

N.Y.S.C.M.A., INC.

Fall Board Meeting: Friday, 11/7/08 East Branch, East Syracuse, NY

Members Present: President - Phil Hudson, Julie Cardinali (COB), Dennis Donoghue (1st VP), Steve Piersa (2nd VP), Nancy Breault (Secretary), Bill Sara (Treasurer), Mark Vinciguerra (NAA Rep.), and Fred Schmidt (Training).

Meeting started at: 10:35 AM

Bill Sara was appointed parliamentarian.

Nancy Breault e-mailed the spring board minutes and the post conference board minutes (prior to the meeting) to all board members and asked that they be approved.

M/S/P Hudson/Sara Attachment (1)

Communication:

Paul Felicissimo is no longer with The Poughkeepsie Journal in Poughkeepsie NY. He is, however, with a Gatehouse Newspaper in New England. Paul has always been a valuable member of NYSCMA INC., and very active with the board. He was instrumental in the joint efforts between NYSCMA, INC. and NYNAME. We thank him for all of his efforts and wish him well.

Officer's Reports:

Dennis Donoghue: 1st V.P.

Dennis' report included a recap of the onsite meeting held at Canandaigua Inn On The Lake (Thursday, 9/30 and Friday, 9/31).

He reviewed the spreadsheets, tentative speakers discussed, and rough agenda and timeslots. Schedule and agenda items are similar to last year's joint conference:

Sunday, 5/31/09 – Registration, Board meetings, Exhibitor set up, and President's Reception (Possible Boat Cruise, Wine Center, or Hotel's Tent Reception)

Monday, 6/1/09 – ½ Business day – Afternoon activities (Golf, Fishing, Wine Tour, Skeet Shooting are some of the options)

Tuesday, 6/2/09 – Full Business day, AM and PM breakouts -- all meals together with Awards being done at the Luncheon, streamlined reading the winners only, no plaques, TV reel running featuring the winning awards. Small awards only at the Banquet

Wednesday, 6/3/09 – ½ Business day – Hot ideas session w/motivational speaker to end the conference, Board meetings

** More details would be discussed during the New Business portion of our meeting**

Attachment (2)

Steve Piersa: 2nd V.P.

Steve reported that he was preparing for 2nd VP duties for the upcoming conference. Details will be formulated during the next few months. He will work with Mark Roggen to coordinate exhibitor details, sponsorships (communication w/our vendors to secure similar sponsorship monies), and the passport game once again. He will coordinate administrative tracking of conference registrants with Nancy through NYNAME's new coordinator – Don Ferlazzo. Don will be overseeing and taking over what in the past was the sole responsibility of the 2nd VP position – tracking of registration entries and monies coming in with regular as well as associate members. Steve will also seek out and work with a NYNAME board member for sponsorships.

Steve was our director of Auditing last year, and in Bill Farrell's absence (Bill is our new Director of Auditing), Steve took the time to meet with Bill Sara to review the books. Steve reported that Bill's numbers/books all look fine and appear to be in order. We will make a motion to accept Steve's audit after Bill reads his report.

Bill Sara Treasurer

Bill read his report.

Our current balance on hand is \$56,072.12 and is balanced with the checking account statement of 9/6/08 and the savings account statement of 8/31/08. This amount represents an increase of \$10,200.08 from the same time period a year ago (fall 2007 Board meeting). However, this figure does not represent a payment to the Gideon Putnam Hotel for the 2008 conference, which occurred in the middle of September. Our conference payment was delayed this year by the change of ownership at the Gideon Putnam and the need to reconcile expenses with NYNAME. We received \$11,210.21 from NYNAME for the conference expenses. They were unable financially to split all expenses; therefore, we prorated all expenses as they related to attendance – 138 total attendees. They had ½ the attendees that we did.

We were able to secure sponsorships once again from our vendors, as well as newspapers.

The Post-Standard made a very large sponsorship payment for our 2008 president – Julie Cardinali, which helped us a great deal. We also are diligent at collecting membership payments, which NYNAME has begun (this year) to do as well.

Steve confirmed that the books and balance that Bill reported were correct. He stated that the overall findings are that our records are in fine order, and Bill Sara has done a commendable job handling the finances.

Bill asked for a motion and vote to accept Steve's audit.

M/S/P Hudson/Vinciguerra

Attachments (3-5)

Nancy L. Breault Secretary

Nancy's report consisted of membership billing info. For 2008-2009:

83 -- Regular (41 bills)

47 -- Associate (37 bills)

130 Members billed **(\$6,500 Expected Revenue)**

Paid Membership to Date: 42 Regular (16 Newspapers)

24 Associate (18 Businesses)

(\$3,200 Revenue to date)

Nancy's report also included:

*New members (2 Regular) to be voted on

*Current membership roster (all members) merged w/newspaper contact/info sheet

*Conference Planning/Fact Sheet

Nancy asked that all members review the information presented in the packet and give/send updates to her, as they know of and get changes.

Phil asked Nancy to e-mail the roster for ease of corrections/updates to be made.

Attachment (1)

Committee Reports:

Website/Buyer's Guide:

Michelle Giorgianni was not present; her report was submitted and read by Bill Sara.

The Spring Program and Buyer's Guide (for the 2008 conference) contained 68 pages (including covers and preprinted pages) with a total of 33 pages of advertising.

Advertising Income	\$9,755.00*
Printing	-\$3,383.00
NYNAME contribution to printing	\$1,645.00
Layout stipend -	<u>\$ 400.00</u>
Profit	\$7,617.00

***includes advertising revenue for the Fall Buyer's Guide**

FALL BUYER'S GUIDE:

When soliciting for the Spring Buyer's Guide, ads were sold for the Fall Guide at a reduced rate if purchased in advance. 13 ads were sold in advance for the Fall Guide. Included in the revenue above is \$1,880.00 of advertising space purchased in advance.

Michelle e-mailed advertising promotion material on October 20th to all regular and associate members in an attempt to save postage. She mailed material to anyone without an e-mail address. As of today, Friday, November 7th, she has received NO additional advertising reservations. She did, however, receive a 'no' from NAA and a 'maybe' from PCF. Michelle feels that direct contact needs to be made to all other advertisers, in order to meet her deadline and make the Fall Guide profitable and effective.

Michelle asked for the board's assistance and influences to make this happen. We work very closely with all associate and regular members; therefore, we as a board decided that, at this point, this is the necessary course of action.

We made a commitment to the membership to make this happen (printing and distribution of the second guide); with the elimination of the quarterly Bulletins; and it can only happen through teamwork, and the assistance of all board members.

In addition, NYNAME has pulled out; they will NOT be participating in the advertisement or any contribution to the advertising, promotion, or payment towards the Fall Guide.

It was agreed, that all board members in attendance of this Fall Board meeting, will call all previous advertisers, looking for their support to make this happen. Michelle's deadline is Friday, November 14th, and all calls will be made prior to Michelle's deadline to secure advertising. In addition, as planned, this will be a promotional vehicle, provided to the membership to communicate news happening throughout New York State. We will also use the Fall Buyer's Guide to promote the Spring Sales and Marketing Conference.

Moving forward, Phil expressed his desire to appoint additional board members to assist Michelle in this very big task of recruiting and securing ads for BOTH Buyers' Guides. Christine Smith and Phil Hudson will be assisting Michelle moving forward. Fred Schmidt volunteered to research alternative printing options as well.

No expenses have been incurred for the Website since the spring meeting.

Attachment (6&7)

Training:

Paul Felicissimo, our 2008-2009 Training Director has resigned, therefore, no Fall Training Session was scheduled. During our new business portion we will discuss the plans for training moving forward.

A big Thank-You; once again (in advance) goes out to Diane Kennedy for NYNPA's continued support.

NAA Report:

Mark Vinciguerra reviewed his report. The Newspaper Association of America is undergoing major modifications in both its structure and stated goals of the organization. As the industry faces both severe cyclical

and secular changes, newspaper organizations have asked the NAA to cut back membership fees (those paid by the organizations to fund the NAA, not necessarily the individual dues paid by members) and scale back the organizations functions to only serve the most needed areas.

To that end, one visible change the NAA will make immediately is a major change in the annual conferences held. The Marketing conference and NEXPO have been combined into one conference. Titled "Media Xchange", the new conference will take place March 9-11 in Las Vegas at the Mandalay Bay Casino.

Another change being made that correlates to this conference is the Future Leaders Program is being discontinued. In addition, the myriad of award programs hosted by NAA (ACME/Digital Edge/Carrier of the Year) are being discontinued, and only a handful of awards related to the individual accomplishments and Lifetime achievements are being continued. There is a chance the individual federations may elect to maintain some of these awards, but the federation would have to fully support and implement the work needed for them, with little assistance from the NAA.

Mark is on the planning committee helping put together the audience track of the Media Xchange conference, and would be more than happy to assist the NYSCMA INC./NYNAME in planning the 2009 conference as well. He will work closely with our 1st Vice President, Dennis Donoghue and a NYNAME representative to plan and secure conference speakers for the spring.

Thank-You Mark for all of your efforts. Mark was very involved with the initial planning committee to kick off our first joint conference between the two associations, and was very instrumental in the planning and implementation of the successful agenda we enjoyed in Saratoga in the spring of 2008.

Promotion Awards:

Mary Sawyer (Watertown Daily Times) was unable to attend but sent her report, which was read by Phil Hudson.

The 2008 NYSCMA Promotion Awards generated 57 entries from 11 newspapers, which was up from the previous year.

Mary would like to propose the elimination of the mailed info packets for the Promotion Awards, and replace that with a steady release of e-mails.

Mary would also like to post the entry form and rules on the website, and have it mentioned in any correspondence sent to the membership (the Fall Buyer's Guide). In addition, she would like to tweak the rules a bit to require an entry form on the front of the entry.

All this will be discussed in new business, but at this point, we confirmed that we met with the NYNAME group, and they are looking at their overall presentation of their awards program as well.

We are currently looking at presenting all awards during the (Tuesday) luncheon, announcing winners only and running presentations on a reel. Plaques will be given out after the fact as well as pictures.

Mary will work closely again w/Christine, as well as a NYNAME representative to coordinate the awards promotion and presentation..
Mary is also our official Photographer and will perform those duties as well during the conference.

Carrier Of The Year:

Nancy read Bonnie Christian's report.
This year we had 8 newspapers participate in our Carrier Recognition Program. This is down one from last year. Here is the list of participants:

The Daily News – Batavia
The Post-Star – Glens Falls
The Observer Dispatch – Utica
The Malone Telegram – Malone
The Observer – Dunkirk
The Watertown Daily Times – Watertown
The Post-Standard – Syracuse
The Daily Star – Oneonta

The above newspaper represented the recognition of a total of 245 carriers.

Julie discussed the Carrier Recognition program that Bonnie oversees.
Carrier Week was 10/5/08 to 10/11/08, with the actual Carrier Day being Saturday, October 11th, 2008. Once again, categories included Adult Carriers, Youth Carriers, Special Recognition, and Longevity. The Journal News printed all of the framed certificates again for us.

This is a very time consuming process for The Journal News with so many certificates including the frames. We will discuss a remedy to keep the program (now with NAA NOT participating). It was decided that this is a program we would like to see continue, but having the individual newspapers participating taking more of a role in the execution. More details on this topic will be discussed during the new business portion of our meeting.

It was also decided that all participating newspapers should get one point towards the Future Leaders Program, starting with this year's Recognition Program – October/2008.

Advertiser Representative:

Mark Roggen was not present for the meeting. Mark, however, did communicate with Nancy prior to the meeting, making his wishes to be known regarding a Vendorama for the Associate members for the Spring Conference for 2009. He feels that the event would be beneficial to all members, Regular and Associate alike. He wants to make it known that many of the 'Vendors' are looking forward to the event, and are actually counting on it. We will discuss the option during the new business portion of our meeting. Mark also commented that all feedback from the past conference at The Gideon Putnam was positive. All advertisers were very happy with the room set up. Casual networking is very valuable to the Advertiser's business/executive relationships. Mark will draft a letter to all advertisers and send to us for review prior to mailing out, with regards to our Onsite meeting at the Canandaigua Inn On The Lake, as well as the Fall Board meeting. He wanted to convey the benefits of consolidation of the two groups: (NYSCMA/NYNAME), and will do so moving forward.

New Business:

Open Positions:

Phil started by mentioning that we currently have one open Director's Position. Duties have changed over the past few years so we decided to fill that position w/someone that would be familiar w/the larger metro papers, someone who would be helpful in training needs as well as attracting the NYC papers, for example.

Currently we have the Training Director's position open, vacated by Paul Felicissimo. John DeAugustine (Circulation Director for the Albany Times Union), is very interested in the position and becoming more involved in the Association. He has also been active in assisting Paul in training needs in the past, as well as filling in for speakers where needed.

We have, in the past, limited the board membership to (only) two members being active officers and/or board members from the same newspaper. With that said, we decided that we should allow proactive folks in the business wishing only the best for the association and desiring to be a part of our future and success should be allowed to be involved. With that said, Dennis Donoghue made a motion to *amend* the current By Laws:

“NO MORE THAN TWO OFFICERS FROM THE SAME NEWSPAPER CAN SERVE SIMUTANEOUSLY AT ANY GIVEN TIME.”

M/S/P Donoghue/Vinciguerra

Phil Hudson has appointed John DeAugustine to fill our 2008-2009 open Directors' position (to be filled again 2010)

Future Leadership Scholarship Award:

This Scholarship, originally supported by NYNPA, to attend the annual sales and marketing Future Leader's portion of the NAA conference, has been eliminated. This board feels that this is a valuable asset to our membership. With that said, we felt that we, as an association, could benefit both the membership newspapers as well as the association by offering the scholarship ourselves; to participating paid members to win an all expense paid attendance to the annual NYSCMA INC. Conference each year. Points will be earned for participation in the following categories:

- Any and all training events – 1 point per newspaper per event
- Annual Sales and Marketing Conference Attendance – 1 point per newspaper
- Promotional Entries – 1 point for entries/3 points for more than 3 entries
- Carrier Recognitions Day – 1 point per newspaper participation

NYSCMA INC. will pay for the winner's registration and accommodations as well as any additional expenses.

The winning newspaper would be chosen at each conference (at the banquet) for attendance to the next year's conference.

Michelle would promote in the Buyer's Guides as well as on the website.

Mary Sawyer will track points; and tally them for the drawing at each year's banquet.

A press release will be done as well announcing the winning newspaper, as a result of the winner's 'testimonial' which will be done at the banquet that they will be attending.

We would also like to set the rule that no newspaper can win two years in a row.

This year's winning newspaper was The Oneonta Daily Star.

Fred Schmidt will choose a member from his newspaper to attend the NYSCMA INC./NYNAME conference. We will honor our commitment to pay all expenses for a member of his newspaper to attend the conference.

The winning attendee will in turn choose next year's winner (at the banquet).

Each year, the current president will notify the winning newspaper's publisher of the award they have won.

Carrier Recognition:

Carrier Recognition Director will provide the certificate via PDF file including the current president's signature. Each participating newspaper will download with their winning carrier's names. The physical assembly of the certificates will need to be done at each newspaper. We will continue to recognize each newspaper via the website and the Buyer's Guide (list will be provided by Carrier Day Recognition Director) as well as a press release (done by Mary or Michelle) for each newspaper to publish.

Promotional Awards:

Regarding our Promotional awards director's suggestions, Mary will e-mail the new rules to all newspapers for promotional entries. This event is more important now than ever before with the elimination of the awards presentation elimination of NAA. They are truly more relevant as well for local federations as they can all relate to each others overall needs, demographics and newspaper sizes and market needs.

Mary will e-mail new rules and changes suggested. They will also be promoted in the Buyer's Guides (the changes).

Newspapers will send PDF's of promotions to Mary and she will put on a DVD and she will run during our luncheon awards presentation (the winners) and ALL entries (and winners will be featured) will be displayed on the website all the time for all members to view. Any member can view when looking for an idea for a promo to run at their newspaper.

Training:

John DeAugustine will work with all members to come up with a session that is widely requested by all members. John has successfully done e-mail blasts/surveys to solicit ideas. Perhaps he can use that as a tool to solicit ideas for training session and/or speaker ideas. John and Fred will work together to formulate an appropriate session to meet current market needs. John will solicit and secure speakers/topics as a result. He will also assist in the training/speaker needs for the 2009 conference.

Conference Planning:

Dennis reviewed the proposed agenda.

Sunday – We are considering the boar cruise (5-6 thousand dollars, less than last year and would include all expenses, entertainment – the ride and drinks and hors'd'urves. Wine tour is an option as well as a small reception at the hotel.

Monday – This day would be a ½ day business sessions – all joint. Afternoon activities. Start with a historian, familiar with the area for folks visiting from all around NYS.

Dennis will call Judy (Canandaigua Inn Sales Rep) to secure this info.

Diane will be in contact with possible publishers for the panel this year.

Fred is a member for both associations, and he also would see his publisher (Tonya Shaylor) fitting in appropriately, as they have joined Circulation and Advertising (along with Revenue) with his position.

Mark would like to consider, once again, Richie Diamond (VP of Penn Jersey Adv.), and Ralph Martin (CEO Trib) as speakers at this year's conference.

Mark will forward any information regarding these speakers to Nancy, who will contact Diane to consult with her.

Phil will contact Don Waterman to see if he will speak again, roundtable?

Nancy will also contact John Murray (NAA) and inquire about a motivational speaker. Is Tony Marcella still around? John is always a good draw, for both groups, possibly joining along with Jerry Hill, as they have done in the past.

Monday evening (6:30-7:30 PM) – Vendorama Cocktail reception for NYSCMA INC. members with dinner on your own to follow.

Tuesday -- Nancy will follow up w/Danny Wegman, as she sent a letter asking him to speak. He is a local resident, and we want to hear from a successful retailer, which has been a popular session for both groups last year and for NYSCMA INC. the past several years.

If Wegman cannot speak (first thing Tuesday AM for a joint session), we would like to secure someone from Price Chopper – Mark and Bill have a close contact there that may comply.

Full Business Day with individual breakouts in the morning and again in the afternoon. The hotel has given us a discounted ‘all day’ rate which will save us considerably. Banquet with one hour open bar to start will take place on the ‘lawn’ inside a tent overlooking the lake.

Wednesday – A motivational speaker was proposed, that keeps folks there, however, many folks choose to leave and they will miss...thoughts,,their loss. Last year we had more folks than we ever have due to the motivational speaker.

We should do the hot ideas first then the motivational speaker to send folks on their way. How about setting up roundtables as NAA does, newspaper sizes and topics of interest. We could and should consider placing them mid conference (as well) with compelling topics of interest, possibly soliciting topics by speakers beforehand so they can plan their agendas.

NYSCMA INC. AND NYNAME COORDINATION:

Nancy will work with Don to formulate registration materials and coordinate mailings. She will also be the liaison with the hotel to track registrations and communicate progress with registrations for us as well as with the hotel.

Phil will work along with Julie and Doug Hill to promote to both associations via presidential letters to solicit participation from both groups. They will also work with all officers and directors to delegate any needs for this conference.

Dennis will work closely with Mark Vinciguerra (and John DeAugustine) and a NYNAME representative to oversee speaker topics and formulate agenda items as a result.

Steve Piersa will oversee Association communication/sponsorship/set up, and work closely with Mark Roggen to facilitate registration w/that group including the Vendorama and passport game.

Bill Sara will work closely w/NYNAME Treasurer to work our financial details.

Fred will work on Publisher solicitation and other contacts needed. As a current NYNAME member (as well as NYSCMA INC. board member), Fred’s contacts and

influence will be very helpful in coordinating the planning and promotion of this conference (as well as training sessions).

Julie will coordinate and work with Mary and Christine on promotions and photography needs, including those needs for Michelle for the Website promotional follow up.

All officers and directors will be involved in the promotion, calling, follow up to get as many folks as possible to the conference this year.

This is a difficult year for all, and our agenda/topics need to be as relevant as possible to provide every member newspaper with at least one major idea, item that they can take back and use for future successes. Networking alone -- formal as well as informal -- can be the one thing that gives them ideas/best practices -- Let's give them something to take back...

Any and all ideas are good ones -- please bring them up in the next few months for our planning purposes!

SECOND ANNUAL ADVERTISING & CIRCULATION JOINT CONFERENCE

**THE CANANDAIGUA INN ON THE LAKE
SARATOGA SPRINGS, NEW YORK
SUNDAY, MAY 31ST, 2009 --- WEDNESDAY, JUNE 3RD, 2009**

Meeting Adjourned: 2:40 PM

M/S/P

Piersa/Breault