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COMING
next
month

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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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"The mission of AFCP is to help its members enhance their profitability and lead in strengthening the free publication industry."



Dave Neuharth

DAVE NEUHARTH
EDITOR

The **Silent Auction** Was a Great **SUCCESS**

HATS OFF TO THOSE RESPONSIBLE

for putting together the program to raise funds for the Bill Welsh Foundation at the Association of Free Community Papers (AFCP) conference in Baltimore.

The Rising Stars again stepped up to the plate and put together prizes to bid on; and this year, a new twist was added. Raffle tickets were sold to the attendees for a drawing with one winner. That person would retain half of the money – the other half would go to the Bill Welsh Foundation.

The AFCP staff and the volunteers (led by Carol Toomey) who manned the reception desk did a great job of selling the tickets, and at the last report I heard over a thousand dollars was in the jackpot.

The Silent Auction was successful once again. Attendees donated 42 items that were displayed on tables, and those who wanted to bid on the items. Interested persons could up the bids until the auction ended.

The bidders went home with some great gifts and \$2,092 went to the Bill Welsh Foundation fund.

By the way – the winner of the cash drawing was Shane Goodman, the current AFCP president. Shane donated the

entire amount to the foundation. Thank you, Shane.

Before his death from a heart attack, Bill played a critical role in the success of AFCP. He served as president and was honored with both AFCP's Publisher of the Year and Distinguished Service Awards for his service. He was a great leader, full of energy and fun, and had a great sense of humor. If you were around Bill, you always had a smile on your face. Those of us who knew him have special memories.

In 2015 the AFCP board of directors voted to establish the Bill Welsh Foundation. The purpose is to provide educational and other professional development opportunities for young professionals and others associated with community papers.

When the foundation was established, Gary C. Gerlach (a former AFCP member and publisher) and Karen A. Conner Charitable Foundation donated \$10,000 to the Bill Welsh Foundation. When they made the donation they said if AFCP members donated \$20,000 to the foundation, they would donate another \$10,000.

Mission accomplished! **INK**



The 2018 Rising Stars stepped up to the plate and put together prizes for the Silent Auction to benefit the Bill Welsh Foundation.

They Came, They Saw, They Connected

Postal Product People at AFCP

by Donna Hanbery, Executive Director, Saturation Mailers Coalition

THE ENTIRE USPS PRODUCT TEAM WITH responsibility for the type of mail products used by free paper publishers attended, and connected, with publishers and product show vendors at the annual AFCP Conference in Baltimore. As guests of AFCP and MACPA, with Donna Hanbery, executive director of the Saturation Mailers Coalition (SMC) as tour guide, the team got a “deep dive” into all things free paper.

Steve Mills, the product manager with responsibility for saturation mail, and the director of product management mail services, Elke Reuning-Elliott, made it a commitment and a priority to attend most of the conference sessions Thursday and Friday. Tom Foti, the executive director of product management and head of the USPS Product department, participated for much of the day on Thursday, making his stop at AFCP while en route to attend the Postal Forum in San Antonio.

Taking advantage of the trade show break-out sessions, Donna introduced the team to Tim Bingaman at CVC, and the industry education materials produced by Paper Chain, to give a tutorial and oversight on the reach and readership of the free

paper industry. While introducing the team at the Thursday awards luncheon, Donna credited Foti for his work in the past to help free papers send their mail with an unaddressed option, and applauded the Postal Services’ recent lifting of the breakpoint from 3.3 ounces to 4 ounces as a step in the direction of serving the needs of free papers.

The breakout time was also a great opportunity to network and meet other publishers, including members of SMC’s Steering Committee and long-time users of the mail, Carol Toomey, Steve Harrison, and Dan Alexander.

Everyone that spoke to the postal team was impressed by their engagement and sincere willingness to listen and learn about the industry. On Thursday, Steve and Elke attended two TLI courses. They saw Elaine Buckley demonstrate how to sell the value of mail, including mailed free papers, by its ability to target, saturate, and in the case of free papers, provide a readership vehicle that connects consumers and advertisers.

The Friday morning SMC/Postal break-out session was well attended with many mail publishers, *Continued on page 8*

POSTALupdate



Saturation Mailers Coalition (SMC) Executive Director Donna Hanbery addresses attendees at the Postal Breakfast.



Continued from page 7

and publishers that are not currently mailing, coming with questions and in some cases concerns about their mailings.

Elke and Steve were engaged, open and candid with the group. On many issues, Elke and Steve explained that some decisions and dilemmas were matters that needed to be handled on a local Postal level. Several publishers lamented the lack of promotions for 2018. Steve explained that the Postal Service had five promotions cued up and ready to go, but the current lack of an acting, independent, Postal Board of Governors prevented the Postal Service from getting the official approvals needed to go forward with any special pricing programs. Even annual price adjustments like an annual rate increase could not be filed or handled at the present time. Steve explained that the Postal Service's most recent price adjustment had been authorized and planned by an emergency Board Committee that was formed when the last Postal Board Members' term ended over eighteen months ago!

Steve and Elke assured the group that the Postal Service appreciated the value of promotions to its customers, and the way that promotions allowed the USPS and mailers to explore integrated media and advertising solutions. Steve stated that the Postal Service already had promotions in line and under consideration for 2019.

One of the highlights of the SMC/Postal break-out session, and indeed the entire time that the Postal team spent at AFCP, were the many comments that were made by publishers and vendors about the high level of engagement and interest that the Postal Product team was paying to each mailer, vendor, and publisher they met. Business cards and contacts were freely exchanged. Steve was at work collecting copies of papers and taking down questions and concerns for future follow-up actions.

One suggestion that received a positive response from the team and break-out session attendees was the idea of holding a periodic conference call or occasional webinar for the Postal Product group or other postal representatives to interact more with

publishers that were currently mailing or considering mailing. One sentiment that the team heard again and again was that many publishers would like to mail, or mail more, or go back to the mail, if the Postal Service could just find a way to reward its best customers that are mailing a regular product such as a weekly paper, or bimonthly or monthly magazine, with a "better than retail" rate that recognized frequency as a value to the Postal Service. If the Postal Service could design a product or rate category for mailers/publishers that committed to a stated schedule, and a reliable time or window for mail entry (something that helps the Postal Service plan its labor force) and a higher weight allowance, the USPS could attract and keep a lot more publications.

“One suggestion that received a positive response from the team and break-out session attendees was the idea of holding a periodic conference call or occasional webinar for the Postal Product group or other postal representatives to interact more with publishers that were currently mailing or considering mailing.”

Even publishers with their own home delivery carriers or working with private carrier companies were impressed by the curiosity and courtesies of the Postal participants. Steve and Elke were seeking information on private carrier options and the benefits that private carrier delivery could provide to publishers. Conference Award winner Karen Sawicz gave a tutorial about how her home delivery network helped her achieve a guaranteed weekend delivery and did not result in higher distribution costs, when she had as many as twelve inserts in a paper. But even Karen admitted that she would be interested in trying to mail if the USPS could find that sweet spot that rewarded weekly publications with a guaranteed

delivery date window and a reasonable fixed price that did not vary greatly with weight.

Before leaving, I had nothing but positive comments and encouragement from Tom, Steve and Elke about the meeting and the opportunity to meet and engage with free papers in the future. The consensus from the Postal Product team was that AFCP stands for "The Association of Friendly, Charming People". After they left, I had nothing but positive feedback and follow-up from the publishers who had attended the SMC/USPS break-out session and other AFCP members. It is my hope that this Postal/Publisher get together is the beginning of a beautiful friendship, and that the new Saturation Mail Manager becomes many of our members' "new best friend". **INK**

Getting to Know Bluefin Technology Partners



Steven Rosenfeld is the owner of AFCP Associate Member Bluefin Technology Partners.

BLUEFIN TECHNOLOGY PARTNERS, AN Association of Free Community Papers (AFCP) associate member, specializes in classified advertising solutions for publishers that empower advertisers and engage readers with its digital marketplace platform.

The platform offers publishers of all sizes help growing their online, print and mobile classified business. The solution is designed to generate maximum revenue for publishers by offering advertisers the best tools available to place, review and publish their media buys and to give their readers a great online user experience.

Bluefin Place Ad for self-service ad placement is designed to monetize your classified listings for self-service ad creation with upsell opportunities.

Bluefin Marketplace creates a local digital marketplace for online, social media and mobile readers. This is designed to enhance your site content with powerful print-to-web features.

Bluefin Command Center allows you to manage your Bluefin environment with management reporting, site administration and data feed processing.

The Bluefin benefits include monetization, fast developments, user-friendly navigation, powerful revenue upsells, social media integration, video and multi photo, local branding, full report manager, powerful search capabilities, platform system integration, print-to-online ad conversion, Geo searching listings, consent from multiple sources, and free and paid ads.

Bluefin has delivered millions of dollars in new classified revenue to newspapers around the world.

Founded in 2013 in Andover, Mass., the company is owned by Steven Rosenfeld. He has over 20 years of senior management experience in the areas of sales and marketing, selling high-end consultative software solutions to worldwide publishing industry, print and online.

“We started Bluefin with the notion that life is too short for working ... We should do things we enjoy, with and for people we enjoy doing them – and along the way if someone wants to call it a job, then so be it. We like challenges, we like solutions, and we like all the work between that makes the two ends meet. We like seeing happy customers and enjoy their success more than we enjoy our own,” Rosenfeld said. **INK**



Newly Elected Officers and Directors to Begin 2-Year Terms

THE ASSOCIATION OF FREE COMMUNITY Papers (AFCP) general membership elected officers and board members at the recent annual conference in Baltimore.

Charlie Delatorre, the publisher and owner of Tower Publications in Gainesville, Fla., was elected president.

Serving as first vice president will be John Draper, the publisher of The Free Star in Pipestone, Minn. Lee Borkowski, publisher of the Richland Center Shopping News in Richland Center, Wis., will serve as second vice president. Michael VanStry, publisher of the Coastal View News in Carpinteria, Calif., was elected third vice president.

Greg Birkett, publisher of the Dubuque Advertiser in Iowa, was elected secretary/treasurer. Shane Goodman, publisher of Cityview in Johnston, Iowa, will serve as past president.

Elected to the board of directors were Dan Alexander, publisher of Denton Publications in Elizabethtown, N.Y.; Randy Miller, publisher of The Merchandiser in Lebanon, Pa.; Rich Paulsen, publisher of the Southwest Iowa Shopper in Creston, Iowa; Farris Robinson, publisher of Hometown News in Florida; Will Thomas, publisher of Exchange Media Group in Fayetteville, Tenn.; and Carol Toomey, publisher of Action Unlimited in Concord, Mass.

The two year terms begin on July 1. **INK**

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Charlie Delatorre

Assumes the Helm of AFCP



CHARLIE DELATORRE was elected president of the Association of Free Community Papers (AFCP) at the annual conference in Baltimore.

Delatorre is the owner and publisher of Tower Publications in Gainesville, Florida.

He has served AFCP for a number of years, including being a member of the board of directors,

and has served in officer positions for the association. He has served numerous chair positions for AFCP and has devoted countless volunteer hours to benefit the association.

Delatorre is one of the founding faculty members of The Leadership Institute (TLI) and has presented classes annually at AFCP conferences as well at other free paper conferences. In 2014 he was honored as the AFCP Publisher of The Year.

As a long time board member of the Commu-

nity Papers of Florida (CPF) and its past president, he has been an outspoken advocate of free papers. His company has provided strong support of network classified sales for free paper associations across the country.

Delatorre started his publishing career with the Buyers Guide in Gainesville, Fla., which at the time was owned by Add Inc., and quickly moved to the position of general manager.

Later, when Add Inc. decided to close the Buyers Guide, Delatorre negotiated a deal to purchase the publication and the rest of the story is a history of success. Over time he changed the name to Tower Publications, and he currently publishes numerous community niche magazines in the Gainesville market.

As a graduate of the University of Florida he will tell you that the Swamp in Gainesville is the most important scene in the sports world, and that the University of Florida is the best college in America. At the University he earned a bachelor's degree in political science with a minor in business administration.

Delatorre and his wife, Bonita, have two children: a daughter, Lauren, and a son, Charlie, Jr.

In his spare time he loves playing music with his friends and is the lead singer in two local bands – Good Bottom and Whiskey Jones. **INK**

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Slette Honored with Craig S. McMullin DISTINGUISHED SERVICE AWARD

TREVOR SLETTE WAS NAMED THE RECIPIENT OF the annual Association of Free Community Papers (AFCP) Craig S. McMullin Distinguished Service Award at the recent annual conference in Baltimore.

In making the presentation, last year's winner, Dan Alexander said, "As last year's recipient it is my privilege and honor to be able to present this year's award.

"This year's recipient is one of those people who quietly goes about the business of making things better for everyone. This person came onto the AFCP scene six years ago and has quickly become the cornerstone of many of the AFCP initiatives. His commitment to focusing on progress and improvements that benefit our membership and our industry is second to none. His determination to take on the challenges presented to him, regardless of their complexity or time requirements, has earned him the respect of everyone he comes into contact with.

"This individual has served as AFCP's 2016 Best of the Best Awards chairman, 2017 Conference Trade Show chairman, and currently serves as chair of this year's 2018 Annual Conference. He has brought a participation level and enthusiasm to each of these roles that has been the foundation for improvements to the programs and the process, and led to increased benefits to our membership.

"The person has also chaired the AFCP Membership committee for the past two years with a focus on member benefits and member growth. He has been instrumental in bringing about the partnership with the Online Media Campus to expand educational resources for AFCP members. His coordination with our Alternative Revenue Committee's efforts to add the ZipRecruiter employment ad offering for AFCP's member's employment ad packages was a critical component of getting that program off the ground.


"In addition to his duties with AFCP, Trevor has been an active participant with the Minnesota Free Paper Association over the years. When it merged into Midwest Free Community Papers in 2014, he became an active board member of MFCP and is currently serving as their president. His quiet, focused participation has been a welcome addition to all of these groups.

"In closing, this individual is the epitome of the volunteer who gives freely of his time, talents and efforts without any consideration of 'what's in it for me'.



Trevor Slette accepts the Craig S. McMullin Distinguished Service Award from last year's winner, Dan Alexander.

That selfless approach to his efforts may not make him the most recognizable person in this industry, but it certainly makes him one of the most respected and appreciated. Ladies and gentlemen, please join me in celebration of this year's Craig S. McMullin Distinguished Service Award winner – Trevor Slette."

In receiving the award, Slette said he was surprised and grateful for the honor. He thanked his parents, who attended the conference, for the work ethics he learned while growing up. 

Glen Fetzner Named AFCP's PUBLISHER OF THE YEAR

GLEN FETZNER WAS NAMED THE ASSOCIATION of Free Community Papers (AFCP) Publisher of the Year at the recent annual conference in Baltimore.

Fetzner is the owner and publisher of Ocean Media Solutions on the Treasure Coast in Florida.

In making the presentation, last year's recipient, Dan Buendo said, "One of the highest honors AFCP can bestow on a participating member is the Publisher of the Year Award. It is presented as recognition for representing the industry and the association at the highest level through their efforts and company operations. It is my honor as recipient of last year's award, to be able to present the award this year.

"This year's award winner has served over 25 years in the free community paper industry as a second generation participant. He has built his publications from the ground up through hard work, commitment to his products and investment in his staff.

"Let's look at the products first. Through the years the product has evolved and grown into one of the leading publications in the highly competitive Florida market. The current publications are award-winning, four-color gloss magazines that range in size up to 140 pages and are direct mailed to over 200,000 homes in Florida's Treasure Coast. The publications posted a 25% revenue growth for the fourth quarter of 2017 and are poised for a 20% increase in 2018. Pretty Impressive!

"Now let's look at how this year's winner treats his team to be able to build those kind of gains. His commitment to training and staff development is second to none – averaging over 10 conference participants in each of the last five conferences, the highest number of TLI participants of any member company in AFCP – and a strong believer in on-site professional development for his staff.

"In addition to his commitment to development of his staff, here is a comment from one of his team members –

"In September of 2017, South Florida was just one of the areas hit by Hurricane Irma, which devastated the Florida Keys. As the daily warnings became statewide, our publisher made it his personal mission to release every employee five days well ahead of the storm, ensuring that each and every staff member had time to prepare well in advance, from either boarding up our homes to coordinating a safe place with or without family, including the time needed to



Glen Fetzner accepts the 2018 Publisher of the Year Award from last year's recipient, Dan Buendo.

leave the state as many did. We were very Blessed as we were spared the worst of the storm. Our publisher and management team contacted each and every staff member to check on each person's safety and well-being. This is just one of many testaments of kindness, respect and leadership our publisher demonstrates not only his staff, but to his community.'

"We applaud this year's Publisher of the Year on his commitment to his product, to his staff and to his community. Please join me in congratulating the 2018 AFCP Publisher of the Year from Ocean Media Solutions – Glen Fetzner."

In receiving the award, Fetzner credited his staff and Elaine Buckley for the recent success of his

Continued on page 14

Bill Welsh Foundation Update

by Carol Toomey


UPON ARRIVAL IN BALTIMORE, I SAW THAT someone had an "idear" to have a 50/50 drawing to enhance the Bill Welsh Foundation donations. Working the registration desk on Wednesday, I was able to enable many to participate in this great cause. So many people bought tickets that we drew out two challenge donations. Their challenge: If we sold all the tickets, these two people would donate a total of \$1,200.

The stack of tickets was sold. The winner generously donated his winnings right after the drawing. The \$1,200 was donated. The result was \$3,750 to go to the Foundation.

This would not have happened without the

enthusiasm of everyone at the conference, so this is a very big ...

THANK YOU!

We are still accepting donations. If you would like to make one, please send your tax deductible contribution to the Bill Welsh Foundation, 135 Old Cove Rd., Suite 210, Liverpool, NY, 13090. 

PUBLISHER OF THE YEAR


Continued from page 13

publications. "In the past I have worked with J.W. Owens and Rob Zarrilli and have learned from them," he said.

He also credited the training programs of AFCP. "We send up to 10 persons a year to the conference and each returns with 10 revenue-generating ideas. The Leadership Institute is a huge part of their training.

It was Moneysaver Magazine that began publishing in Stuart, Fla., in 1995. Several years ago Fetzner said he made one of the toughest decisions in his life. He changed the name of the company from Moneysaver to Ocean Media Solutions, and the names of the publications to the names of the communities they served – such as Stuart Living. It opened the doors to better readership and to new advertisers.

Ocean Media Solutions has become the Treasure Coast's #1 direct mailer in the area, following 20 years of success in the commercial and residential real estate publishing business.

Today the publication direct mails seven targeted zones with a total circulation of over 200,000 households. Areas served include northern Palm Beach, Sebastian, Vero Beach, Fort Pierce, Port St. Lucie, Jensen Beach, Stuart, Hobe Sound, Tequesta, Jupiter, Juno Beach and Palm Beach Gardens. 



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Lollipop Moments

by Shane Goodman

BEING THE PRESIDENT of the Association of Free Community Papers has truly been a privilege. If you are going to lead an organization, you better darn well enjoy it, and I most certainly have.

I owe my appreciation for this association to many people who allowed me the opportunities to learn about it. If you attended the closing session of the AFCP Conference in Baltimore, then you know what I mean by “lollipop moments.” If you didn’t attend, then stop right now and search the Internet for “Drew Dudley” and “lollipop.” Make the six-minute investment of time to learn about everyday leadership and how you can — and have — made significant impacts on the lives of others.

In my final column as president, I want to point out the efforts of two men with ties to AFCP who impacted my life with many lollipop moments.

I first learned about AFCP about 20 years ago from my boss at the time, Craig McMullin. Many of you knew Craig as the former executive director of AFCP, but prior to that he was the president of Midwest Newspapers, a company I was employed by for nearly a decade. He encouraged me to attend a national conference in Chicago, Illinois, and learn more about the free paper industry. He then also urged me to attend an AFCP winter meeting at the Disney Institute in Orlando, Florida. Those were lollipop moments for me, and I have been involved with AFCP ever since.

Craig died in 2009, and his passing was quite difficult for me. I was a journalist by education and a salesperson by experience, but Craig took me under his wing and taught me the skills to run a business, and I will forever be indebted to him.

When I joined Maverick Media in 2001, I reported to a man

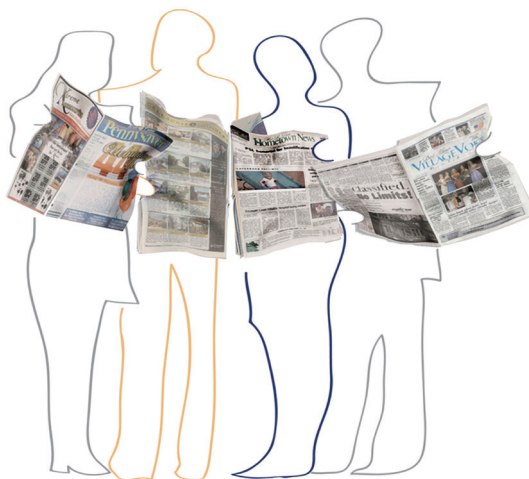
whom many of you also remember — Bill Welsh. I had known Bill for several years prior, and I was eager for the opportunity to learn about the commercial printing trade from him. Truth be told, I learned very little about commercial printing from Bill. But what I did learn from him was much more important than anything related to ink or paper. He showed me the importance of friendship, loyalty, family, communication and how to make people smile. He and his wonderful wife, Ruby, promised my wife, Jolene, and me that we would appreciate Nebraska as something more than a state to drive through on the way to Colorado. And they were right.

When I first started working for Bill, he told me about the upcoming AFCP Conference. I replied that I didn’t think I would be able to attend, as I had a lot of work to do. He looked me in the eyes with a straight face and said, “Well, you better figure it out, Shaner, because you will be attending.” And I did.

Bill and I traveled together frequently during those years, to our operations in Colorado and West Virginia, as well as to the AFCP board meetings and conferences. I laughed right along with him when he told his many jokes. And when my father died, he cried right along with me. He was more than a boss, more than a friend, more than a mentor. Bill passed away in 2014, and I miss him.

AFCP provided opportunities for many lollipop moments like these, and I am forever grateful to everyone before me who created and sustained this association so that I and others could benefit from it. My hope is that you have been able to experience lollipop moments with AFCP as well, and that we have worked to ensure that many more after us can, too.

Thanks for reading. 



SHANE GOODMAN
AFCP PRESIDENT
CITYVIEW

AFCP's Annual Conference

CONFERENCE NOTES



1. A group poses for a picture before boarding the Spirit of Baltimore.
2. Another ship, the Inner Harbor Spirit, cruises by.
3. Spirits were high aboard the Spirit of Baltimore! Massachusetts members enjoyed the cruise...
4. ...as did the Minnesota members who posed for this group shot.
5. Thursday's cruise was blessed with great weather, so everyone was able to enjoy the top deck breezes as the sun went down.
6. The sessions were all well attended.
7. A whole alphabet of vendors attended the Trade Show, from "A" (Affinity Group Underwriters)...
8. ... to "Z", ZipRecruiter!
9. Sunset aboard the Spirit of Baltimore was breathtaking. Note Old Glory waving in the breeze.
10. Mealtime was a good time for networking, chatting with old friends and making new ones.

CONFERENCE NOTES

11. Rob Zarrilli, Dean of The Leadership Institute, poses with a graduate.



12. Keynote Marcus Sheridan was a riveting speaker.



13. MACPA President Roth Isenberg addressed the group.



14. The 2018 Andrew E. Shapiro Award winners were all smiles as they posed with their awards.



15. Metro Creative Graphics and TownNews.com were on hand at the Trade Show.



16. An orientation session got the Rising Stars off on the right foot.



17. Voting for the Shark Bank presentations was done by texting.



18. The Shark Bank judges are taking their duties seriously!



19. The Shark Bank session had a wealth of creative, money-making ideas for attendees to take home with them.



20. The 2018 TLI graduates posed for a group shot.

21. The Sharks!



Sawicz Honored for Volunteer Work

KAREN SAWICZ WAS NAMED THE RECIPIENT OF the annual Association of Free Community Papers (AFCP) Gladys Van Drie Volunteer Award at the recent conference in Baltimore.

In making the presentation last year's recipient, Lee Borkowski said, "This organization has been able to accomplish some amazing things over the years. The key ingredient to almost every one of those accomplishments has been the volunteers who have given freely of their time, their talents and their energy to the betterment of others. AFCP is pleased to announce the fourth recipient of the Gladys Van Drie Volunteer Award.

"We are fortunate to have Gladys here again for today's presentation and would like to invite her to come up to assist in the presentation of this year's award.

"Without volunteers our association, as well as all the associations that our industry has been built around, would be in a much different place – one that would not be able to provide for its members as we do today. The Gladys Van Drie Award looks to recognize the contributions of a volunteer who has given significantly to the betterment of each of our businesses over the years, always without thought to personal gain.

"This year's recipient has embodied that description repeatedly over the years and has contributed greatly to the long-term success and accomplishments of AFCP for more than 20 years.

"They started their journey into the publishing industry as a young person helping out with the family publishing business. Eventually taking over the reigns of the now 71-year-old publication, she has diversified the company with digital and specialty advertising in addition to the solid 20,000 circulation print publication.

"Her involvement on the AFCP Board began as a representative for FCPNY when Loren Colburn transitioned to the Executive Committee in the late 90's. She has performed in all the key conference committee chairs, including Conference Chair for the 2009 Myrtle Beach Conference. She has actively participated in a broad range of AFCP committees and has chaired the INK Committee for a number of years.

"In 2010 she once again had Loren Colburn's back as she jumped into the Secretary/Treasurer's role when he transitioned to Executive Director. It exemplifies her 'whatever you need me to do' attitude when it comes to helping AFCP, FCPNY or any publisher who is in need of some help.



Karen Sawicz accepts the Gladys Van Drie Volunteer Award from Gladys.

"This year's award winner has established herself as a trusted, respected and ever-present volunteer for the association as well as the free publication industry, and has repeatedly demonstrated the devotion and efforts worthy of the Gladys Van Drie Volunteer Award.

"Please join me in congratulating this year's recipient – Karen Sawicz!"

When Van Drie presented the trophy she said, "Sally Ride was a physicist, and in 1983 she was the first American female astronaut to fly into space. After that flight she was overwhelmed at the response she received from women but especially young girls, and so she started a company to promote education for young girls encouraging them to take part in science and math opportunities available in that program. Sally Ride believed that young girls and young people need to see role models in whatever careers they choose so they can picture themselves doing those jobs, volunteering in their communities and organizations. Her famous quote was 'You cannot be what you can't see.'

"In this room today we have many Rising Stars. Karen Sawicz and past volunteer recipients have been excellent role models. They have been leaders in this industry, and have volunteered in their local communities and other organizations. Thank you, Karen, for allowing us to see your many contributions so all of us, but especially the Rising Stars, can be what they see." **INK**

“Best of the Best” Awards

THE COMPETITION WAS CLOSE BUT APPEN Media Group in Alpharetta, Georgia, walked away with the Best of Show Award in the Association of Free Community Papers (AFCP) “Best of the Best” presentation at the recent conference in Baltimore.

Over 1,400 entries were submitted to the competition in 90 different categories.

In a special advertising design contest for ads that featured a Partnership for Drug Free Kids, David Brown from Appen Media took home the first and second place honors. Hank McAfee of Tower Publications in Gainesville, Florida, won the third place award.

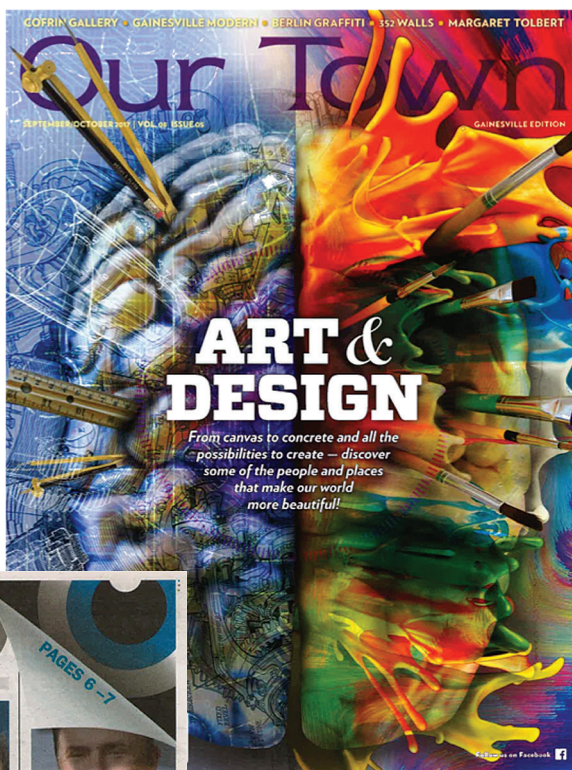
First place awards for most improved publications went to Action Unlimited (Concord, Mass.) for 0-9% editorial content; to All Island Media (Edgewood, N.Y.) for 10-25% editorial content; and to Genesee Valley Penny Saver (Avon N.Y.) for the minimum 26% editorial content category.

First place general excellence awards went to Tower Publications

in the gloss category, to All Island Media for 0-9% editorial content, and to CityView for 26% minimum editorial content.

Other first place publications included Ocean Media Solutions in the glossy category; The Florida Mariner in the single advertising category; Iwanna USA with 0-9% editorial; Genesee Valley Penny Saver for 10-15% editorial content; and Appen Media Group for 26% minimum editorial content.

The top award winners were Tower Publications, which picked up a total of 22 honors including six first place trophies. Appen Media Group earned 21 awards including eight for first place. CityView earned 17 honors including five for first place. El Clasificado took home 14 honors including seven for first place. All Island Media earned 14 awards including two first place honors. Arcadia News earned 11 honors including three for first place, and The Post Newspapers picked up 11 awards including two first place honors. **INK**



The first place General Excellence winner for a monthly publication was Our Town, Art & Design.



The first place General Excellence winner for a weekly publication was Appen Media Group.



The winner of the ad design contest, Partnership for Drug Free Kids, was David Brown of Appen Media Group.

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What did the ATTENDEES have to SAY about the conference?

“You should attend an AFCP conference because...”

... the conference is a very productive event packed into 3 days. A short time away to learn and network. You will get ideas and contacts to carry you through the entire year.

... you can't afford not too! Just one conversation or training could change the way you do business or generate a new revenue stream that you are missing out on!

If you belong to the free paper industry, you don't want to miss the AFCP conference!

... the networking and learning opportunities are outstanding.

... it's the best in networking with others who understand our successes and failures. Great place to bounce ideas and develop contacts.

... you are guaranteed to walk away with new ideas.

... it is a great opportunity to meet people from across the county who are as passionate about free community papers as you are.



... the knowledge that you gain from networking and the class sessions you can't put a price on.

... the amount of knowledge you will gain will be vital to your company. The sessions are informative and help you look at common issues from several perspectives. The networking you do will give you a pool of people to lean on and learn from throughout the year.

... within reason, you will meet someone there who has solved a problem you have and is readily willing to share his/her solution.



... it will give you the knowledge you need to survive in a competitive market and allow you to reinvigorate your belief in our industry!

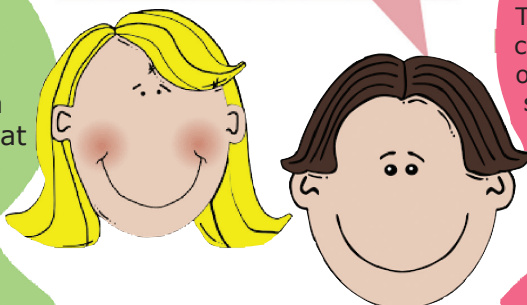
... it's FUN! The classes are great. There's something for everyone. Lots to do. Networking is great. You come home with new ideas.

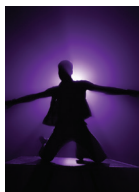
... the training is second to none. The ideas alone justify the cost. It will energize your staff.

... this is your way to solve issues that plague your everyday business (whether you realize you struggle or not). Also building a network of like minded people in your industry and not in your market that you can lean on throughout the year.

... not only is it excellent training, but also you are able to learn from others and the vendors, and have time to find out what is currently happening in the industry. The Rising Stars program allows for connection to the next generation in our business and to better understand the needs and motivations of this group. The motivational speakers give me wind beneath my wings to keep going and do even better at my job!

... of the opportunity to network and learn from your peers in the industry. The shark bank idea exchange was great because it was a fun way to learn about what others are doing and see if it will fit with our group.






Changes are taking place All Over

TONY ONELLION WAS HONORED WITH THE SOUTHEASTERN Advertising Publishers Association (SAPA) Herb Campbell Award.

Onellion is the publisher of Bargains Plus in Slidell, Louisiana. The award is presented to an individual who has contributed in a significant way to SAPA and the free community paper industry.

A longtime member of SAPA, he has served the membership and supported the association in many ways including serving on the board of directors and officers.

The award was presented at the recent SAPA Leadership Forum held in Atlanta. 



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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!

"Any benefit a customer can't understand doesn't exist."
 – Jan Carlzon

MY BUSINESS CAREER BEGAN ABOUT 15 BC

(Before Computers). While I bought computers for my kids, I didn't purchase one for myself until well into the 1990's. To this day, I remain somewhat of an "unfrozen caveman" when it comes to technology. I know how to search the web and I can produce a Word document or PowerPoint presentation, but that's about it.


I think about computers the way a plumber thinks about a plunger – it is just a tool to get a job done. Recently, I needed to replace my aging laptop. I approached a clerk and told him how I used my computer and asked for a recommendation. The last thing I understood in our conversation was, "Welcome to Best Buy!"

The clerk pointed to a sleek laptop and launched into a monologue of gigabytes, processor speeds and dilithium crystals that I understood about as well as the words to the Bhutanese national anthem. I told him I would "think it over," and had my daughter go online and buy me a new laptop.

The store clerk was suffering from the "curse of knowledge." The curse of knowledge is defined as a "cognitive bias that occurs when an individual communicating with others unknowingly assumes that the others have the background necessary to understand what is being said."

The Best Buy clerk was 100% familiar with computers. He knew what to look for in a laptop and assumed that everyone shared his knowledge. Since I had no background in computers, everything he said went right over my head. His attempt to describe the advantages only served to make me feel uncomfortable and downright stupid.

As advertising sales professionals we fully understand our industry and our products. When we tell a prospect that, "we reach 99% of the homes in our coverage area," we understand that this fact increases the chance that their ad will produce results. Though this may seem obvious to us, the customer may not put "2 + 2" together and realize how our circulation can help them achieve their goals.

As salespeople we cannot afford to assume that our customers understand how advertising works. We need to explain our product's benefits simply and clearly, pausing often to ensure that the customer understands them. This is the only way to keep the "curse of knowledge" from killing our chance of making a sale. 



WCP's Annual Conference

CONFERENCE NOTES





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.

oct.

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

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

To list your conference information on the AFCP website, send it to:
Loren@afcp.org

2019

HARRISBURG, PA :
MARCH 1-2, 2019
Mid-Atlantic Community Papers Association (MACPA). Annual Conference at the Sheraton Harrisburg-Hershey, Harrisburg, Pennsylvania. For information contact Alyse Mitten: info@macnetonline.com.

LAS VEGAS, NV :
APRIL 25-27, 2019
Association of Free Community Papers (AFCP). Annual Conference and Trade Show at the Golden Nugget Hotel & Casino, Las Vegas, Nevada. For information contact Loren Colburn: loren@afcp.org.



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