process. When you choose to print, you're creating a highly memorable experience for your readers.

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Continued from page 23

NORTH AMERICAN PRECIS SYNDICATE (NAPS)

North American Precis Syndicate (NAPS) specializes in the service of getting news releases in the print and online media across the country.

The longtime associate member and supporter of the Association of Free Community Papers (AFCP) has become a familiar face as a vendor at the AFCP conferences.

NAPS was founded in January 1958 for the purpose of distributing feature releases to all daily, weekly and free papers across the U.S. The free content is a convenience for editors 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 built up a reputation 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 online publications are also reached by NAPS in addition to traditional newspaper bloggers.



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, recognizing the need for reaching out to multi-cultural audiences, 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 Spanish-speaking and Black Americans.

Thank you for dropping by our booth and visiting CEO Dorothy York and Gary Lipton in the Media Dept. We are proud of serving the AFCP community in our 60th anniversary!

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The Bar-Z software-as-a-service platform supports mobile responsive design websites and native apps for iPhones, iPads and Android devices. With a full product lineup and complete flexibility, Bar-Z will help you develop a custom mobile strategy that fits your unique market, content and revenue goals. Mobile solutions include News, Weather, Sports & More™ apps, mobile city portals, visitor guides, coupon and deal apps, high school sports apps, readers' choice programs, digital companions for specialty publications and more.

Each solution supports multiple ways to generate new digital revenue, ranging from sponsorship options and native advertising to traditional display ads and enhanced listings. Bar-Z handles all of the technological aspects allowing publishers to focus on content production and selling new digital advertising. Stop by the Bar-Z booth to learn more about how a new mobile solution can help your publication capitalize on the growth of mobile in your market.

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Bluefin Technology Partners has a single vision: to generate new revenue sources for publishers by offering advertisers the best tools available to place, review and publish their print and digital advertising buys.

The Opportunity – Newspaper publishers are in the best position to become the local destination for online buyers and sellers. To achieve this, publishers need to:

- Aggressively adapt to the changing world of online and print.
- Leverage “Brand Equity” to increase online / mobile revenue and readership.
- Simultaneously grow their local markets through both print and online channels.

Bluefin Technology Partners Advertising Solutions for Publishers

The Challenge – Newspaper publishers are facing an ever-growing threat to their local online classified franchise. “Pure-play” online classified vendors like eBay, Craigslist, and Google are aggressively acquiring companies and technologies in an attempt to capture the local marketplace. Some are competing directly, while others are attempting to partner with local publishers in a co-branding arrangement. Either way, publishers are slowly losing control over their core market.

Continued on page 26

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Continued from page 25

Bluefin Technology Partners gives you the e-commerce solutions to compete on an even playing field without having to sacrifice revenue or control.

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Since 2007, Bluefin Technology Partners has delivered the highest level of customer support to hundreds of newspaper titles in the United States, Canada, United Kingdom, and South Africa. Our principals have many years of experience delivering the best advertising publishing solution available.

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SOFTWARE CONSULTING SERVICES, LLC

Founded in 1975, SCS's business is providing software to the newspaper industry. Family-owned and employing a staff of U.S.-based developers, sales and support staff, SCS has long been a trusted vendor for publishers of all shapes and sizes.

SCS's Community Advertising System (CAS) packages the core systems a publishing company needs to put out a paper. As we like to say, it "Fits your business... Fits your budget... and Fits your cul-

ture." Sold in a budget-friendly SaaS package, CAS has no capital expenditures to help minimize up-front costs.

CAS includes retail and classified order entry, accounts receivable, display ad dummyming, classified pagination, ad production management and news pagination management. CAS also comes with web-based self-service modules for customers to place classified ads, proof display ads and view electronic tearsheets.

In addition, the package runs on SCS-provided on-premise equipment in the form of next generation hardware from Intel. And of course, this is all backed by SCS's 24/7/365 support. Our staff is one of the most experienced and creative in the industry, and are our best and brightest. When we say we provide "We have your back" service, we mean it!

AFCP members The Genesee Valley Penny Saver, Kapp Advertising and Hometown News use SCS's systems every day. Talk to us to learn what SCS can do for you!



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MERRIMACPLUS

The Merrimac Publishing Manager was purchased in 2017 by Carol Toomey, owner and publisher of Action Unlimited and the Smart Shopper. She not only owns what is now the MerrimacPlus system, but has used Merrimac every day since 1999 to manage the publishing of her ten Massachusetts weekly publications.

The company was started in 1987, when the publisher of the weekly newspaper in the Brooklyn, N.Y., neighborhood where Tom and Kate Vachon lived at the time asked Tom to help them rescue their mailing list from a dying computer. Personal computers were becoming affordable for small businesses, but there was little software available to help owners automate their operations in a way that was specific to their needs. After he successfully rescued the circulation data, the newspaper owners asked Tom to develop a comprehensive management system for their operation. Drawing on his program development experience, as well as on accounting programs he had written, he developed the beginnings of the system that became the Merrimac Publishing Manager (MPM).

It soon became obvious that the time and investment required to develop a comprehensive, integrated management system could not be justified by



a single custom installation. With the original clients' help and encouragement, Tom presented a prototype of Merrimac Publishing Manager (now MerrimacPlus) at the New York Press Association's fifth annual convention in the spring of 1989. The reception by other publishers was enthusiastic. They were impressed by its scope, focus on the needs of weekly newspapers, ease of operation (users can sit down and start working immediately with relatively little training), and its reasonable projected cost.

The first complete system was installed during the summer of 1989. Users have been – and continue to be – the voice for most of the improvements. When something is requested that the system doesn't currently do but the change could benefit all, changes

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Visiting
Vendors



Create, Sell & Profit



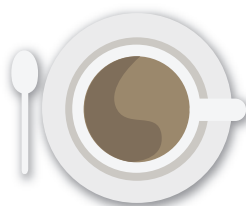
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Continued from page 27

are made. Since then, Merrimac has been fleshed out, modified, and expanded. The current integrated credit card processing is PCI compliant. Numbers are not stored locally, so there's no worry about them being stolen from Merrimac. The circulation system is updated regularly to conform to the latest postal regulations. Recently, the payroll module was updated according to the new tax laws. This is all accomplished by the two people who make MerrimacPlus the software of today: Jim and Sabrina. Sabrina is available by telephone and email to make changes and fixes. Jim is ready to jump in whenever necessary.

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A Rising Star's Perspective

by Samantha Husted, Rising Star

LAST YEAR I ATTENDED THE ASSOCIATION OF Free Community Papers' annual conference and trade show in Louisville, Kentucky. This was my first time ever participating in any sort of conference-like event. It was my first foray into the professional world, so to speak.

I had just been inducted into the Rising Stars, a program aimed at recognizing young up-and-coming professionals in the free newspaper industry. And now I was flying to a place that I had never been to meet people I had only ever talked to on the phone. It was intimidating and exciting. I had no idea what I was in for.

See, I come from this little touristy town in southwest Florida called Marco Island. Our permanent population is only about 16,000 people, give or take. During the months of November through April, our population doubles with part-time residents and tourists.

Living on an island is kind of like living in a bubble. Locals often refer to our home as "the rock" because we're geographically isolated. The only way to get to Marco Island is by way of bridge or boat. My town, like many American small towns, is the kind of place where everyone knows everyone.

Prior to the 2017 ACP conference, I had been working as staff writer for the Coastal Breeze News, a locally owned and operated bi-weekly community newspaper. I was fresh out of college and just trying to figure out how things in the industry worked.

I quickly learned that locals and visitors relied on our paper for pertinent information. That it was a source of entertainment and news, and a way for our community members to connect. Since my hiring at the Coastal Breeze News in 2015, my world has revolved around our island's community. I now know this sentiment is echoed among the many publications that are involved with ACP.

When my boss informed me that I had been selected to participate in the Rising Stars program, I

was excited for the opportunity. Attending last year's conference was an eye-opening experience for me, in more ways than one. It was inspiring to meet so many people who were as passionate about their communities and their publications as I am.

I also felt a sense of camaraderie from my peers in the Rising Stars program. They, like me, were just trying to do their best. They understood the difficulties that come with working for a community publication and offered me ideas and solutions to some of the work-related issues that I was having.

Working for a free independent newspaper is kind of like being part of a very small club. Not many people outside of our circle understand what it takes to put together a publication. When you work in this type of environment, small problems can become magnified. Our operation, for instance, is comprised of only about ten people. It takes a lot of hard work and dedication to get our paper out every other week. And when you live in a small town, you can forget that there's a whole world of people out there, working towards a similar goal.

Last year's conference was a welcome reminder of why I do what I do. It was energizing and motivating. From listening to key-

note speaker Michael Allosso's "You on Your Best Day" presentation to the group outings and classes, I had a lot of fun and learned a lot. I've realized that being a part of this network of free community newspapers is both rewarding and validating.

In the Coastal Breeze News office, we often ask, "What does our paper stand for?" First and foremost we are a newspaper that serves our community. We tackle issues that affect our readers. And like many ACP members, we're an independent and free publication comprised of a small group of dedicated individuals.

The ACP annual conference celebrates and honors our shared mission. I can't wait to see everyone in Baltimore! **INK**



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!

"When something is important enough, you do it even if the odds aren't in your favor."

– Elon Musk

ELON MUSK IS AN INTERESTING MAN. HE IS PART

Thomas Edison, part Henry Ford, with a bit of Ironman's Tony Stark mixed in.

Dreamers are sometimes criticized for "having their heads in the clouds," but Elon Musk's dreams have literally taken to the skies. His recent launch of the Falcon Nine rocket was an inspiring sight! Even more fascinating was the image of the rocket's reusable boosters gently touching down, a scene right out of the sci-fi films of my youth.

Before taking on the challenge of making space flight safe and affordable, Musk was the creator of PayPal and the founder of Tesla Motors, the electric car company. Musk named his automobile company after one of his heroes, Nikola Tesla. Like Musk, Tesla's ideas were ridiculed as foolish and impractical.

In university, Tesla's professor mocked the young man's vision of building a dynamo to generate alternating current as scientifically impossible. Two years later, Tesla patented his generating system which remains the world standard to this day.

What makes innovators like Nikola Tesla, Steve Jobs and Elon Musk ignore the "experts" and go on to accomplish the "impossible?" Business writer Melissa Schilling attributes their "out-of-the-box" success to "self-efficacy."

Self-efficacy is a psychological term defined as a form of task specific confidence. The famous WWII Rosie the Riveter "We Can Do It!" poster is the perfect expression of this. Americans never doubted that they could take on the Axis powers and defeat them.

Great innovators share an intense faith in their own ability to overcome obstacles to achieve their objectives. This faith leads them to take on challenges others believe impossible and to stick doggedly to the task until they accomplish it. Self-efficacy allows them to not only persist after a failed attempt to reach their goal, but also to learn from their missteps.

This unshakeable confidence inspires others to share the innovator's vision and they begin to assemble teams who share their passion for their "impossible" project. The belief that a solution to an "unsolvable" problem exists opens their eyes to ideas that those lacking this faith will miss.

According to NASA and most of the world's scientists, building a reusable rocket was impossible, Elon Musk said, "I can do it!"

What could we all do if we adopt Musk's unbeatable "CAN-DO" attitude? **INK**

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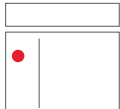
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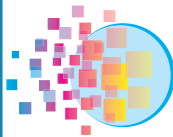
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THE ANNUAL SMC/MAILERS roundtable will be held on Friday morning from 7:30 to 8:30 in the trade show area of the AFCP conference in Baltimore.

Those who attend will have the opportunity to meet Elke Reuning-Elliott, USPS Director of Mail, and Steve Mills, Product Manager for Saturation Mail.

There will be an opportunity for you to bring your questions, ideas, and opportunities to discuss postal concerns and challenges with the new product people.

MEMBERS OF THE COMMUNITY Papers of Michigan (CPM) are asked to nominate an employer, employee or colleague for the John R. Gaedert Outstanding Community Paper Professional Award.

The award is presented to a person who has a strong commitment to the community, has a strong belief in the value of supporting local businesses, schools and local residents, the highest level of ethics and a commitment to customer service – a true team player in the company who projects a positive and cheerful image.

The deadline to submit for this award is April 30, 2018. For details contact Jack Guza, jackguza@cpapersmi.com.

THOSE PLANNING TO ATTEND the International Classified Marketplace Association (ICMA) spring conference in Vienna, Austria, will benefit from sharing information with worldwide classified media professionals.

The conference will deliver two days of dedicated plenary sessions, panels and debates. There will also be dedicated workshops and single-disciplinary meetings for business leaders, operation-level, and sales managers, along with the best networking and local cultural entertainment available.

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