

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

Fall Board Meeting: Friday, 11/13/09 – Gideon Putnam - Saratoga Springs, NY

Members Present: President - Dennis Donoghue, Steve Piersa (1st VP), Mary Sawyer (2nd VP), Nancy Breault (Secretary), Bill Sara (Treasurer), Fred Schmidt (Training), Jim Collier (Website), and Joe Costantini (Vendor Representative).

Meeting started at: 11:05 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 Piersa/Costantini

Attachment (1)

Communication:

Mary Sawyer reported that Steve Laird, a former mentor of hers at The Watertown Daily Times, passed away on October 23, 2009. Steve was at his home when he passed suddenly at the age of 57, due to a heart attack Steve was a long time member and Past President (1993) of NYSCMA INC. Mary will get further details, including a photo to post on the Website and for the Buyer's Guide. We will make a donation in Steve's name on behalf of the Association. Mary wanted everyone to know how much Steve enjoyed his time with NYSCMA Inc.

Officer's Reports:

Phil Hudson: Chairman of the Board

Phil was not present, however, he will be available to assist where and when he can in developing the program for this year's conference.

Dennis Donoghue: President:

Dennis distributed a rough agenda and timeslots, sharing outline for the 2010 conference in Saratoga Springs at the Gideon – Schedule and agenda items are similar to last year's joint conference with one less day:

Saturday, 5/15/10 – All officers and some directors will come in

Sunday, 5/16/10 – Registration, Board meetings, Exhibitor set up, and President's Reception (Possible off site reception, Hotel w/Carriage rides?)

Monday, 5/17/10 – Full Business day, joint sessions in the morning with afternoon breakouts -- all meals together including Awards Banquet

Tuesday, 5/18/10 -- ½ Business day – Afternoon activities (optional)

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

Steve Piersa: 1st V.P.

Steve had no formal report. He announced that he would be working with the rest of the group on the agenda for the 2010 conference developing topics and contacting speakers.

Mary Sawyer: 2nd V.P.

Mary reported that she was preparing for 2nd VP duties for the upcoming conference. Details will be formulated during the next few months. She will work with Joe Costantini to coordinate exhibitor details, sponsorships (communication w/our vendors to secure similar sponsorship monies) and the passport game once again. She will coordinate administrative tracking of conference registrants with Nancy and Don Ferlazzo. Don will again track registration entries and monies coming in with regular as well as associate members. Mary will also seek out and work with a NYNAME board member for sponsorships.

Nancy L. Breault Secretary

Nancy's report consisted of membership billing info. For 2009-2010:

83 -- Regular (40 bills)

64 -- Associate (53 bills)

147 Members billed **(\$7,350 Expected Revenue)**

Paid Membership to Date: 53 Regular (20 Newspapers)

25 Associate (21 Businesses)

(\$3,900 Revenue to date - 53%)

Nancy's report also included:

*New members to be voted on:

5 New Regular Members:

James Manetta – Rochester - Democrat & Chronicle

John DeMagistris – Rochester - Democrat & Chronicle

Brian Ambor – Rochester - Democrat & Chronicle

Deborah Curtis – Amsterdam – The Recorder

Greg Stapleton – Albany – The Times Union

2 New Associate Members:

John Sheppard – Crossfire Newspaper Group, Inc.

Timothy S. Schmidt – West Park Direct, Inc.

M/P/S

Sara/Schmidt

*Current membership roster (all members) merged w/newspaper contact/info sheet
*Conference Planning/Fact Sheet/2009 conf. Agenda/registration forms
*Board of Directors Roster – 2009-2010
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.

Attachment (2)

Bill Sara Treasurer

Bill read his report.

Our current balance on hand is \$52,310.47 and is balanced with the checking account statement of 9/6/09 and the savings account statement of 8/31/09. This amount represents a decrease of \$3,761.65 from the same time period a year ago (fall 2008 Board meeting). However, last year's comparative balance did not include a payment to the Gideon Putnam Hotel for the 2008 conference, which occurred in the middle of September. Consequently, our overall balance is comparable to previous years.

Bill confirmed that we are stable at this point, due to memberships, the conference buyer's guide, and sponsorships. We do not make money on the conferences, especially this past year, as we subsidized our membership's registration fee.

Bill suggested we think about and make a contingency arrangement if we were to disband as an association, due to economic woes in the industry. He stressed once again that we ARE still solvent, but we are challenged in this market. We also ARE the ONLY stand alone sectional and we are declining in membership, although, that is a very small decline at this point.

Nancy pointed out that membership payments this year so far are at 53%, slightly higher actually than we were a year ago at this time.

Bill put the question out there for all to think about, 'In the event that we do dissolve, what should we do with the money, we need to decide'.

Dennis mentioned that this could possibly be a legal matter, as we are a corporation.

We will continue to build a strong and supportive Association. For this year's conference, we should move to integrate with Publishers, as we have done with Advertising. The Publishers have not had a conference for a few years now, and this could be the forum.

Dennis will be speaking with Diane regarding getting them more involved, in addition to adding all other departments such as IS, Editorial, and the Financial departments.

Steve confirmed that the books and balance that Bill reported were correct. Bill asked for a motion and vote to accept Steve's audit.

M/S/P Piersa/Costantini

Attachments (3)

Committee Reports:

Buyer's Guide:

Michelle Giorgianni was not present; and no report was submitted.

Fred Schmidt asked if we would consider another printer for the Buyer's Guide. He had an offer from Paul DeMarco, the sales Director for Kenyon Press Inc. Paul's company is located in Sherburne, NY. He made the offer in exchange for exhibitor space at our conference. Fred had an example of what Paul's company had done – 'ON Stage' booklet. It looked fine quality wise and seemed very comparable. We all agreed that we would go with this company for next year's Buyer's Guide. We ARE staying with only one Guide.

Fred will follow up with Michelle to set up.

Michelle's report was submitted after the meeting to Nancy Breault:

The Spring Program and Buyer's Guide contained 48 pages (including covers and preprinted pages) with a total of 25 ¼ pages of advertising.

Advertising Income -	\$5,505.00*
Printing -	-\$1,503.01
Layout stipend -	<u>-\$ 400.00</u>
<i>Profit</i> -	\$3,601.99*

All advertisers have been billed and all collected except for Circulation Idea Service, Pisa Group, and Schermerhorn. Michelle will follow up with all of them.

Attachment (4)

Website:

Jim Collier reviewed his report. The only expense the Website has incurred since the spring meeting was the purchase and set up of Microsoft Expression Web 2. Jim went ahead and purchased the software to set up the Website on his computer.

Total cost = \$320.99

Attachment (5)

Jim is working to keep the site updated and current. He will update the pictures as well. Mary Sawyer and Nancy Breault sent pictures from the conference and they are not on the site yet, so Jim will look into getting that done.

Marcia Dionne also asked about the Hot Ideas being on there, or any other promotional ideas.

Conference Networking has major value, and some folks are just not able to attend, but the site can offer a forum to assist and support members.

Jim is looking to set the site up to house questions/answers for member newspapers, enabling them to share information back and forth. NAA has a similar format set up.

Jim will also be able to set up Videos – taped from the conferences. It would have been very beneficial for us to post snippets from the Publisher’s Panel last year, for promotion of the conference as well as supplying valuable information shared during the conferences.

Diane Kennedy suggested we do that last year, but we were unable to set that up. We would like to plan that this year, but Dennis will check with Diane first to make sure the Publisher’s are ok with that.

Fred and Jim will work on this project together to get it off the ground this year, at the conference videotaping to getting it on the site after.

NAA Report:

Mark Vinciguerra was not present, however, Bill Sara reviewed his written report. Mark is honored to continue to serve as the NYSCMA Inc. sectional representative to the NAA Circulation Federation.

During 2009, The Newspaper Association of America underwent major restructuring in an effort to bring costs in line with revenue declines the organization has experienced.

The NAA has shed about 33% of its staff. Rob Rubrecht is no longer at the organization. John Murray’s position has been modified to include Audience development as well as circulation.

Despite these expense reductions, the NAA continues to provide valuable services to its members. Mark would like to see all members take advantage of the weekly e-mail updates and programs still offered, such as the Tony Mineart Merchandiser of the Year award.

Bill Sara arranged for the official entry form for the award to be put up on the NYSCMA Inc. Website and has sent the form to the NYSCMA Inc. board of directors and executive committee. Please participate by submitting an entry to reward a retailer who works with your newspaper. It’s a low cost way to recognize and thank this retailer, as they will receive a plaque commemorating their nomination and a few very select retailers nationwide will be honored at the NAA marketing conference in Orlando in April 2010.

Bill and Mark are also involved in the NAA Single copy committee for the federation. Mark chairs the group, and Bill is the leader of the Operations/Distribution workgroup. The committee has already produced deliverables related to Thanksgiving pricing strategies and retailer promotions, as well as the Mineart awards program.

Mark would like to encourage all to attend the NAA Marketing conference in Orlando on April 11-13, 2010 at the Orlando Hilton.

Please visit NAA’s Website @ naa.org for the multitude of offerings, or contact Mark anytime.

Promotion Awards:

Christine Smith (The Daily News - Batavia) was unable to attend but spoke with Mary Sawyer and agreed to do the Promotional Awards for the 2010 Conference in Saratoga.

Mary reported that the 2009 NYSCMA Inc. Promotion Awards were down slightly from the 57 entries from 11 newspapers in 2008.

Mary and Chris would like to continue to set up the promotional entries inside the vendor room.

Mary will work closely again w/Christine, as well as a NYNAME representative to coordinate the awards promotion and presentation..

Chris is now 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 9 newspapers participate in our Carrier Recognition Program. This is up one from last year. Here is the list of participants:

The Daily News – Batavia
The Observer Dispatch – Utica
The Watertown Daily Times – Watertown
The Post-Standard – Syracuse
The Daily Star – Oneonta
The Daily Messenger, Canandaigua
The Albany Times Union, Albany
The Evening Sun, Norwich
The Cortland Standard, Cortland

The above newspapers represented the recognition of a total of 99 carriers.

Carrier Week was 10/4/09 to 10/10/09, with the actual Carrier Day being Saturday, October 10th, 2009. Once again, categories included Adult Carriers, Youth Carriers, Special Recognition, and Longevity. The Journal News printed all of the framed certificates again for us.

Reminder -- All participating newspapers get one point towards the Future Leaders Program, which now offers participating paid members full registration and accommodations for the annual sales and marketing conference.

Training:

Fred Schmidt was present, but no written report was submitted as there was no training done this past year.

Many newspapers are NOT sending folks to sessions due to travel expenses, therefore, Fred suggests setting up webinar training. He would like to see one done for the Spring Training session for 2010, similar to the one done with CNHI, with Mike Zinser.

This type of legal training is crucial now for many of our newspapers experiencing cases being brought forward with regards to unemployment issues.

We also need to have some sort of training to educate many folks on the verbiage necessary to use with Independents, what you put in writing (or not) as well and terminology needed on a day to day basis dealing with Independents.

We could set up the session to run for 1½ hours for \$50 each per paid member. NEACE had Mike speak at their conference.

E-Editions could be a session as well.

During our new business portion we will discuss more plans for training moving forward. Fred will be very involved in planning for the 2010 marketing conference as well.

Advertiser Representative:

Joe Costantini was present for the meeting, but had no formal report. Joe, however, did come with many ideas for the upcoming year as well as the conference planning for next year.

Joe works with all NY newspapers as well as those sectionals out of state, and he sees every conference and speaks with all members regarding wants and needs, for both newspapers as well as vendors.

He is looking to take over where Mark Roggen left off, facilitating the collaboration with all sectionals, especially NEACE.

He would like to take the best practices from each association and bring that to the table in his role as Vendor Representative.

The Vendorama was fine in Canandaigua. Anything that happens in the vendor room is productive. Next year, he and Mary Sawyer will work together to get that set up again, and Mary will introduce all vendors by name and their company, in alphabetical order.

Joe suggested a very uplifting and factual speaker for the conference. Gordon Borrell spoke at the NEACE conference and his message was timely and very well received. His topic is 'Newspapers – "Back from Brink" of Doom'. Joe will get information from Dennis Skoglund (Publisher – The Recorder, Greenville, MA.).

Joe would like to see more Publishers involved, which will drive attendance.

New Business:

Open Positions:

Dennis started by mentioning that we currently have one open Director's Position. Duties have changed over the past few years so we'd like 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 Buyer's Guide Recruitment & Ads/Conference Planning Assistance Director's position open, vacated by Julie Cardinali.

Folks that were suggested as possibly being interested:

Rich Proceda – Joe Costantini will contact

Rich Williams – Alicia Cheney was interested, also Mike Lathan?

Jim O'Rourke – Gatehouse Enterprise (VP of Circulation) – Tom Broskey may be able to assist here

Dave Schwede – Steve Piersa will contact

Jim Frenya – Fred Schmidt will talk to

Jim Nowak – USA Today – Bill Sara will contact

Rich Salerno – Nancy will contact again

Joe Gilkey – Now with Daily News again

NYSCMA INC./NYNAME Conference Planning and update:

Pat Hurley – The Post-Standard (Syracuse) is this year's President for NYNAME. He plans to be very involved in the conference planning process.

All agree the conference needs to be cut down by one day.

Sunday –

Activities in the morning followed by the board meetings then registration then the reception?

We are considering an offsite reception, possibly the museum. Dennis will look into that. We could also stay at the hotel. The carriage rides are popular at Saratoga.

Monday – This day would now become our full business day, with joint sessions in the morning and breakout sessions in the afternoon.

Monday evening – Vendorama Cocktail reception/Banquet & Awards Ceremony.

Tuesday – ½ day with Retailer, then motivational speaker – Gordon Borrell?
Board meetings

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.

Dennis will work along with Pat Hurley 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 Fred Schmidt, Steve Piersa, as our main contacts, along with the NYNAME committee to oversee speaker topics and formulate agenda items as a result. All directors are encouraged to participate and offer assistance in the conference planning process and all are welcome to participate in conference calls to set up.

Mary Sawyer will oversee Association communication/sponsorship/set up, and work closely with Joe Costantini 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.

Dennis will work with Diane Kennedy on Publisher solicitation and other contacts needed.

Christine will mail out promotional materials and coordinate with Don's mailings. She will also take care of any photography needs, including those needs for Jim Collier 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 once again 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!

Some Topics/Speakers suggested:

*Jen @ ABC -- we have many changes coming -- simple and easy to do audits -- online streamlined electronic audits

*Joanne Reed

*Mike Reed -- Gatehouse

*Fred Foutz -- Gatehouse -- Peoria, IL.

*Gordon Borrell -- Newspapers are not dead

*Another Publisher's Panel -- Chris Mayer (Boston Globe/NY Times), Steve Rogers, John Johnson, Stan Lipsey, Tonya Shaylor, Al Gentler

*Business/Financial Panel -- 3 revenue generating ideas and 3 expense saving measures -- Suggest -- Alice Miranda (Syracuse) and Brian Donoghue (Buffalo), Tonya Shaylor (Oneonta)

*Donna Barrett -- CEO for CNHI (Thompson Group)

THIRD ANNUAL ADVERTISING & CIRCULATION JOINT CONFERENCE

**THE GIDEON PUTNAM SPA AND RESORT
SARATOGA SPRINGS, NEW YORK
SUNDAY, MAY 16TH, 2010 --- TUESDAY, MAY 18TH, 2010**

Other notes:

Need to move forward with Credit Card payments – Jim Collier moving forward with that and will set up an account with Pay Pal. Members will be able to make membership payments as well as paying for training or conferences.

Scan Based training should be considered for the conference or future training sessions. Best practices for Single Copy is also relevant.

All members will be in contact via e-mail with updates and conference progress.

Meeting Adjourned: 2:56 PM

M/S/P Sara/Sawyer