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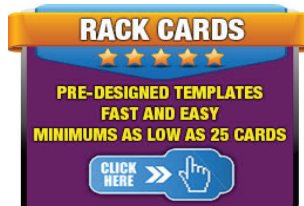


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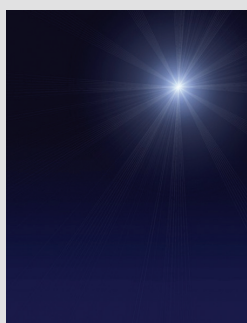
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next
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The June issue of INK will update everyone on all the events related to the annual conference and the people who were recognized from the industry. Be sure to check out all the photos of the Baltimore fun and excitement!

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

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Cover Photo:
graphixmania/shutterstock.com

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Examining the future of PaperChain

PAPERCHAIN CHAIR DAN ALEXANDER

called a recent phone conference of the committee to discuss the future of the organization. Board members from the free paper associations were asked to join the call for their input.

Over the years, PaperChain has been supported by the free paper associations. During these years the classified networks that have been the support of the associations have gone south, which makes it difficult to plan for the future.

Alexander has done a remarkable job in leading the PaperChain committee. The funds have been limited; and after paying SRDS, it has mostly been a volunteer effort to keep PaperChain afloat.

For over 90 years, SRDS has been connecting media sellers with buyers through quality information service covering the world of advertising opportunities. For many years an annual catalog listed the data of daily newspapers. In recent years, that information was placed online. When PaperChain came along, a deal was made to place the information of free distributed newspapers next to the information of the daily newspapers. The papers were required to be audited.

PaperChain has negotiated with SRDS

to keep these listings on their site. That will continue until next year, when a new contract must be made.

With some free paper associations in financial trouble, the outlook for PaperChain and the SRDS agreement may be in trouble. The budget sessions for the associations for 2019 will determine the fate of PaperChain.

When PaperChain started, branding the industry was at the top of the list. The committee relied on volunteer work and limited funds to move forward.

An example: In 2006 the Newspaper Association of America (NAA) announced a campaign to make it clear that daily newspapers have the brand power and the credibility to serve print and online advertisers better than any other medium. NAA hired professional firms for the campaign and the budget was \$50 million dollars.

If we could turn over that type of budget to Alexander and his team, the future of PaperChain would be bright.

Alexander said, "Trust me, the clouds may look dark now but we've been there before and managed to thrive. I still believe our industry has a lot more life left in it. We just need to keep moving forward." **INK**

Dave Neuharth

DAVE NEUHARTH
EDITOR

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Contact Congress to **STOPP** Tariffs

IF YOU ARE IN THE PRINT BUSINESS, YOU KNOW that it is a difficult business in which to make a living.

The proposed tariffs on newsprint from Canada will be another cost that may affect the print business in the United States.

It is time to get involved by calling on Congress and the International Trade Commission to reject these tariffs and protect the 600,000 jobs in the print industry.

The Association of Free Community Papers (AFCP) board of directors has endorsed the efforts of STOPP, Stop Tariffs on Printers & Publishers, to oppose the proposed countervailing duties (CVD) and anti-dumping duties (AD) on imports of Canadian uncoated groundwood papers. These duties will substantially impact newsprint costs nationally and the health and well being of both publishers and printers.

One newsprint manufacturer, named NORPAC, has filed petitions asking the government to assess tariffs on Canadian imports of uncoated groundwood, which includes newsprint used by newspapers, book publishers, and

printers who serve a wide range of businesses and citizens in local communities. It has been opposed by others in the paper industry because they know tariffs will harm their customers and the demand for paper will decrease.

The Department of Commerce has assessed preliminary newsprint tariffs, which range as high as 32 percent. These tariffs are already being collected at the U.S./Canadian border, and printers and publishers are already feeling the pinch with higher prices and disruptions in supply. Local newspapers, printers, and book and directory publishers cannot absorb these costs. This will lead to less jobs and less news and information distributed in local communities. Ironically, it will also mean less demand for newsprint – and fewer customers for the U.S. newsprint producers who the government is trying to protect. Essentially, nobody wins.

Get involved today and contact Congress to reject these tariffs to protect U.S. jobs!

For more information go to the STOPP web site: www.stopnewsprinttariffs.org. **INK**



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Publishers who are **GIVING BACK**

WHEN IT COMES BACK TO GIVING BACK TO THE Association of Free Community Papers (AFCP), everyone knows that Carol Toomey is at the top of the list.

Over the years, the publisher and owner of Action Unlimited in Concord, Massachusetts, has served on every committee you can name. She is a recipient of both AFCP's Distinguished Service Award and the Publisher of the Year award for her volunteer work.

Volunteer work doesn't stop with AFCP. Back at home, she and her publication are at the top of the list in her community for giving back.

The Rotary Club has bestowed honors on her for her volunteer work, and she continues to work on projects for Rotary.

Toomey works with the Rotary Club to sponsor an annual Brew Fest. The food and beer tasting event raises \$19,000 for charity.

Also in her Rotarian capacity, she works with nursing homes in the area, visiting the residents and asking what they want for Christmas. As a group they obtain the gifts, wrap, and then deliver them to the home. Santa Claus is included and the group sings Christmas carols.

She works with Rotary on a Reality Fair at the local schools. The program is about real life – students pick a vocation, learn about wages, paying taxes, cost of food, heat and entertainment. Each attendee spins the wheel of life twice to see how to deal with a real life situation. It might be the loss of a family member, a car accident, etc. With the information the students have obtained, they write a program about their own future life.

Toomey is one of 24 representatives of Rotary International that updates groups around the world about polio. The disease is still a threat in the world, and she is involved in presenting programs that will prevent future outbreaks. The region she covers is the northeastern United States and parts of Canada. Rotary is credited with reducing polio cases by 99.9 percent worldwide since their first project to vaccinate children in the Philippines. Rotarians have helped immunize more than 2.5 billion children against polio in 122 countries.

In the local community, she serves as a corporator for Emerson Hospital. Her role helps connect residents of the community to the hospital. Their activities range from supporting grassroots promotion of hospital services to serving as a ready source of volunteers to fit the hospital's many needs, from governance to resource development.

She is involved in a Food Package event that raises money to provide 20,000

meals packaged in plastic. Persons can attend the event and receive a free dinner.

Toomey also aids the U.S. Postal Service in their annual food drive.

When a disaster occurs, Action Unlimited will publish ads asking for donations. During 2012, Hurricane Sandy affected thousands in the area. People responded to the ads, bringing bags full of donations. Action Unlimited ended up with 12 pallets of

materials to donate to those in need.

Toomey called her printer, Trumbul Printing (an AFCP associate member) and asked Gus, "When you pick up our papers, will you pick up the pallets of donations and drop them off at the locations you drop our papers? I will then look for someone to pick them up." Instead, Gus volunteered to take the pallets to their needed destinations.

"They did," Toomey said. **INK**



The food package event is one of many Rotary projects Carol Toomey is involved in.



Getting to know Karen Sawicz

BEING IN THE PRINT BUSINESS HAS BEEN PART of Karen Sawicz's life since the age of 12.

After her parents purchased the Lake Country Pennysaver in 1960 she went to work doing tear sheets for customers and helping her mother in the dark room.

As she grew her responsibilities increased. Sawicz helped her father in the press room, learning how to do plates and blankets on the press, answering phones, waiting on customers and loading and unloading trucks. By the time she was headed for college she was making sales calls and setting type.

Sawicz attended Sioux Falls College in Sioux Falls, S.D., where she majored in Sociology. After two years she headed back to Albion, N.Y., and went back to work for the Pennysaver. She took on the new challenge of graphics.

When her parents purchased the Lake Country Pennysaver in 1960 its circulation was 4,000. Over the years and since she assumed ownership and the publisher's role, the distribution has increased to over 19,000. The product is 90% advertising with occasional editorial information that includes press releases from local schools and organizations.

She has been a huge supporter of free paper associations. She has devoted countless hours to various committees of the Association of Free Community Papers (AFCP), serves on the board of directors and is the current AFCP secretary/treasurer. In 2010 AFCP honored Sawicz as Publisher of the Year.

A longtime member of the Free Community Papers of New York (FCPNY), she has served on its board of directors as well. In 2003 she received the FCPNY Publisher of the Year award.

Sawicz has been involved in community service. For six years she served as the local chamber president and on the board of directors. She has been an active member of the Rotary Club and served as the club's first female president. The Rotary Club presented her with its most prestigious award, the Paul Harris Fellow honor.

She contributes the success of the Lake Country Pennysaver to her employees, her faith and her parents. "My parents gave me good work and business habits. They lived a good life and worked hard," Sawicz said. **INK**



Karen Sawicz accepts the 2010 Publisher of the Year award from the 2009 recipient, Greg Birkett.



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MERRIMAC SOFTWARE IS NOW MERRIMACPLUS.

The new name follows a change in ownership after the founder of Merrimac Software, Tom Vachon, passed away in February of 2017.

The change in ownership is a story that relates back to the history of Merrimac and AFCP member Carol Toomey, a longtime honored member of the association who is the publisher of Action Unlimited and Smart Shopper in Concord, Mass.

Toomey had used Merrimac Software for a number of years and was happy with the results.

Vachon was in the process of finishing an update at Action Unlimited when he became ill and went to the hospital. While in the hospital, Toomey spoke with him daily. His program developer and jack-of-all-trades, Sabrina Fobes, showed up to finish the job at Action Unlimited. Vachon died during this period.

Kate, the wife of Vachon, later approached Toomey to see if she was interested in buying the company. After Fobes agreed to continue with Merrimac, Toomey made the deal; so she is now an AFCP member wearing two hats, as a publisher and a vendor.

Merrimac has been serving small- and medium-sized newspapers in the market since it was founded in 1987 by Vachon.

Merrimac has been a longtime associate member of AFCP and Vachon was a fixture at the conference trade shows. In 1987, as a free project for a neighbor who was a publisher, he developed some software which led to the development of the company. He traveled to many offices, listened to the needs of small and midsize community papers, and used that knowledge to develop the software.


He developed an integrated management system designed to save money by increasing productivity, cutting production time, trimming overhead, increasing ad sales, improving collections, and optimizing circulation. The comprehensive program was designed to be used in the administration of classifieds, and from accounting to payroll and direct mail.

Since the purchase of the company, the operation is now handled by a three-person team. Toomey will handle the administration of the company at her office in Concord. Fobes will continue in her role as a program developer. A third person has been hired to

help Fobes. Jim Loughner will man the vendor booth at the upcoming AFCP trade show in Baltimore.

Toomey said, "We decided to keep the Merrimac name to honor Tom. Fobes came up with the idea for MerrimacPlus, which now is incorporated.

Fobes said, "I read Carol's comment of how I named MerrimacPlus. Interestingly, a year ago at AFCP, before Toomey was the official owner but we had already settled on MerrimacPlus, she was still trying to come up with a name for the parent corp. This was the first time Carol, Jim and I were physically all together in the same place. It was then that Jim came up with Softrock to be the software and companion company to Batrock. Carol loved it! The rest is (recent) history."

"The website, www.merrimacplus.com, is a work in progress," Toomey said. 

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The Flyer in Florida is now part of Valassis

VALASSIS HAS MADE A DEAL WITH RICHARD
(Dick) Mandt to acquire The Flyer in Florida.

The Flyer will join Clipper, the Valassis-owned magazine in the Tampa Bay area that is focused on local businesses.

The Flyer, the largest weekly direct mail publication in the U.S., is direct mailed to more than 1.6 million households weekly in the Tampa Bay and Southeast Florida markets. Southeast Florida coverage includes the counties of Miami-Dade and Broward, while the Tampa Bay coverage includes the counties of Hillsborough, Pinellas, Pasco and Hernando.

The Flyer is the most recent addition to Valassis' growing portfolio of local offerings. Valassis has continued to build its presence in markets across the country since it acquired Clipper Magazine and Printed Deals in late 2015.

"We are excited to have The Flyer join our portfolio of local business solutions," said Wayne Powers, president of Valassis. "This is a great addition and enhances our ability to help small- and medium-sized businesses extend print and digital savings opportunities to their consumers in the Florida market."

"The Flyer affords us another great opportunity to expand our strong advertiser relationships," said Steve Hauber, president of Valassis Local Solutions. "Merchants in and around Southeast Florida and Tampa Bay will have the ability to cost-effectively reach and engage even more consumers every day. We are thrilled to welcome The Flyer to our Clipper family."

Mandt, the owner and president of The Flyer, has a long history with the operation.

He and his late wife Judy founded The Flyer in Miami in 1977 with a circulation of 20,000. After the publication grew to over 1.2 million circulation, in 1982 he sold The Flyer to Harte-Hanks Communications. He accepted a position with Harte-Hanks as the group president of publications in Albuquerque and Las Cruces, New Mexico; Austin, Arlington and El Paso, Texas; Oklahoma City and Tucson, Arizona. The operations included printing plants.

After working for Harte-Hanks, in 1987 Mandt purchased the struggling Tampa operation from the company. At the time, the publication had a distribution of 250,000. Under his leadership the shopper grew to over 900,000 distribution and revenue increased over 1,000 percent.

In 2005 Mandt sold The Flyer back to Harte-Hanks. After that the print industry took a downturn and Mandt purchased the Florida Flyer operations back from Harte-Hanks.

Over the next few years, The Flyer increased its operation in both markets and built a strong classified and web operation. The company built its classified program to over 100,000 per week.

After 40 years in the print industry, his next venture is to build a recreation community on the Palm River in the Tampa area. The project will be called the "Palm River Retreat."

Mandt is building a home with a boat dock on the river that is similar to the one where his wife Judy first lived in the Florida Keys. He plans to build cottages in the retreat and rent or sell them. **INK**

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We can learn a lot from 'Charm City'

Baltimore is an example of one of the most remarkable transformations of any city in American history

by Shane Goodman

YOUR DUTIES HAVE been expanded, and not necessarily for more pay. You are working with a reduced budget, resulting in a smaller staff. You are continually seeking out quality sales reps and are directly involved with the interviewing, hiring and training. And on top of it all, you are being forced to negotiate better printing rates. Sound familiar? Needless to say, there is a lot of competition for your time. I understand, as I am dealing with many of these same issues.

With all that in mind, there has never been a better time to make the investment to attend the AFCP Conference and Trade Show in Baltimore May 3-5.

Why? As I mentioned last month, one idea can pay for your entire trip. Networking typically ranks as the No. 1 benefit of attendance, and you will have your share of opportunities to mingle with others in the industry. The trade show also provides a plethora of ideas from vendors who are helping many others just like you. The training is top notch and continues to improve with new content each year. And if you are looking for an opportunity to relax, smile and have some fun, the entertainment at this year's conference is just what you are looking for. All of this is surprisingly inexpensive, especially when compared to other industry events. We can thank the NANI classified ad sellers for the great deal we all receive.

If you dig a little deeper, you will learn that this year's conference provides an even greater opportunity to learn due to its location in a wonderful and historic city that has rebounded repeatedly. Baltimore is Maryland's largest city, and it is known for its beautiful harbor, quirky neighborhoods, unique museums and world-renowned hospitals, but its citizens have had to deal with a series of challenges.

From the collapse of the South's economy after the Civil War to the devastating 1904 fire that destroyed 1,500 downtown build-

ings, Baltimore has rebounded again and again.

According to www.baltimore.org, Baltimore served as an important shipbuilding and supply-shipping center during World Wars I and II, but suburban flight led to rapid decline in the 1960s and 1970s. The city lost so much in population and business that it became as financially depressed as it had been during the Depression.

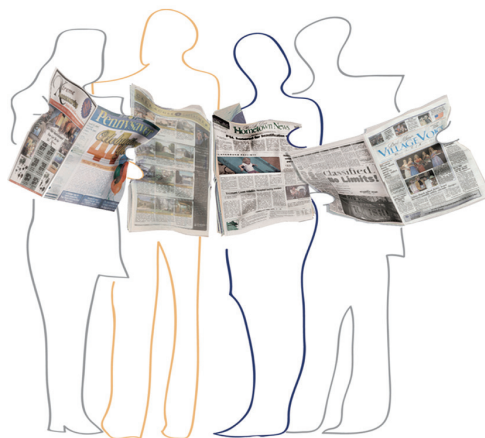
Baltimore showed its resiliency once again, beginning in 1979, with ambitious urban renewal efforts. Many neighborhoods, including the city's harbor, have been revitalized. Hotels, office buildings and entertainment facilities replaced dilapidated wharves and warehouses. State-of-the-art stadiums have been constructed nearby for the Baltimore Orioles and Baltimore Ravens. A few miles away, billion-dollar biotechnology parks attract the world's leading scientists. Baltimore now has a modern service economy, led by high-tech, biotech, medicine and tourism. Distinctive restaurants, bars, businesses and shops can be found throughout. The new "Inner Harbor" has become the model for cities around the world.

Baltimore is commonly known as "Charm City." Its citizens have great pride and welcome visitors with down-to-earth, small-town spirit.

Baltimore has clearly had its share of ups and downs, much like our industry and maybe even your own publication. But through it all, the city has re-invented itself in successful ways. Its leaders simply refused to give up.

We can learn much from the history of Baltimore, and you have a wonderful opportunity to do just that and much more May 3-5. I encourage you to make the investment and join me at the 2018 AFCP Conference and Trade Show.

Thanks for reading. 



SHANE GOODMAN
AFCP PRESIDENT
CITYVIEW

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The Leadership Institute Graduates

TEN PERSONS WILL BE HONORED WITH AFCP'S The Leadership Institute (TLI) graduation certificates at the annual conference in Baltimore.



Laura Baugher

LAURA BAUGHER IS A sales rep from Kapp Advertising located in their Hanover, Pennsylvania, market.

She was hired in 2006 after graduating from St. Joseph's University with a degree in History. In 2016, she was nominated for and accepted into the AFCP Rising Stars program.

In her spare time, Baugher enjoys cooking, gardening, and canning. She is an avid reader, and loves spending time with her family.



John Draper

JOHN DRAPER IS THE owner and publisher of Pipestone Publishing Co. located in Pipestone, Minnesota.

The company publishes a number of free publications and community newspapers. Draper has been in the industry for 20 years and like most small community publishers, has done everything from home delivery to company

management.

Draper has been an active participant in the free paper industry. He served as president of the Minnesota Free Paper Association (MFPA), participates on the PaperChain board (two years as president), and has been on the AFCP board since 2008. He currently serves as the AFCP third vice-president, and is the chairperson for the AFCP Rising Stars program.

He grew up in Pipestone and continues to serve the community through participation in a number of

community organizations. He attended school at St. John's University in Central Minnesota, then worked as a sales/program manager for an electronics manufacturing company before returning home to carry on the family publishing business.

When not on the job, John can be found on the golf course or in the stands with his wife Theresa watching one of their four daughters' activities.



Trisha Drouillard

COMING FROM AN EXTENSIVE sales background, Trisha Drouillard joined Ocean Media in South-east Florida in 2016 as an appointment setter and quickly advanced to inside sales.

She currently works in outside sales and assists the Palm Beach County regional manager, Anna Vasquez, who has been involved with AFCP for 15 years.

Drouillard is excited to be graduating from TLI and continuing her career in advertising.

"I am very thankful to be working alongside Publisher Glen Fetzner and the entire team at Ocean Media. I'm extremely fortunate to have Elaine Buckley and Anna Vasquez as my mentors," she said.



Tiffany Gardner

TIFFANY GARDNER joined Woodward Community Media in May of 2013.

She has worked in multiple roles within the company, which has enabled her to learn about varying facets of the industry. Those areas have included inside sales, classified advertising, distribution, and event planning as well as her current role as

an outside sales account executive.

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Continued from page 15

Gardner is the Grant Iowa Lafayette Shopping News account executive for the sales territory encompassing Platteville and Iowa County in Wisconsin. She has played an integral part in expanding her current sales territory by generating new business and resurrecting projects such as Chamber and Community Guides.

As she approaches her five-year anniversary with the company, she looks forward to growing her sales territory even further by using the techniques learned through the TLI courses.

In Gardner's spare time, she enjoys being outdoors, hunting and traveling. She and her husband and their two dogs, Max and Jaxson, especially enjoy their many outings to Wisconsin's State Parks.



Steve Harrison

STEVE HARRISON IS the publisher of the Genesee Valley Penny Saver, which is celebrating 70 years of publishing.

The Genesee Valley Penny Saver was established in 1948 and has grown in circulation to over 150,000 homes and businesses.

Harrison is a second-generation co-owner with sister Kim, based in Avon, N.Y., with satellite offices

in Batavia, Brockport, Canandaigua and Dansville. The 80-member staff is comprised of administrative, clerical, production and sales personnel.

A graduate of St. Bonaventure University in 1977 with a degree in management, Harrison began full time as an advertising consultant. He moved into a supervisor of sales position in 1980, and finally into senior management in 1991.

Growing up in the family business that his parents, Roger and Jane began, has provided a unique and appreciative perspective on this wonderful medium. (Roger and Jane also helped found the National Association of Advertising Publishers – NAAP – which was the predecessor to AFCP.)

Involved with town and county Chambers and active in the Free Community Papers of New York (FCPNY) and a past board member of the Association of Free Community Papers, Steve enjoys spending time with his three children. Chris works in the business; Nicole is pursuing her doctorate

at Johns Hopkins; and Marcus is a Master Tech for Mercedes Benz of Lancaster, and has blessed Steve and his wife Kathy with two grandchildren – Mia & Miles – future Bonnies!



AJ McNaughton

AJ McNAUGHTON IS the production and newsroom manager and host of the podcast "Lunch Break" at Appen Media Group in Alpharetta, Georgia.

He has been with Appen Media since 2013, when he started as a production artist. Since then, he has taken on more responsibility with both the design and content of the publications as well as all digital aspects of the

company.

Originally from the suburbs of Chicago, McNaughton got his B.A. in Fine Art with a concentration in graphic design from Elmhurst College. From there he worked as a freelance designer before relocating to Georgia and finding a full-time position at Appen Media.

When not at work, he enjoys hiking with his wife, Kimber, and dog, Milton, drawing in his sketchbook and watching the Chicago Blackhawks.



Jane Quairola

JANE QUAIROLI IS among the 2018 graduates. Quairola is employed with Kapp Advertising Service in Lebanon, Pennsylvania.

She started in 1984 as a sales representative, was promoted to assistant district sales manager in 2000, became a district sales manager in 2012, and in 2018 became the Speciality Publications Manager. She also manages

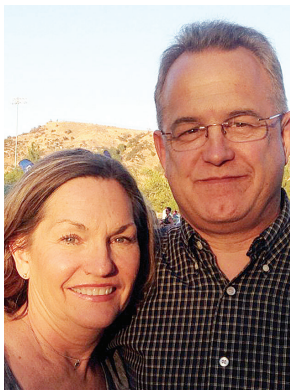
the company's website and promotional product sales.

Quairola is now or has previously been involved in the community with the Friends of Old Annville historical organization, as the publicity chair of coordinated advertising and press releases with the Lebanon Valley Chamber of Commerce, and with



the Leadership Lebanon Valley Class of 2006.

She has served on the Lebanon County Builders Association board of directors, with the Palmyra Borough Council as president, with the Fireman's Park Beautification Project, and the Palmyra Area Heritage Association board of directors. She was the chairperson of the New Year's Eve Celebration, served the Palmyra Public Library board of directors, as vice chair and personnel chair of the Lebanon Valley Chamber of Commerce Centennial Anniversary Committee, and on the board of directors of the Palmyra Area Recreation & Parks Commission.



Doug & Jeannie Sutton

DOUG AND JEANNIE

Sutton have been publishing a weekly paper in Santa Clarita, California since 1998.

What started as a shopper has become a community newspaper with local entertainment, news and opinion that serves the 250,000 residents of Santa Clarita, a suburb of Los Angeles.

As the business model changed with the loss of significant classified ad content, they realized the need to change and remain relevant. Today The Gazette is home delivered and racked throughout the community. In addition they publish two magazines. One, Canyon Country Magazine, is hyper-local directed and distributed to the most densely populated area of the community. The other, Pet Me! Magazine, is an animal lover's magazine that they just acquired in February 2018.

Currently, Doug handles sales, circulation and community involvement as well as writing a weekly political column, 'Doug's Rant.' Jeannie handles production (including editorial and graphics) and accounting.

Married for 34 years, the Suttons have three grown sons and three grandchildren. Active in their community, Doug is a past president of the local Rotary Club and both are involved in leadership roles at church. Fun Fact: Doug and Jeannie first met in the fourth grade.

CIARA THOMPSON IS ONE OF THE 2018

TLI graduates. Thompson has been a team member of the Sun Community News for four years. While at the Sun Community News, her sales territory has grown to include Clinton, Essex and Franklin Coun-



Ciara Thompson

ties in Upstate New York.

She strives to provide success for her customers. In addition to ad sales, Thompson also approaches projects such as invitations and sports memorabilia with a prospective eye.

Outside of work, Thompson enjoys spending time with friends and family, traveling and community involvement.

Thompson plans to apply her TLI courses in her day-to-day sales activities.



Deb Weigel

DEB WEIGEL STARTED

her career in the publishing business with the Dyersville Commercial while she was still in high school.

After leaving the industry for 10 years, she returned to work for Woodward Communications in 1986 at The Eastern Iowa Shopping News when it was located in Edgewood, Iowa.

Weigel was hired as the composing room manager, but soon promoted to general manager.

In 1999 Woodward purchased the Dyersville Commercial and the Eastern Iowa Shopping News and moved to Dyersville, Iowa, and Weigel became publisher of those two publications along with the Cascade Pioneer.

During that time, she went back to college and obtained her bachelor's degree. She was later promoted to vice president of the Weekly Division for Woodward, overseeing weekly newspapers and shoppers in Iowa, Illinois and Wisconsin.

In 2008 Weigel went to work for Community Media Group in Oelwein as its group publisher, overseeing four Northeast Iowa community shoppers, daily and weekly papers in Oelwein, Vinton, Independence and Waverly, Iowa.

She and her husband Don (Tiny) have been married for 40 years and have three daughters: Mica, Ciara and Tessa, and five grandchildren: Harper, Harlow, Briggs, Blayr and Ava. **INK**

The Rising Stars

SHELBY BOBBETT

Advertising Account Executive, Cityview Magazine, Big Green Umbrella Media

Rising Star since 2018

Age: 25

Job Responsibilities:

I serve as an advertising consultant, educating businesses on the power of local print media and sharing the value of Cityview readers. I maintain relationships with current accounts, offering new design and copy ideas. I generate new business leads through heavy community involvement and networking events.

How long have you worked in this industry? I have worked at Big Green Umbrella Media for two years. I previously handled three of our geographically targeted, direct-mailed, community magazines (Iowa Living). Currently I handle our regional, mass-audience, racked magazine. I went to school for journalism and previously worked as a fundraiser for Iowa Public Television.

What does the future look like for the free paper industry? I think the free paper industry has a bright future, especially if we continue to evolve when necessary. I think it's always important to remember that without readers, we can't perform our responsibilities to our advertisers. As long as we continue to create products that reflect our communities and those readers see the value, our industry will prosper.

What is your favorite memory of one of the previous conferences? 2017 was my first AFCP conference. I have many fun memories from last year, but my favorite was the overall excitement and confidence I had after the conference. I brought back lots of great ideas and helpful tools, as well as the excited energy to implement them.

When you're not at work, what is one thing you love to do? If it's warm enough, Addison, my Weimaraner-Lab mix, and I love to go to the lake. In the chillier months, I go skiing every chance I get.

KELSEY GRAEFEN

HR Coordinator, Woodward Communications, Inc.

Rising Star since 2018

Age: 24



Shelby Bobbett



Kelsey Graefen

Job Responsibilities:

Provide HR services for employee owners in the areas of payroll processing, benefits administration, customer service and administrative support.

How long have you

worked in this industry? I have been with Woodward for two and a half years.

Previously I attended the University of Dubuque where I received my Bachelors of Business Administration with a double major in Human Resource Management and Marketing. I am currently enrolled at Upper Iowa University to receive my MBA with an emphasis in HR.

When you're not at work, what is one thing you love to do? I get to coach youth soccer in the spring, summer and fall. While there are challenging times, the kids I get to work with are the best. I have gotten to see kids develop their soccer skills and build friendships with new teammates. The best feeling is when one of your kids scores a goal or does a move that they haven't been able to get quite right, and watching their face light up because they are so proud.

What is your greatest professional achievement?

I have been in the working world for a short amount of time so I would say my greatest achievement thus far was landing the career I am in now. Being in this position, I get to have my hands in multiple different aspects of HR which helps me become a well-rounded HR professional. Plus, I am learning from an awesome team!

Who is your hero and why? My dad is my hero.

He has shown me that hard work and dedication will help you achieve your goals. When my siblings and I were growing up and something got hard, he would never let us quit. When I am faced with challenging situations now, I don't quit until the job is finished.

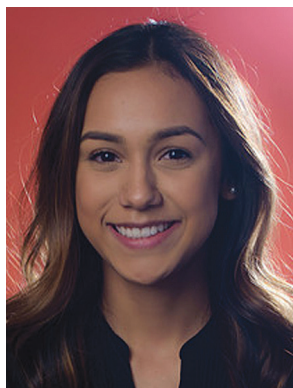
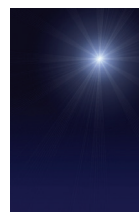
TERRY MATA

Digital Marketing Lead, EC Hispanic Media/ El Clasificado

Rising Star since 2018

Age: 23

Job Responsibilities: Manage due dates, maintain marketing calendar campaigns and where they are in



Terry Mata

the life cycle. Post content for El Clasificado’s social media platforms including Twitter, Facebook, Google +, LinkedIn, Pinterest and Instagram. Maintain results for all marketing campaigns conducted.

How long have you worked in this industry? I’ve been working for El Clasificado for four years. I started with an ad entry level internship and was given the opportunity for

an email marketing strategist position. I recently shifted from email marketing strategist to digital marketing lead to broaden my skills. Due to my experience at El Clasificado, I am currently in pursuit of a career in business administration with an emphasis in marketing.

When you’re not at work, what is one thing you love to do? When I’m not at work I enjoy traveling and being adventurous. I’m always looking forward to new places to visit.

What is your greatest professional achievement? El Clasificado has been my first professional job, therefore my career growth at El Clasificado has been my greatest achievement.

Who is your hero and why? My mother is my hero. She’s a determined, hardworking woman who has taught me how to be independent at a young age and always motivates me to achieve my goals.



Ericka Winterrowd

ERICKA WINTERROWD
Editor-in-Chief, Tower Publications

Rising Star since 2018

Age: 31

Job Responsibilities:

They include running the editorial department, creating issue themes, story ideas and cover inspiration, assigning stories and photo shoots for multiple magazines (monthly and bi-monthly), taking pho-

tos, writing articles, fostering young talent within our editorial internship program and running all social media platforms, including daily blog posts.

How long have you worked in this industry? I have worked in the industry for four years and took a very nontraditional route to working in print. Although my love of writing has always been present since I can remember, my undergrad studies were in theatre performance. I had a three-year stint in Los Angeles, where I was a part of a theatre company before deciding to go back to school in order to tap into another passion of mine: journalism. It was during my grad program that I discovered my love of magazine writing. Shortly after, I began interning at Tower Publications. A year and a half later I was lucky enough to be offered a job there – first as managing editor for three years, and now as editor-in-chief.

Who is your hero and why? A hero of mine would have to be American journalist Nellie Bly. A true badass, she feigned insanity in order to investigate reports of brutality and neglect at a women’s lunatic asylum during the turn of the century. Her reports caused a sensation and prompted the asylum to implement lasting reforms. Giving a voice to those who aren’t able to use theirs is what good journalism is all about.

When you’re not at work, what is one thing you love to do? When I’m not working you can more than likely find me in line for scratch off lottery tickets. I haven’t won yet, but if I don’t make it to Baltimore – you’ll know why.

What is your greatest professional achievement? My greatest professional achievement would be collaborating on a recurring project with my mother who is also a writer. Together we have created a lasting tribute to our family by sharing recipes and stories that have been passed down for generations.



Samantha Husted

SAMANTHA HUSTED
Staff Writer, Coastal Breeze News

Rising Star since 2017

Age: 24

Job Responsibilities: Reporting on the news, pitching story ideas for publication, interviewing people of interest, photographing/covering local events, and populating the official CBN Instagram page.

How long have you worked in this industry? I’ve worked in the newspa-

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per industry for a little over two years. I graduated from Florida State University in 2015. A few months later, I was hired at my current job.

What does the future look like for the free paper industry? With the rapidly changing media landscape, it's hard to say what the future of the free newspaper industry will look like. Despite the ongoing shift towards digital media, it seems like free newspapers have maintained a strong presence in their communities. This make me feel optimistic for the future.

What is one thing you've learned from being a part of the Rising Stars program? Being part of the Rising Stars program has shown me that there's a lot of cool, young people who want to make a difference in the free newspaper industry. It's encouraging to see people my age taking on leadership roles and succeeding.

When you're not at work, what is one thing you love to do? Outside of work I like to pursue my creative hobbies. As a news writer, you have to stick with the facts. When I'm not working, I like to write fiction. I also enjoy photography, playing the drums and painting internet memes with my friends.

AJ McNAUGHTON
*Production, Newsroom
Manager, Appen Media
Group*

Rising Star since 2017

Age: 29

Job responsibilities:
Oversee production of various print publications, manage our writers, photographers and editors, manage our website/social media, podcast host, Boy Scout tour guide.



AJ McNaughton

How long have you been in the industry? Five years. I freelanced for a few years at various design agencies before landing a full time, production artist position at Appen Media Group. As the company has grown over the past five years, so have I within the company.

What does the future look like for the free paper industry? The future is limitless. We are in a unique position of being engrained in our communities. Our staffs know the pulse of what's happening in our neighborhoods and surrounding areas. I think we will

keep seeing a shift toward digital and online marketing, but print will be a big part of our strategies.

What is one thing you've learned from being a part of the Rising Stars program? Never stop trying to better yourself. Continue to educate yourself. Once you stop learning, you stop growing.

What is your favorite memory of one of the previous conferences? The Pub Crawl from Savannah tops the list. It was the first conference I was able to attend, and our entire company was able to make the trip (a pretty easy drive from Atlanta). The Pub Crawl was a chance for all of us to let loose and meet new friends. We were really into the scavenger hunt as I recall.

LAURA BAUGHER
*Marketing Consultant,
Kapp Advertising*
Rising Star since 2016

Age: 33

Job Responsibilities:
Sales

How long have you worked in this industry?
Since 2006 when I graduated college. I've pretty much been in the same position since then.



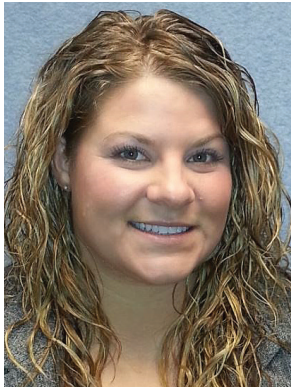
Laura Baugher

What is one thing you've learned from being a part of the Rising Stars program? I've learned a lot about leadership. It is not simply telling people what to do or even how to do it, but rather helping them develop their potential.

When you're not at work, what is one thing you love to do? One thing, wow! Well, I'm a huge reader. It's actually kind of rare that I don't have a book, if not in my hand, then nearby.

Who is your hero and why? John Quincy Adams — A seemingly odd choice given that most people only know him as one of our most ineffectual presidents. And he was. But his story is so much more interesting. He was basically raised to be presidential material, and by all signs he would have been awesome at it. He failed miserably though and only lasted one very divisive term in office. However, he went on to be a House Representative from Massachusetts where he proved himself a lion for the abolition of slavery, often defying the majority of the Congress and flagrantly defying House rules to keep him from championing the rights of ALL Americans. Instead of letting what was an embarrassing defeat crush him,

he persevered and became one of the greatest heroes of the abolition movement.



Tiffany Gardner

TIFFANY GARDNER

Outside Sales Account Executive, Grant Iowa Lafayette Shopping News

Rising Star since 2016

Age: 33

Job responsibilities: Offer customers effective advertising options.

How long have you worked in this industry?

Five years. I have worked in various positions including inside sales and help-

ing our distribution department.

What is one thing you've learned from being a part of the Rising Stars program? I have learned many new sales techniques that help me in the field. The instructors are knowledgeable and lead by experience. Our monthly calls allow us to dig deeper into issues in our industry and offer us time to learn from our peers. It's a great collaboration of designers and sales people that give us a different perspective on topics we face in the free paper industry.

What is your favorite memory of one of the previous conferences? I have had such a great time at the past conferences that I can't pick a particular event! From dinner on the USS Midway in San Diego to touring Churchill Downs in Louisville, it has been an awesome experience. The nightly entertainment and activities provided are a great ways to relax while meeting people in our industry. I'm looking forward to all Baltimore has to offer!

When you're not at work, what is one thing you love to do? I love being outside. My husband and I enjoy hunting, fishing, hiking and taking our two dogs on vacation. Anywhere we can kick back and see the stars or drop a line in the water is where you will find us. If you're ever in Wisconsin, don't pass up a chance to visit beautiful Door County.

JASELLE LUNA

Publisher, Local Community News

Rising Star since 2016

Age: 32

Job Responsibilities: I oversee a group of five community news publications in and around the San



Jaselle Luna

Antonio area. My key focus is representing the communities that Local serves by creating strategic partnerships that improve the company's position in the market. I am responsible for the strategic, operations and financial success of the company.

How long have you worked in this industry?

Eight years. I began in print media as an advertising sales rep and immediately loved it. A couple of years later I helped launch Local Community News, where I've worked behind the scenes in strategic operations and procedures. Most recently, I have taken over as the CEO and publisher. I'm a "millennial" who loves disrupting the mantra "print is dead."

What does the future look like for the free paper industry? It's no surprise that the industry is changing and evolving. Like any successful product or service, you have to be willing to adapt and get out of your comfort zone. We're trying new products and packages, updating graphics and experimenting with different covers that don't model what traditional newsprint is supposed to "look like." Our frosting may be different but our cake is still the same. Our philosophy is to serve our readers and that content is king. If our industry focuses on providing good, strong journalism to a niche audience and in more ways than just one medium, I see a good future.

What is your favorite memory of one of the previous conferences? Club AFCP is always a fun way to wrap up the conference and have a good time.

When you're not at work, what is one thing you love to do? Traveling and experiencing new adventures with my husband and two boys.

SARAH SURETTE

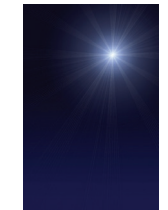
Graphic Designer, Action Unlimited

Rising Star since 2016

Age: 30

Job Responsibilities: Create, improve and edit advertisements for the customers of our community paper. I also format and organize the articles we receive for the paper as well as overlay the papers and fill the papers with articles. I maintain the articles on

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our website, actionunlimited.com, and once a month I update two town "Council on Aging" newsletters, one of which I created from scratch. I've also created a town recreation department newsletter that gets changed twice a year.

How long have you worked in this industry? Seven and a half years. First full time job out of college and I'm still here!

What is your favorite memory of one of the previous conferences? I've only been able to attend the San Diego conference so far but having dinner on an aircraft carrier was pretty awesome. Oh, and accidentally leaving my wallet in an Uber.

When you're not at work, what is one thing you love to do? I love photography!

Who is your hero and why? John Lennon. For one, I'm a huge fan of The Beatles. But I've always admired John for promoting peace, speaking his mind and standing up for what he believed in. I often wonder what he'd be doing now if he were still alive. What kind of impact would he have today?

CIARA THOMPSON

Marketing Specialist, Sun Community News

Rising Star since 2016

Age: 27

Job responsibilities: Customer Service, in house and on the road sales.

How long have you worked in this industry? I have been with Sun Community News & Printing for four years. I truly love my job. Working within the community I live in and providing a service to local business owners as well as business owners in the surrounding areas and seeing them get the results they want and need is a wonderful accomplishment. I was unsure when I first started four years ago if this was the right path for me. Looking back I can



Sarah Surette



Ciara Thompson

say I am happy Sun Community News gave me this opportunity.

What does the future look like for the free paper industry? Some will say that the industry is dying. That is because I feel they truly don't understand the potential this industry has. I feel that this industry is going to continue to thrive and grow, with adjustments along the way as times change.

What is your favorite memory of one of the previous conferences? It is hard to pick one memory that is my favorite. I would have to say 2017 Thunder Over Louisville was pretty great and hard to top.

When you're not at work, what is one thing you love to do? Spending time with friends and family and volunteering at our local fire department for fundraisers throughout the year.

DAVID SICKELS

Managing Editor, The Post Newspapers

Rising Star since 2014

Age: 28

Job responsibilities: Manage a team of editors, writers and photographers, various web/pagination duties.

How long have you worked in this industry? Five years. I was hired at The Post as the editor of the Eastern Medina Post and was promoted to managing editor in 2015.

What does the future look like for the free paper industry? The future is a bit hazy right now. The free paper industry definitely isn't what it used to be; things are very different even from how they were five years ago. However, I don't think having such an uncertain future for the industry is necessarily a bad thing. It means the future is wide open with possibilities, and I'm excited to see what happens next.

What is your favorite memory of one of the previous conferences? Every year I look forward to hearing what Andy Hoh has to say. He always has me look critically at my work and at my abilities as a managing editor and I've always left his talks better than when I arrived.

When you're not at work, what is one thing you love to do? One of the first things I tend to do when I get home is hop on the electronic keyboard. It usually scares my cat, but he's fine. **INK**



David Sickels

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!

"Stress is the trash of modern life—we all generate it but if you don't dispose of it properly it will pile up and overtake your life."

– Terri Guillemets

GIFT GIVING HAS CHANGED A LOT. TECHNOLOGY HAS eliminated the need to subtly interrogate our loved ones about what they want and then look for the perfect gift.

For my son's birthday, I went to his Amazon "wish list" and ordered a pocket knife, a gift that he obviously desired. Two days later a large box was delivered to my door. Inside was my son's new knife and an unreasonably large quantity of plastic packing peanuts. I held the knife in the palm of my hand and the discarded packing materials covered my kitchen table.

This experience proves the accuracy of Terri Guillemets' analogy above. In getting the things we want in life, we generate a lot of physical and psychological "trash." Our technology constantly bombards us with new information to deal with.

Salespeople must endure the added stress of making their quotas and dealing with rejection. For advertising salespeople working on tight deadlines, it is the "cherry on the stress sundae."

A sign of the pervasiveness of stress in our society is the fact that many people take great pride in how much stress they are under. In a perverse game of one-upmanship, they equate their level of stress with their personal worth. This is somewhat like bragging about how much poison one can drink.

Medical researchers have long recognized the great harm that stress does to our bodies, tying it to everything from insomnia and hair loss to fatal heart attacks. There is no "cure" for the stress we face in our personal and professional lives. We must learn to manage it.

The first step is being mindful of our stress levels. Are we becoming irritable, feeling fatigued, or suffering from physical symptoms? Sometimes we add to our stress by worrying about it. Researchers have found that by simply thinking that we are "excited about" a project rather than "stressed over it" can reduce the pressure we feel. If this tactic doesn't help, it may be time to take a break.

Trying to push through the stress is counterproductive and will not only hurt your health but will reduce your productivity. The key to keeping yourself fit and ready for your next task is to make sure you "dispose of the trash" on a regular basis. **INK**



Wes Smith honored as a Lapeer Citizen of the Year



Wes Smith

FOR HIS COMMUNITY SERVICE, Wes Smith was named the male Citizen of the Year at the 39th annual Lapeer Area Chamber of Commerce ceremony in Lapeer, Michigan.

Smith is the publisher of View Newspaper Group, which publishes The County Press, Lapeer Area View and 13 other newspapers in the area.

He is a member of the Lapeer Area Chamber board, a board member of the LEADER Fund, and the past president and member of the Lapeer Rotary Club.

His volunteer efforts include bell ringing with the Salvation Army, working the Poker Room for the Chamber and Rotary fund raising event, the LEADER Fund golf outing, the LEADER Fund's euchre and cornhole tournaments, and at Robo-Con which celebrates the robotics programs in area schools.

Smith was instrumental in founding two events in Lapeer County that benefits worthy causes: View Brew Fest, which benefits the Lapeer County Hockey Association and has raised \$31,000 since it started six years ago, and the View Lady Classic which has raised \$13,000 since August of 2017.

The honor includes \$500 to donate to the nonprofit of his choice. **INK**

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VIENNA, AUSTRIA :
MAY 3-4, 2018

International Classified Market-place 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).

sept.

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 28-29, 2018

Independent Free Papers of America (IFPA). September Summit, "Redesigning Your Future", 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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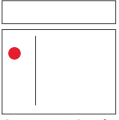
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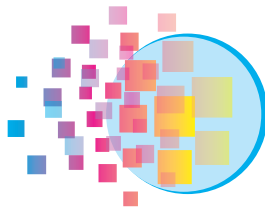
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