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Visiting San Diego

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Another Sad Ending
TCNA Closes its Doors

FINDING THE "NICHE"
Meet Successful San Diego Publisher David Mannis

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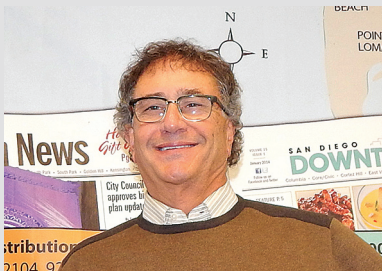


"From the Basics to the Innovative"

INK features:



7 TCNA CLOSING ITS DOORS



8 MEET DAVID MANNIS



14 THERE'S A LOT TO DO IN SAN DIEGO

INK departments:

- 4 | AFCP DIRECTORS
- 6 | EDITOR'S VIEWPOINT
- 10 | TRAVEL NEWS: ALL-INCLUSIVES
- 11 | CONFERENCE COMMITTEE UPDATE
- 12 | NOMINATIONS REQUESTED
- 13 | FROM THE TOP
- 18 | CONFERENCE AGENDA
- 19 | THE LEADERSHIP INSTITUTE
- 20 | GET MORE OUT OF INDESIGN
- 22 | ASSOCIATION UPDATES
- 23 | ON THE HORIZON
- 24 | ASSOCIATION CONTACT INFORMATION
- 25 | CLASSIFIEDS

COMING next month

The March issue of INK will take a closer look at training opportunities available for publications across a broad spectrum of professional areas. New hire sales training, graphics training and much more will be examined for your consideration in promoting staff development.

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 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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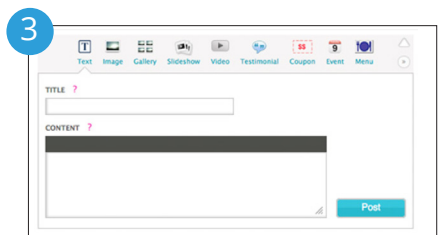
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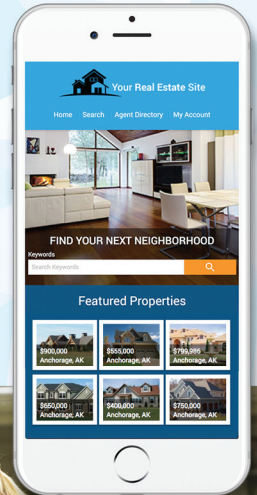
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All proceeds from the silent auction go to the Bill Welsh Memorial Foundation to provide scholarships for Rising Stars to attend the AFCP Annual Conference. Our first auction in 2015 was a success and we need your help to keep that success going in 2016!

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





Dave Neuharth

DAVE NEUHARTH
EDITOR

A tale of newspapers & aircraft carriers

SAN DIEGO, CALIFORNIA.

I spent time there and it was probably responsible for making my career in the publishing business. It brings back memories of the days when the U.S. Navy was a big part of my life and career.

As a teenager, high school was not an important criteria in my life. After school my wisdom told me I could hang around the house and enjoy the good life. My parents had a different idea and told me to find a job, pay rent or move out.

I made the decision to enlist in the Navy and went off to San Diego and basic recruit training for 11 weeks. During the training the recruits were given tests to determine what field they would excel in. The tests determined I should be in communications. This led to four months of training, eight hours a day, in the San Diego area. Then I was off to duty on Navy vessels, including four years on the World War II aircraft carrier, the USS Hancock. Duties included the radio shack, sending messages and receiving messages by Morse Code and being involved in the top-secret crypto room encoding and decoding messages.

All of these functions required typing. After my discharge I applied for a typing job at The Union, a daily newspaper in Grass Valley, California. A linotype and teletype were my first assignments. From there I moved into editorial, photography, sales and eventually management.

Another aircraft carrier of interest is the USS Midway (CVA-41) built in Newport News, Virginia, which was commissioned in September 1945.

She served in the Atlantic Fleet for her first eight years of service. The

ship was used in a couple of important naval experiments. In 1946, she was sent to the Arctic to test cold water operations. In 1947, she was the launch pad for a V-2 ballistic missile. Later that same year, the carrier began its first deployment to the Mediterranean. For the next few years she worked in both the Mediterranean and in the North Atlantic.

In 1954, she joined the Seventh Fleet for a year. Late in 1955, she underwent her first modernization. This expanded her flight deck and updated her equipment to handle the latest aircraft.

After her return two years later, Midway went back to the Seventh Fleet. She saw active combat operations in 1965 with the Vietnam conflict.

Why this interest in aircraft carriers?

After the Midway was decommissioned, it was moved to San Diego where it was established as a museum.

The Midway museum has art flight simulators, 60 exhibits and 29 resorted aircraft on display. It is set up close to the popular tourist areas in San Diego.

It will be the center of attention for the AFCP members attending the annual conference in San Diego April 28-30. On the opening night, a dinner and reception will be held on the USS Midway.

It's just another great reason to attend the AFCP conference April 28-30. **INK**



Jonathan McElvy

TCNA Closes its doors

AFTER YEARS OF SERVICE TO ITS members, the Texas Community Newspaper Association (TCNA) is out of business.

The decision by the board of directors was made due to a lack of funds. As with the other free paper associations, TCNA's revenue was dependent on its classified network.

TCNA is the second free paper association in the past year to terminate due to the lack of classified sales. The Minnesota Free Paper Association (MFPA) has also called it quits. In addition, since the PennySaver in Southern California closed, the Southwestern Association of Community Publications (SACP) has become inactive.

Jonathan McElvy, a member of the TCNA board of directors and a past member of the AFCP board of directors, said, "Over the past couple of months, we've had to make some tough decisions about TCNA. We were informed that the revenue for the organization was pretty much gone. Dennis Wade and I talked about ways to revitalize the association, but his new job has kept him from gaining any traction.

"We made the decision before

Christmas that we would go ahead and fold TCNA effective January 1. It's not the ending we wanted, but it's something the few remaining board members have seen coming for the past year. We tried everything."

Douglas Fry, the executive director of TCNA, said, "It is pretty sad. The revenue for the association simply dried up. We made a valiant attempt to get things corrected but there was simply no way to continue without funds."

Fry has served for the past year. He also serves as executive director of the Independent Free Papers of America (IFPA) and the Southeastern Advertising Publishers Association (SAPA).

He said that TCNA members were encouraged to join IFPA and AFCP. He noted the SAPA bylaws would need to be changed to allow members from Texas to join and that will be put on the agenda.

Going back to 2003, TCNA was an active association that provided the largest trade shows in the free paper industry at their conferences. Bill Altman, a long-time executive director of the association, retired that year. He served the association for 22 years. **INK**



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Finding the “Niche”

San Diego Publisher Reflects on 37 Years in Business

by Scott Girard

DAVID MANNIS OPENLY ADMITS he was a little “too anxious” in 1979.

His friend and business partner had alerted him to the opportunity of starting a 100 percent advertising funded shopper 100 miles east of San Diego. Despite his father’s advice to break into the industry at a newspaper first, he and his partner went headstrong into the market.

“We learned everything the hardest way, mistake after mistake as we went along,” Mannis, 62, recalled. “If I had just worked for a paper for a month and saw how they did it, it would’ve saved a lot of time.”

Thirty-seven years later, Mannis now is the publisher for the San Diego Community News Network, a group of six free community newspapers in San Diego. All of them are a long way from the operation that required them to work with a nearby typesetter to put out their product.

Throughout that time, he’s transitioned into keeping small communities covered within the large market of San Diego, despite at one point selling his shares in the community papers he and his ex-wife had created. Community papers were what he knew, though, so he found an uncovered area to start a new one, and ended up purchasing his old company back anyway.

“The niche that we have offers our readers something that nobody else does,” Mannis said. “There was an attempt by ... some web micro hyperlocal websites that made an attempt to grab the market, and as you can see they all kind of failed. The only way that the community can really read up on what’s happening in their local schools and churches is from their local community newspaper.”

Beyond his own hard work and effort, Mannis said early trips to free newspaper conventions were an important part of his success.

“What saved my butt was attending one of the first AFCP meetings, which years back was NAAP,” he said. “I owe my success to those organizations where I could just pick the publishers’ brains. Back then I had a recorder, I wrote notes as fast as my hand could write, came back and implemented lots of that stuff.”



STARTING SMALL

Though it was four years later than his original business plan called for, Mannis and his partner sold that first shopper eight years after its inception.

By 1987, he and his then-wife Julie started a weekly community newspaper “from the ground up” in San Diego. That single paper would eventually expand to five, plus three

glossy magazines, with 20 employees at the company.

When the company could no longer afford both he and now ex-wife Julie’s salaries during the economic downturn, he sold his shares.

“I took the office building, she took the newspapers,” he said.

But being a full-time landlord wouldn’t pay the bills, and simply wasn’t what Mannis wanted to do. Instead, he looked to Uptown San Diego, the “one market in San Diego...that had all of the characteristics for a successful paper.”

“Starting in the summer of 2009 was kind of ridiculous, but it was the only community in San Diego left without a newspaper,” he said. “I started it myself, walked around the businesses, sold the advertising, met people and interviewed them in coffee shops. It was like starting from the very first time I started.”

One year later, he and his staff added a broader community to their coverage, working with a few gay staff members to create “Gay San Diego,” covering the city’s LGBT community.

BACK DOWNTOWN

After a couple of years of success, he bought back his former company from his ex-wife.

“I had uptown news, I needed to have downtown news,” Mannis explained matter-of-factly.

In 2014, he purchased three more newspapers to bring the San Diego Community News Network to its current level of coverage, with two biweekly papers and four monthlies.

He said his success at each paper

requires collaboration from his 14 employees and listening to what the community they're covering wants.

"Just because I'm the owner and the publisher, I don't have all the answers," he said. "I've got to be open-minded and listen to (my staff)."

Throughout all of it, Mannis said he's enjoyed being his own boss – certainly more than he enjoyed his years of teaching before starting up that shopper in 1979 – though it's not always easy.

"I had always been fairly independent," he said. "It's not all (a) bowl of cherries. I had the 3 a.m. wake up calls with stress when things don't go well. The joys of ownership, you have those things to contend with."

CHALLENGES AHEAD

While he's found a way to be successful, the free newspaper model has its challenges ahead. Number one is finding good salespeople, Mannis said.

"It's incredibly difficult," he said. "They're more prone to think that the newspaper industry is a dying breed and I should be selling Internet or digital. Who wants to work for a printed newspaper when every-



body is saying print is dead? So we have those challenges."

But Mannis isn't so sure papers like his are part of that "dying breed," as evidenced by how those papers were better able to weather the economic downturn than larger dailies.

"We were never that dependent on the classifieds, the help wanted employment ads...accounted for about a third of the dailies' revenue," he said. "It didn't affect us as much as it did the dailies."

The ability to reach a guaranteed audience is also a key selling point for free newspapers, he noted.

"(Free papers offer) a bigger bang for the buck for the advertiser, (because) whether you want our paper or not, you're going to get it," he said. "We saturate the market much better than the dailies where you have to pay for it."

He added that it's not a bad idea to start a free community newspaper for anyone, as long as they do their homework ahead of time.

"If somebody wants to get into it, do your research," he said. "Make sure that there is the desire from the community that wants it and businesses to support it." **INK**

All-Inclusives: Are they worth it?

THE ALL-INCLUSIVE RESORT USED TO BE considered the “budget inn” of travel. Images of a rowdy crowd drinking in the Jacuzzi, bland food, forced group activities and limited entertainment was the norm. Today, the all-inclusive concept has expanded to unlimited activities such as golf on a championship golf course, gourmet meals, and more upscale and intimate resorts.

More and more vacationers are looking into all-inclusives and the industry is listening. The reasons for the popularity of all-inclusive resorts are time and value. Travel experts say that pre-paying for all the food and drinks ahead of time allows you to have a more enjoyable getaway because you don't have to think about how much you are spending and you don't have to worry about carrying your wallet around the resort. Think of it as a no-hassle, stress-free vacation.

An all-inclusive resort usually includes:

- Accommodations
- All meals
- Room service
- Drinks including wine, beer and spirits
- Daily activities
- Entertainment
- All tips and gratuities and more.

It's best to choose the resort that has the activities and atmosphere that best matches your interest. Kid-friendly or romantic hideaway? Beach or snow? Whatever's your fancy, there is one just for you.

The all-inclusive resort is perfect for a family. All-inclusive family resorts have everything for everyone, young and old. Some of the most popular resorts are located in Mexico and the Caribbean. Great beaches, fun watersports and awesome age-

appropriate kids' programs await. But wait. There's more!


In addition to the “normal” inclusions, you can also expect the following at most family all-inclusives:

- Family/connecting accommodations
- Kids Club
- Kids Only Dining Room
- Teens Only Club
- Organized games and activities
- Family activities
- Kid-friendly pools and waterparks
- Themed character activities such as the gang from Sesame Street.

But when you are looking to steal away for a romantic interlude, try one of the upscale hideaways. The upfront sticker price may

be a shock at the beginning, but when you do the math, it is all worth it. Plus, not having to think about pulling out the credit card and tipping the attendant every single time is, well, what a vacation is all about. Not a single care in the world!

Let us do that for you. Give us a call and we'll take care of everything else. We work with the best land and tour partners in the world that offer everything from a hut in Fiji to an all-inclusive family suite in Turks and Caicos. Check out some of our partners at www.NCPtravel.com.

Are all-inclusives worth it? Yes! More than ever. 

More and more vacationers are looking into all-inclusives and the industry is listening. The reasons for the popularity of all-inclusive resorts are time and value.



Set Sail for Success!

by John Draper, Conference Committee Chair

WITH 2016 WELL UNDERWAY, THE TIME HAS come to make some commitments to establishing this year as a year we will drive our businesses and our industry forward. The AFCP Conference and Trade Show in San Diego offers the perfect setting for us to take a major step toward making that happen. The time to commit is upon us. Let's Set Sail for Success.

The combination of networking opportunities amongst many of the most successful operations across North America and a broad spectrum of industry-specific educational programs position this gathering as a "must attend" cornerstone for building success stories in 2016. The Trade Show will also provide an opportunity to examine solutions, technology and opportunities for growth from a large variety of our industry partners.

Remember, as we prepare for our voyage we must have the proper supplies. Our event in San Diego is to the Free Paper Industry as REI is to outdoor recreation. If you're looking for specifics on our speakers,

the 30 TLI class sessions, or the actual schedule for the three-day conference, and you didn't receive one of the brochures in the mail, I invite you to go to the AFCP website (www.afcp.org) and download a PDF of the conference brochure from the right side of the home page. The conference team has put a great deal

of effort into providing presentations on a broad spectrum of industry areas to assure that you can maximize the number of business solutions you are exposed to.

The free community paper industry has an unmatched history of sharing experiences, ideas, and money making formulas with fellow professionals and this year's conference will build on that outstanding tradition. I encourage you to register now through the registration

link on the AFCP home page while the NANI hotel room buy-down is still available to NANI participants. If you are not an AFCP member or NANI participant, it's not too late to sign up, start participating and experience a conference that could position your company to "Set Sail for Success" in 2016! **INK**



Downtown Gaslamp Sign.

Credit: Joanne DiBona

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Need **Nominations** for Director at Large

by Carol Toomey, AFCP Immediate Past President and Nominating Committee Chair

EVERY TWO YEARS THE OFFICERS OF THE AFCP board change. There are actually two kinds of board members. Some are representatives of their respective regional associations. A regional association such as the Community Papers of Florida (CPF) chooses its representative and sends that person as a director to AFCP. These members represent their respective areas of the country.

The other members of the board are elected board members nominated in advance and then voted on at the AFCP annual meeting. The elected positions are the president, first vice president, second vice president, third vice president, secretary/treasurer and two at large directors. The only non-elected officer would be the immediate past president, which is an earned position.

As the immediate past president, one of my jobs is to head the nominating committee. The nominating committee consists of the three most recent AFCP past presidents who are still active in the industry with a

member publication. This year's committee members are Past President Dick Mandt and Past President Lee Borkowski, both very successful publishers who are passionate about our industry.

At our first meeting on January 8, 2016, we thought it appropriate to call for nominees from the floor through INK. There are some very fine publishers who are willing to work hard for the association and we would love their help. The position we are asking you to help fill is Director At Large.

If you are interested in serving your association, please call the office for nomination procedures. The nomination deadline is March 10, 2016. The committee will meet after considering all applications and will nominate the strongest candidate. You will have a chance to vote at the annual meeting on April 28, 2016 in San Diego.

I look forward to hearing from you. **INK**

Whose voice do industry leaders seek?

Just ask them.



Kevin B. Kamen
President/CEO

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

— Paul Tash (Mr. Tash is Chairman of the Pulitzer Board and CEO/Chairman of the Tampa Bay Times.)

"Kevin Kamen is one of the world's best-known and most-prolific brokers of media properties and companies."

— Gypsy C. Gallardo, CEO/Publisher of The Power Broker Magazine

Whose judgment do they trust?

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

— Ted Nessi, WPRI 12, Providence, Rhode Island

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Rack Wars

by Greg Birkett

THE RECENT RELEASE of the new Star Wars movie has nothing on the intergalactic battle that has been happening in our circulation area. I speak, of course, of RACK WARS.

We have door-to-door delivery in our circulation area, but we also deliver demand distribution within our area and to areas outside of our home delivery area. Recently we have been having a lot of publications that are demand distribution only covering up our papers in our own racks.

We also had one demand distribution publication complain to us that we are covering up their paper in their racks. They told me point blank that if we cover up their paper in their racks, they throw our paper in the trash can. I was not appreciative of that comment and responded that we would never instruct our drivers to throw out any other publication. We do move them from our racks or move them to the bottom of our racks. I am sure this issue is not unique to our area as it seems there are more and more niche products all the time.

We have decided that we need to make sure our signage is back on our racks (many have fallen off over the years) so we are starting that project now. It will also give us a chance to promote our website as the old signage did not mention it. I think that will help. I am not going to retaliate and start throwing other publications away, although I was tempted. I don't believe that solves anything and I don't think that would be what Princess Leia would do. May the force be with us!

Talking about Star Wars, it is hard to believe that the original trilogy has been out for nearly 40 years. It has been such a popular series and even the younger generation who were not even alive during the initial release have

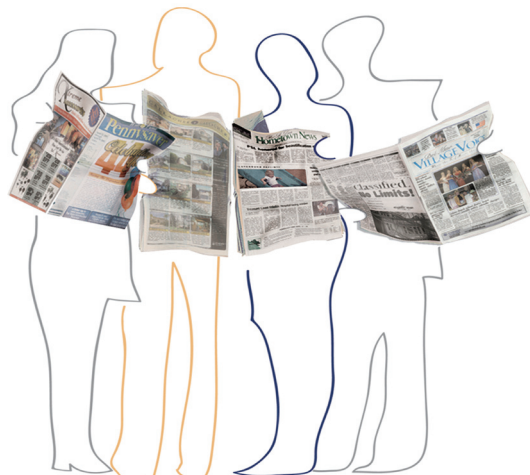
become fans. How about their marketing efforts and licensing deals? They even had a Star Wars Christmas album in 1980 complete with Star Wars themed Christmas songs and featured a young Jon Bon Jovi! (Shane Goodman – did you know this?)

George Lucas went to great lengths to keep Luke Skywalker's parentage a secret, so much so that actor Mark Hamill was told just before they shot his reaction to the twist and was warned that if he leaked the twist it would get back to him. When they rehearsed, the actor playing Vader said "Obi-Wan killed your father" instead of "Luke, I am your father." I wish I could figure out a way to make RACK WARS pay off like Star Wars.

They might not be able to book you on an intergalactic space trip, but if you want to sail the seas on one of the best cruise lines in the world, make sure you give Cassey or Loren a call at the AFCP office. The new National Cruise Planners Travel office is up and running and many people have already booked their trips with the help of AFCP's new travel service. It's not only for cruises though. They can book many types of trips, including all-inclusive resorts! As I write this article, temperatures are only in the single digits here in Iowa. I wish I would have called them and booked a trip where I could be writing this in a much warmer setting!

If you have not made your reservations yet for the AFCP conference in San Diego April 28-30, 2016, please take some time to register today. It really helps the committee's planning if we get registrations in early. It only takes a few minutes to register online.

Hope to see you in sunny warm San Deigo in a few months! 



GREG BIRKETT
AFCP PRESIDENT
DUBUQUE ADVERTISER

There's a Lot to Do in San Diego!

ARTS & CULTURE

Home of the La Jolla Playhouse and The Old Globe theatre, San Diego is a leading theater producing town with World Premiere productions making it to the Great White Way almost annually. Current and most recent Broadway shows that originated in San Diego include *Limelight: The Story of Charlie Chaplin*, *Jesus Christ Superstar* and *Bonnie and Clyde* along with past Tony-Award® winners like *Memphis* and *Jersey Boys*.

San Diego's rich interest in arts and culture is showcased in some 90 museums, historic sites and monuments. The 1,200-acre Balboa Park, the largest urban cultural park in the United States, is often referred to as the "Smithsonian of the West" and is home to 15 museums, numerous art galleries, five theaters including The Old Globe, and 16 beautiful gardens.

In 2015, Balboa Park will celebrate the 100th anniversary of the 1915 Panama-California Exposition which initially developed the park's stunning gardens and striking Spanish Colonial Revival architecture. Edge 2015, a year-long festival, will highlight the region's history, both past and future, through the lenses of art, commerce, culture and technology.

San Diego is also home to the San Diego Opera, San Diego Symphony and a kaleidoscope of theater, dance, music, street festivals and visual art events that are held throughout the year.

CORONADO

Situated a bridge across from downtown San Diego, Coronado offers a rich, romantic history, the nation's #1 family beach in 2012, and an idyllic seaside paradise for

visitors to enjoy throughout the year. The "Crown City" also offers intimate B&Bs and luxury resorts like the landmark Hotel del Coronado, beautiful gardens, elegant mansions, a charming 1950's-style downtown and an all-American small-town quaintness. Notable special events include the Coronado Flower Show Weekend in April, the largest Independence Day celebration on the West Coast in July and a festive holiday celebration and parade in December.

San Diego's rich interest in arts and culture is showcased in some 90 museums, historic sites and monuments.

CRAFT BEER

Cited as "a sunny heaven for suds lovers," The New York Times named San Diego as a top travel destination in 2012 for its craft beer culture. With a casual, relaxed atmosphere and locals who take good beer seriously without taking themselves too seriously, San Diego is the perfect place to escape for a libation vacation.

Industry leaders like Karl Strauss and Stone Brewing Co. make their homes in San Diego, and the region boasts more than 60 craft breweries and a wide variety of pubs and restaurants catering to those who enjoy unique, locally crafted beers. In recent years, innovative San Diego breweries like Port Brewing/The Lost Abbey, Ballast Point and Green Flash Brewing Co. have brought home major awards at the international competitions, including the World Beer Cup, beating out traditional brewing destinations like Germany and Belgium.

Every November, San Diego hosts San Diego Beer Week, an annual 10-day-long craft beer celebration throughout the county. Smaller beer celebrations and tasting events are also held in San Diego neighborhoods throughout the year.

DINING

Thanks to a diverse landscape and mild temperatures year-round, San Diego is a farmer's paradise. With more than 6,000 farmers in San Diego County, the region boasts more small family farms than any other county in the nation and grows some of the country's most sought-after produce.

Embracing the fruits of the land, top chef talent and restaurateurs focus on local culture over trends and offer a wealth of multifaceted and multicultural culinary experiences. The region's 6,700+ eateries encompass everything from sophisticated temples of haute cuisine to casual, surfside taco and burger shacks, all sharing a commitment to fresh ingredients that are the heart and soul of the San Diego dining tradition.

From sampling heirloom produce at a farmer's roadside stand, to at-

tending one of the region's major culinary events, serious foodies and novice gourmands alike delight in the range of tours and tastings, epicurean shopping and special food and wine events. San Diego Restaurant Weeks occur twice annually in September and January, and the popular San Diego Bay Wine & Food Festival occurs annually in November.

DOWNTOWN SAN DIEGO & THE HISTORIC GASLAMP QUARTER

Downtown San Diego is a dynamic urban center with trendy new restaurants, nightclubs and retail shops opening throughout the year. Downtown is composed of eight distinct neighborhoods, including the historic Gaslamp Quarter, colorful Little Italy and the up-and-coming East Village, each with a distinct personality and allure.

In the historic Gaslamp Quarter, the 16½-blocks listed on the National Register of Historic Places, grand Victorian-era buildings are home to more than 100 of the city's finest restaurants, 40 nightclubs and bars and 100 retail shops. When the sun sets, the area's nightlife sizzles, attracting thousands of diners, theatergoers and nightclub patrons.

Once home to generations of Italian families who made their living in the local tuna fishing industry, charming Little Italy is a quaint and lively neighborhood filled with outdoor patio cafes, restaurants, pubs, art galleries, boutique shops and the beautiful Amici Park. The revitalization of East Village, a former warehouse district, was ignited in 2004 with the opening of Petro Park, the San Diego Padres' baseball stadium. Today, visitors can enjoy trendy hotels, fashionable restaurants and

cafes, rooftop bars, boutique shops and live music venues scattered throughout the area.

EARLY CALIFORNIA HISTORY

San Diego is not only California's birthplace, it is also the state's historic soul. Visitors can forego the history books and instead travel to San Diego for a thorough lesson on California's beginnings. Whether it is visiting Cabrillo National Monument on Point Loma where California was first discovered in 1542, or exploring a gold mine from the Southern California gold rush days of 1869 in the historic mountain town of Julian, San Diego is steep in historical journeys from corner to corner.

Notable historic settings include Mission San Diego de Alcalá and Mission San Luis Rey, the first and

Continued on page 16



A gorgeous view of downtown from Point Loma.

Credit: Joanne DiBona

Continued from page 15

largest of California’s missions, respectively. Old Town San Diego State Historic Park represents San Diego’s rich Hispanic heritage from 1821 to 1872, and downtown’s historic Gaslamp Quarter was an infamous “red light” district during the Wild West days of the late 1800s. Popular historic tours occur year-round and are complemented by annual historical events like the Festival of the Bells every July at the Mission San Diego de Alcalá and the Cabrillo Festival every September at Cabrillo National Monument.

EAST COUNTY

A different world unfolds as one leaves San Diego’s coast and travels east to the majestic Cuyamaca Mountains and 640,000-acre Anza-Borrego Desert State Park. In San Diego’s rural East County, a rugged landscape surrounds historic highways and provides scenic backdrops for numerous outdoor recreational offerings, early Native American history and quaint communities like the historic gold mining town of Julian and the desert oasis of Borrego Springs. Charming country inns, hidden wineries, world-class golf courses, popular casinos, western-themed museums and a vast outdoor playground for hiking, fishing and camping are just a few of East County’s year-round offerings. Notable special events include the Julian Fall Apple Harvest and the spring desert wildflower display when the dry, rugged landscape of the Anza-Borrego Desert is transformed by winter rains into a kaleidoscope of colorful wildflowers.

FAMILY DESTINATION

San Diego is consistently recognized as one of the leading family destinations worldwide for families with children of all ages. In addition to 70 miles of pristine beaches, nearly perfect climate and popular year-round special events, San Diego is known for world-class family

attractions including the San Diego Zoo, San Diego Zoo Safari Park, LEGOLAND California, SeaWorld San Diego and Balboa Park. San Diego also offers the Birch Aquarium at Scripps, the Aquatica San Diego, Belmont Park with its historic Giant Dipper rollercoaster, and so much more.

During the entire month of October, families with children can enjoy special deals at San Diego hotels,

San Diego is consistently recognized as one of the leading family destinations worldwide for families with children of all ages.

restaurants, attractions, museums and transportation companies during “Kids Free San Diego” Month. Providing families an opportunity to save during budget-conscious times, “Kids Free San Diego” Month offers a variety of “kids free” incentives ranging from complimentary meals and attraction admission to welcome amenities at area hotels.

MILITARY

San Diego’s Navy and Marine Corps form the largest military

complex in the free world. San Diego and the Navy-Marine Corps teams also have a long and proud heritage beginning in 1846. Guests can get up-close views of U.S. Navy ships set on San Diego Bay and partake in one of San Diego’s most notable annual events, Fleet Week with the popular Miramar Air Show featuring the Blue Angels, which occurs every fall.

The USS Midway Museum, set along San Diego Bay, is one of the most popular attractions in San Diego. The decommissioned aircraft carrier museum features numerous aircraft displays and interactive exhibits honoring the hundreds of thousands of men who served on the ship for nearly 50 years. Visitors can also share in San Diego’s rich military and maritime history at the Flying Leatherneck Aviation Museum, Maritime Museum of San Diego, Veterans Museum & Memorial Center and more.

MULTICULTURAL

San Diego is rich in multicultural offerings from the historic murals in Chicano Park to the Malcolm X Library in East San Diego to the Chinese Historic District in downtown San Diego. The region’s annual festivals and celebrations, neighborhoods, theatres, museums and dining opportunities reflect diverse cultures and lifestyles, including African-American, Asian-American, Italian, Jewish, Latino-American, LGBT, Native American and more.

Notable multicultural festivals and celebrations include the Annual Little Italy FESTA and Annual Sicilian Festival, San Diego LGBT Pride, Rally and Festival, the Pacific Islander Festival, Old Town Fiesta Cinco de Mayo, Annual Sycuan Pow Wow, Oktoberfest in La Mesa and many others.

OUTDOOR ACTIVITIES

San Diego’s great outdoors beckons sports enthusiasts to exercise and unwind year-round. The scope of activities are as varied as the topography, from running along the beach and kayaking in a secluded cove, to

rock climbing in the rustic backcountry and camping in the Anza-Borrego Desert State Park. For adventure seekers, the region offers diving in Wreck Alley, paragliding above the Pacific from the dramatic cliffs of Torrey Pines, sky sailing, hot air ballooning, desert jeep tours, and more.

San Diego also offers 70 miles of beautiful coastline and over 30 unique beaches, from the white sandy shores of Coronado Beach, rated the #1 family beach in the U.S. in 2012, to clothing-optional Black's Beach, set against dramatic sandstone cliffs just north of La Jolla. San Diego is also home to San Diego Bay (The Big Bay) and Mission Bay Park, a 4,600-acre aquatic playground that is the largest facility of its kind in the world. Water enthusiasts can sail, swim, surf, snorkel, scuba dive, water-ski, jet-ski, wind surf, paddle board and kite surf along San Diego's beautiful coastline.

NURTURE YOUR SENSES

With San Diego's perfect climate and natural beauty, it is not surprising that health, fitness and relaxation enthusiasts are drawn to the region. San Diego is home to a large selection of award-winning day spas, destination spas and resort spas including the award-winning Spa at Rancho Bernardo Inn and The Spa at The Grand Del Mar. From intimate to expansive, San Diego offers a variety of unique facilities like the Golden Door, Cal-A-Vie, Sea Spa at Loews Coronado Bay Resort, the Ranch Spa at Warner Springs, and Rock Spa at the Hard Rock Hotel San Diego.

In San Diego, Mother Nature's playground is also a sanctuary for the soul providing a perfect backdrop to find inner peace. Nurturing activities like yoga, tai chi and meditation are enjoyed on the wide green lawns of Balboa Park, the beaches of the sparkling blue Pacific, and the

lush gardens of the Self-Realization Fellowship Temple and Ashram Center in Encinitas.

SPORTSTOWN U.S.A.

Spectator sports are a major feature of the San Diego lifestyle. San Diego is home to the San Diego Padres (baseball), Chargers (football) and Sockers (soccer) as well as the Del Mar Thoroughbred Club and San Diego Polo Club. Annual sporting events include the Farmers Insurance Open, La Jolla Rough Water Swim, San Diego Crew Classic, Rock 'n' Roll Marathon, San Diego Bayfair, Bridgepoint Holiday Bowl, Poinsettia Bowl, and many more.

Happiness is calling in San Diego. For more information on San Diego's offerings, including exciting vacation packages and valuable coupons for attractions, restaurants and more, visit the San Diego Tourism Authority's website at www.sandiego.org. **INK**



The Harbor Island Marina at Sunset is stunning.

Credit: Joanne DiBona

On the Conference **Agenda**

by Dave Neuharth

PLANNING – OR THINKING ABOUT – ATTENDING the annual Association of Free Community Papers (AFCP) conference scheduled in San Diego April 28-30?

If you make the investment for yourself and your team members to attend, you won't be disappointed. The training sessions are all designed to help add to your bottom line.

On the schedule are well-known keynote speakers in the industry, The Leadership Institute (TLI) classes, Management Tracks, Content Tracks, Workshops, an Emerging Social Media presentation, and Idea Exchange Presentations – all presented by some of the best in the industry. To pay for these individual sessions would cost a fortune.

The Management Tracks include "Monetizing Digital" by Steve Furuta of Lee Enterprises, "Keep Classifieds Alive and Growing" by Peter Zollman, AIM Group, "Building Successful Digital and Social Media Marketing Strategies for Advertisers" by Shannon Kinney, a sales management panel discussion, an open mic session, and a "Management Workshop" conducted by Andy Hoh of Creighton University.

Content Tracks include "Producing Effective Digital Media Content" and "Social Media Trends and Community Engagement" by Dr. Rebecca Coates Nee of San Diego State University, an editorial open mic session, and a "Today's Newsroom" editorial roundtable and panel discussion.

A top industry speaker, Sam Richter, will provide the opening keynote address, "Know More" and follow up with a workshop session. The conference will include the "Best of the Best" awards presentation, Rising Stars recognition, TLI graduation, 30 TLI classes, and numerous entertainment and reception opportunities. The Trade Show will give you an opportunity to visit with many attendees that provide service for the free paper industry.

The cost to AFCP is in the thousands. Be sure to use this opportunity to take advantage of all this conference has to offer to benefit publishers and their team members.

Note: The Conference Agenda is as of the time of printing and is subject to change as the program gets finalized closer to conference dates. **INK**

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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!

"You are justified in avoiding people who send you from their presence with less hope and strength than when you meet them."

– Ella Wheeler Wilcox

EVERY OFFICE HAS ONE...A PERSON WHO IS SO DEDICATED, or stubborn, that they come to work when they are at death's door. They bravely carry on with their duties in spite of a fever, a hacking cough, cold sweats and chills.


Occasionally, a thunderous ballistic sneeze poisons the air around their desk like gas on a World War I battlefield. Their waste basket is full of crumpled tissues and their body houses more germs than the CDC's biohazard labs. Your only hope of not contracting their multiple maladies is to literally avoid them "like the plague."

Medical science has long understood the danger of contagious diseases. Even before the discovery of germs, people with dangerous diseases were quarantined to prevent an epidemic from destroying an entire community. Only recently have scientists discovered that attitudes, emotions and moods are as contagious as the most virulent disease.

We are by nature, social beings. To survive in a dangerous world without sharp fangs or claws, we had two options – cooperate with one another or become a tasty snack for a sabre toothed tiger.

To successfully hunt and gather our way to the top of the food chain we developed the ability to connect with other members of our "tribe." We developed language skills and perhaps even more important, empathy to be able to work together. Our brains are hard wired with "mirror neurons" which allow us to sense and emulate the feelings of others. This helps us understand our customers and their needs, but it also makes us susceptible to "emotional contagion."

Research has shown that we take on the emotional state of those we associate with on a regular basis. This is helpful when we spend our days with upbeat, positive people. Interacting with positive people is like plugging your phone into the wall to charge. It leaves you feeling energetic and ready to go.

This is why you should avoid "glass half empty" and "the sky is falling" people whenever you can. These people can poison your mind and sap your energy as surely as a person with the flu can infect your body. Since you need a healthy energetic attitude to succeed in a tough business, apply Ms. Wilcox's test to anyone you meet. If they don't leave you stronger and more hopeful, run – don't walk! – in the opposite direction! 



Get More Out of InDesign

Using Style Sets and GREG Commands to Step Up Your Design Game (and Save Some Time)

by Hank McAfee, Associate Publisher, Tower Publications

DEADLINES ARE MERCILESS.

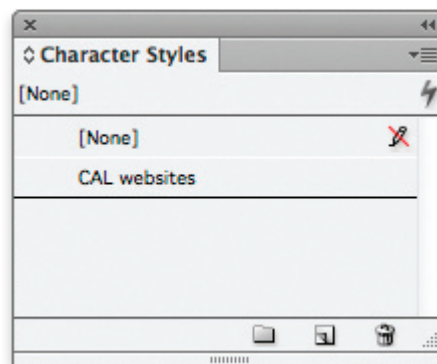
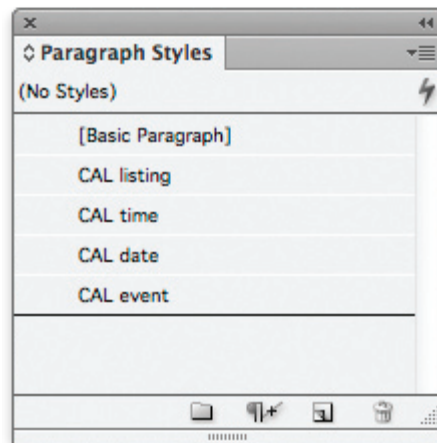
When you're under deadline pressure, nothing is more precious than time. Follow along with these instructions and I guarantee you'll save more of it every issue.

You are probably familiar with character and paragraph styles in InDesign. I'm going to help you take those tools to the next level with a style set loop and GREG commands. For this example, I'm going to use event calendar listings – something I'm sure most of us need to design/layout every issue. I also use this method for things like: table of contents, classifieds, etc.

If you're not comfortable with type styles yet, that's okay. Don't be afraid to follow along the best way you can anyway. You'll probably discover that it's easier than you think.

This method can be used on any content that repeats a format (i.e. Event, Date, Time, Place, Description). Here's a simple example listing:

3rd Annual Super Mega-Fun Paper Fair
 Sunday, August 24
 10:00am - 6:00pm
 Anytown - Come join the local masters of heavy-duty greeting cards, Sherman Thanks for Anytown's annual celebration of artisan papers and custom printing. Local and regional craftsmen will showcase homemade paper and embossed gifts for the entire family. Enjoy live Latin and funk fusion at 3:00pm with the Seinfeld tribute band "Del Boca Vista". There will be midway style food and refreshments as well as games and rides for the kids. For more information, visit www.shermanthanks.com or email bigsherm@anytown.org.



If you need to layout more than a handful of listings like this, it can take a long time – even if you've got an organized system in place and styles set up for characters and paragraphs.

Let's get that time back. Here's what you need to do:

CREATE STYLE SET

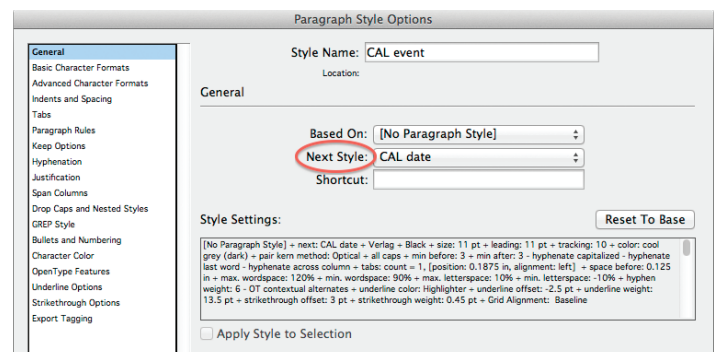
1) First, set up an example listing in InDesign (based on the one shown above) and style the type any way you like. Remember to set the web address and/or email in bold. That bold type for the web address will be for our character style.

2) Next, create styles based on that example. We need four paragraph styles for the event title, date, time and listing. We also need one character style for our GREG command.

TIP: InDesign will auto-fill all the style info from any text you have selected when you choose "New Character Style..." or "New Paragraph Style..."

3) Set the order of the paragraph styles. Right-click your "CAL event" paragraph style and choose "Edit". In the General settings for the style set the "Next Style" to "CAL date". Then do the same for "CAL date" and set the next style to "CAL time". Repeat for "CAL time" so the next style is set to "CAL listing". Finally, set "CAL listing" so the next style is "CAL event".

You want your style set to follow a loop of "Next Style" settings: event > date > time > listing > event





STEP AWAY FROM THE EYEDROPPER TOOL. YOU COULD BE STYLING TEXT SETS LIKE THIS IN ONE CLICK!

Tioga Monday Market
Mondays
4:00pm - 7:00pm
JONESVILLE - Tioga Center, 13005 W. Newberry Rd. Market features a selection of vegetables, crafts, organic food, fruits and local specialties.
Daughters of the American Revolution
Wednesdays
11:00am - 1:00pm
GAINESVILLE - Wesley United Methodist Church, 826 NW 23rd Ave. Gainesville Chapter of the DAR meet on the second Wednesday of each month, October through May. gainesville-DAR@gmail.com
Gainesville Harmony Show Chorus
Thursdays
7:00pm - 9:30pm

GAINESVILLE - Grace Presbyterian Church, 3146 NW 13th St. For all who are interested in learning and singing
TIOGA MONDAY MARKET
Mondays
4:00pm - 7:00pm
JONESVILLE - Tioga Center, 13005 W. Newberry Rd. Market features a selection of vegetables, crafts, organic food, fruits and local specialties.
DAUGHTERS OF THE AMERICAN REVOLUTION
Wednesdays
11:00am - 1:00pm
GAINESVILLE - Wesley United Methodist Church, 826 NW 23rd Ave. Gainesville Chapter of the DAR meet on the second Wednesday of each month, October through May. gainesvilleDAR@gmail.com
GAINESVILLE HARMONY SHOW CHORUS
Thursdays
7:00pm - 9:30pm
GAINESVILLE - Grace Presbyterian Church, 3146 NW 13th St. For all who are interested in learning and singing Women's A Cappella Barbershop Harmony Music. For information call Beckie at 352-318-1281.

LADY GAMERS
Fridays
1:00pm
HIGH SPRINGS - New Century Woman's Club, 40 NW 1st Ave. The Lady Gamers meet for fun, friendship and food. Everyone is invited. Meet old friends and make some new ones.

RANGER-LED WALK
Saturdays
10:00am
GAINESVILLE - Devil's Millhopper Geological State Park, 4732 Millhopper Rd. Guided walks leave from the visitor center every Saturday at 10 am sharp. Visitors who dare to join the adventure have the opportunity to learn about the history and surrounding nature.

BELLY DANCE WITH LEELA
Thursdays, January 7 - February 25
6:00pm - 7:30pm
GAINESVILLE - Market Street Pub & Cabaret, 112 SW 1st Ave. Join Leela Corman for an 8-week intro to belly dance series in a beautiful vintage space. No previous experience necessary. belly-dancewithleela.com

4) Create the GREP command for the "CAL listing". Open the Paragraph Style Options window (Edit) and choose GREP Style from the list on the right. Click "New GREP Style", choose "CAL websites" for the style to apply. In the input area underneath that reads "To Text", type this exact string and then save.

`[\w:/]+\.[@]+\[\w%/-/\]+`

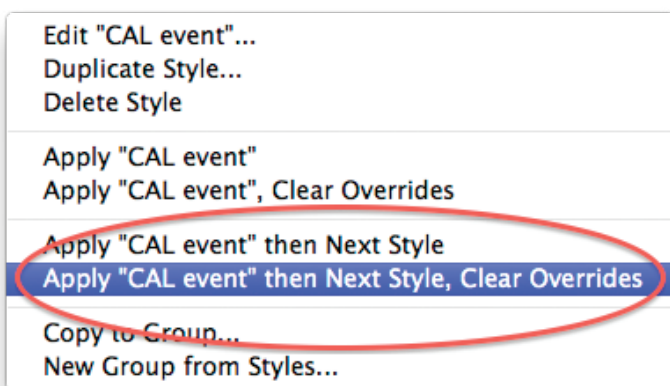
NOTE: There are other GREP expressions that can work in place of this, but the one shown is the best one I've found so far. It will pick up web addresses with any extension and ones that have extra dots in them (i.e. performingarts.ufl.edu). The only thing it will catch that I don't want is abbreviations for things like M.D. or A.M. & P.M. To that end, I've requested that our Editorial department not include periods with abbreviations in any calendar listings.

Now you can work together with your Editorial department to make sure that the text they supply follows the structure of your style set. In this example that would be:

Event Title
Weekday, Month Date
Time (or filler such as "Times vary")
Place - Description of event, contact, website, etc.

APPLY STYLE SET

This should be the fun part. After you place your raw text, select the text you want to style. In the Paragraph Styles window, right-click on the first Event style (in our case, that's "CAL event") and choose "Apply "XX" then Next Style, Clear Overrides".



TIP: You may run into problems if there are extra paragraph returns in the text. If so, select all, open your Find & Replace window and choose "Remove Trailing Whitespace" from your Query list. Then apply the Style Set again.

Hank McAfee is Associate Publisher and Creative Director for Tower Publications in Gainesville, Florida. Hank is also a member of AFCP's Rising Stars and will be a guest instructor for TLI at the 2016 AFCP conference in San Diego. **INK**

Associations IN the NEWS

SET SAIL FOR SUCCESS AT the annual Association of Free Community Papers (AFCP) conference scheduled April 28-30 at the Sheraton San Diego Hotel & Marina in San Diego, California.

The conference promises networking opportunities, industry-specific training, entertainment, great food, successful ideas and the industry's largest trade show.

APPLICATIONS FOR THE annual Bob Wright Memorial Scholarship sponsored by The Independent Free Papers of America (IFPA) are due by March 21.

Students can apply for one of five scholarships. The requirements are that a parent must work for a community paper that is

an IFPA member, must be a high school graduating senior or current college student, and must be attending a four-year college, vocational trade school or community college.

Applications are available at www.ifpa.com.

THE ASSOCIATION OF FREE Community Papers (AFCP) will highlight a special event on the opening day of conference in San Diego.

Dinner and entertainment will be hosted on the USS Midway, a World War II aircraft carrier. The carrier is a museum that has art flight simulators, 60 exhibits and

29 restored aircraft on display.

The location of the museum is a short distance from the hotel and the famous San Diego Gas Lamp District.

AFCP WELCOMES ITS NEWEST MEMBER:

Washington Park Profile
615 E. Jewell Avenue
Denver, CO 80210
Publisher: Jill Farschman
Phone: 303-778-8021
Web: washparkprofile.com
Email: jill@washparkprofile.com

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

THE PAPERCHAIN NOMINATION committee has recommended the following officers for two-year terms for 2016 and 2017: Dan Alexander of Sun Community News and Printing, Chairman; Barbara Powers of Exchange Publishing, Vice Chairman; Dan Holmes of Free Community Papers of New York, Treasurer; and Janelle Anderson of Wisconsin Community Papers, Secretary.

The recommendations must be approved by the full board of the PaperChain Committee.



| feb.

SAN DIEGO, CA :
FEBRUARY 22-23, 2016

North American Mature Publishers Association (NAMPA). Niche CEO Summit in San Diego, Calif. For information contact Gary Calligas at gary@maturepublishers.com.

| mar.

ATLANTA, GA :
MARCH 5, 2016

Southeastern Advertising Publishers Association (SAPA). Leadership Retreat at the LeMendiant Hotel, Atlanta, Ga. For information contact Douglas Fry at info@sapatoday.com.

ALTOONA, IA : MARCH 11-12, 2016

Midwest Free Community Papers (MFCP). Spring Conference at Prairie Meadows in Altoona, Iowa. For information contact Kevin Haezebroeck at 319-341-4352.

| apr.

AUSTIN, TX :
APRIL 4-6, 2016

North American Mature Publishers Association (NAMPA). Niche Media Conference in Austin, Texas. For information contact Gary Calligas at gary@maturepublishers.com.

GREEN BAY, WI :
APRIL 15-16, 2016

Wisconsin Community Papers (WCP). Annual Conference at the Tundra Lodge, Resort and Waterpark, Green Bay, Wis. For information contact Janelle Anderson at janderson@wisad.com.

| apr.

SEVEN SPRINGS, PA :
APRIL 22-23, 2016

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

SAN DIEGO, CA :
APRIL 28-30, 2016

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

| may

AMSTERDAM, NETHERLANDS :
MAY 4-6, 2016

International Classified Media Association (ICMA). Annual Conference ICMA's head office in Amsterdam, Netherlands. The site of the conference will soon be announced. For information visit www.icmaonline.org.

| sept.

DENVER, CO :
SEPTEMBER 25-28, 2016

North American Mature Publishers Association (NAMPA). National Convention, the Magnolia Hotel, Denver, Colo. For information contact Gary Calligas at gary@maturepublishers.com.

ORLANDO, FL :
SEPTEMBER 28 – OCTOBER 2, 2016

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

| 2017

LOUISVILLE, KY
APRIL 20-22, 2017

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

*To list your conference information
in Free Paper INK, send it to:*
DJNeuharth@aol.com

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AFCP

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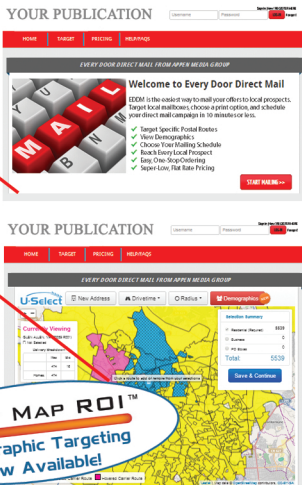
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