

*N.Y.S.C.M.A., Inc.*

*Spring Board Meeting: Saturday, 5/15/10*  
*The Gideon Putnam Resort and Spa – Saratoga, N.Y*

Members Present: President – Dennis Donoghue, Phil Hudson (COB), Steve Piersa (1<sup>st</sup>VP), Mary Sawyer (2<sup>nd</sup> VP), Bill Sara (Treas.), Nancy Breault (Sec.), Fred Schmidt, Mark Vinciguerra, Christine Smith, and Jim Collier.

Meeting started at 6:00 PM

Bill Sara was appointed parliamentarian.

Nancy Breault emailed the fall board minutes prior to the meeting.

The fall board meeting minutes were approved.

M/S/P – Sawyer/Smith

Attachment (1.)

*Officer Reports:*

Phil Hudson:

Chairman of the Board:

Phil read his report – He sent a letter and e-mail in early spring to the Past Presidents, inviting them to our conference.

3 folks responded by mail:

Ron Anderson, Dean Harmon, and Frank Gennarelli, and all sent their regards to everyone, declining our invitation due to various reasons. Our thoughts and prayers are with Frank and his wife Helen as she battles a severe illness at this time. And our very heartfelt condolences go out to Ron Anderson, with the passing of his dear companion and our good friend of many years – Kay.

E-mail responses from:

Harry Ruske, BJ Hughs, Chet Valiante, Herm Smith, and Deb Casciano were also received. All sending their regards as well. Some hoping to attend next year.

Attachment (2.)

Dennis Donoghue:                      President

Dennis stated that he received an e-mail from Mark Vinciguerra, requesting that the board consider setting up a social networking position – to set up the NYSCMA Inc. on facebook, linked in, etc. – perhaps even a new directorship spot? Mark has set up a rudimentary linked in page for us, but has been unable to maintain or work it. We will discuss in ‘New Business’ along with the open board position discussion. Dennis also thanked the conference planning committee’s efforts this year, actually, many of our members contributed to this year ‘event’.

Steve Piersa:                              1<sup>st</sup> V.P.

Steve had no official report this year. He thanked all committee members for their help in planning the conference and this year’s efforts to development of the agenda and speakers. He will work closely with Diane Lahr-Smith and Dennis on the Master of Ceremonies duties and any other coordinating efforts that need to be done for this conference.

Steve also mentioned that the food and beverages were all set for this year’s Presidential hospitality suite – for Monday evening.

Mary Sawyer                              2<sup>nd</sup> V.P.

Mary read her report. She sent e-mails and made phone calls to solicit for this year’s goodie bags as well as sponsorship donations. This year’s effort raised \$4,950 in donations (down \$975 from last year).

Mary worked closely with Jim Smith, who graciously moved into the Vendor Representative Board position.

\*Vendor Passport Books will be used again, and completed booklets will be collected at the banquet for our annual grand prize give away:

Best Buy Gift Cards: 2 of each -\$100 - \$75 - \$50 PLUS two \$25 Gift *Cars* for the Advertiser Resource Session Total=\$500 (\$250.00 per Association)

For all of our Associate Members, a grand prize drawing will award one of the paid members attending the full conference (including the banquet):

Full Accommodations at Canandaigua Inn on The Lake Resort (our 2011 Conference Site).

We are grateful for the administrative assistance from NYNAME and NYNPA. Mary gave special thanks to Don Ferlazzo for printing the sponsorship signs, the name badges, conference registration and associate member tracking of funds. Vendor table signs were made as well, and Jim Smith suggested also adding a special ‘thanks’ to each sign.

Nancy L. Breault                      Secretary

Nancy's report consisted of:

--Fall Board Meeting Notes

--Current Paid Membership:

69 Regular/46 Associate ----- 115 (+21 yr/yr) Total (1 yr) Memberships x \$50

Total Expected Revenue = **\$5,750.00**

ALSO INCLUDED IN NANCY'S REPORT:

--NYSCMA INC./NYNAME Third Annual Agenda/Promotion of Joint Conference

--Conference Planning

--2010 Conference Registrations/Spreadsheet – Attendees/Activities, etc.

--2010 Conference (Saratoga) feedback form

--New Member List (Mary will read and ask for vote)

--Regular/Associate/Honorary/Honorary Life Membership Lists (includes unpaid)

--NYSCMA, INC. BOARD OF DIRECTORS/COMMITTEE CHAIRPEOPLE ROSTER

--Nancy requested that all members review the packet for membership information accuracy, and continue to **contact her with any known changes to keep all information shared via reports, e-mail, and web site current.**

We have **12 new members** to be voted in this year.

Mary read off the new members to be voted in:

**4 New Regular Members:**

Maurice Barcomb, Jr. – Finger Lakes Times

Bruce Meiswinkel – Hudson Register-Star/Catskill Daily Mail

Patrick A Bernard – The Times Union

Greg Stapleton – The Times Union

**8 New Associate Members:**

David Lewis – Digital Technology International

Al Zuffrano – GOALGetters Acquisition and Retention

Mike Hughes – iControl

Alan Koves – iControl

Bob Sanders – Kaspar Sho-Rack

Luke Stanton – Save Around/Enjoy The City

Dick Froiseth – Save Around/Enjoy The City

Jamie Deady – Hamilton News

Attachment (1A.)

M/S/P – Sawyer/Smith

Bill Sara                      Treasurer

Bill reviewed his report.

Our current balance on hand is \$58,243.29 and is balanced with our checking account statement of 4/06/10 and our savings account statement of 3/31/10. Our year over year balance shows an increase of \$4,599.42.

Bill let everyone know that there was no 'formal' CPA report at this time. Bill Farrell (our board auditor) could not be here, therefore, Phil Hudson filled in to reviewed Bill's report. Phil said all looks fine.

Bill stated that he felt were are in 'good shape', however, moving forward we as an association need to plan for the future – a contingency plan – in the event we fold – as an industry. WE will remain solvent for the time being, however we just need to decide if and when anything DOES happen, how do we allocate the funds? Do we set up an endowment fund? All of us need to give that some thought.

Steve asked if we should move more of the money into a savings account. Bill will look into that and will.

M/P/S Breault/Piersa

Attachment (4 & 4A.)

**Committee Reports:**

**Valor/Carrier Recognition:**

Bonnie Christian was not present for the meeting, and no report was sent to recap Carrier Day for October 2009:

We had a handful of newspapers participate in our Carrier Recognition Program. Bonnie would like to stay involved, however, in the future she will send the certificates to each newspaper and they will take care of framing them on their own.

We are continuing to award ANY newspaper that participates ONE POINT towards the NYSCMA INC. Future Leadership Scholarship Program.

**Training:**

Fred Schmidt was present for the meeting, however, had no formal report. Fred will be contacting Gerald Reed, who is the Training Director for the Southern Sectional. He will be looking into the possibility of coordinating and offering webinars as a training tool.

We did have several member newspapers participate in the NIE training offered by NYNPA with Mary Miller and hosted by The Post-Standard in Syracuse. The training was held in May 2010 and all participants will receive 1 point towards the Future Leadership Scholarship Award we now sponsor.

Fred worked closely with the conference planning committee and secured several of our speakers. He and Jim Collier will work together to finalize the DVDs development and transfer to the Website. They will also work together on planning for this year's webinar training plans.

Fred will work with the 2011 conference planning team again this year.

Training the conference will be discussed during the New Business portion of our meeting.

Buyer's Guide:

Michelle reports that this year's Program and Buyer's Guide (again) contained 48 pages (including covers and preprinted pages). A total of 26 advertisers (vs. 23 in 2009) participated providing a total of 24.75 pages (vs. 26.25 in 2009) of advertising.

Income and Expenses are as follows:

Advertising Income-	<b>\$6,415.00</b>
Expenses - (Printing)	<b>-\$1,200.00</b>
Layout Stipend-	<b><u>-\$ 400.00</u></b>
<b><i>Profit-</i></b>	<b><i>\$4,815.00</i></b>

Color advertising increased from 9 pages to 13 pages, increasing revenue to \$6,415.00 – an increase of \$210 from 2009. Printing expense decreased to approximately \$1,200 – increasing this year's profit by approximately \$500 over last year.

Michelle's itemized spreadsheets were attached and checks received to date. All remaining advertisers will be billed.

Attachment (5.)

NAA Report:

Mark Vinciguerra was not present, and Bill Sara read his report.

Mark actually submitted 2 reports.

**Audience Development – 2010 April-Dec Line-up:**

There are 7 topics represented, not intended to be an all-inclusive line-up of projects and initiatives. Instead it is a default plan that can be altered with additional input and in the context of the larger Business Development priorities.

Building Readership:

Single Copy 2010 - Overcoming Obstacles to Optimize Sales  
Webinar Series (3 Single copy webinars defined)  
Audience Acquisition & Retention

Building Audience:

Newspapers that are growing audience  
Cross Platform Success Stories

Audience Metrics:

- Updates on the ABC changes
- Strategic Implications of ABC Changes
- Strategies to Increase Readership and Circulation and the Changing Metrics
- NAA/ABC Issues
- Audience FAX Tier 2

Operational Issues:

- USPS & Five Day Delivery
- FTC / FCC

Communications:

- Establish a commitment to push out blogs on a regular basis

Outreach:

- Conduct up to five presentations in various forums but limit to five

Committees:

- SC Committee
- NAA / ABC Liaison Committee
- NAA / ABC Circulation Subcommittee
- Audience Acquisition & Retention
- NAA Audience Committee

Summary of Deliverables:

- Single Copy 2010: Overcoming Obstacles to Optimize Sales: PDF Pub
- Audience Acquisition & Retention: PDF Pub
- Strategic Implications of ABC Changes: PDF Pub
- Single Copy Webinar Series: 3
- Successful Consumer Segmentation Strategies for Building Audience: Webinar
- Cross Platform Success Stories: PDF Pub

**Business Development Department Plan:**

Mission:

To provide intelligence, tools and coordinated industry activity that will help newspapers generate revenue, grow audience and improve bottom line performance in both traditional and emerging media platforms.

Guiding Principles:

- We serve newspapers of all sizes
- We serve members in aggregate
- Our primary focus is on driving growth
- Our resource allocation will shift more to emerging media platforms
- We will invest in initiatives that NAA can address better than individual members can address themselves

Strategic Platforms:

Build and tell the newspaper media story, primarily to the advertising community  
Build awareness of and discussion around emerging business strategies, models and opportunities  
Provide market intelligence to help shape strategy development  
Provide intelligence and tools to educate and enhance the performance of newspaper executives

Key Areas of Focus:

Revenue Development  
Audience Development  
Technology Applications  
The Business Development Department is focused on *three key areas*  
Re-Structuring for Future Growth  
The Newspaper Value Proposition – Continue to invest in research  
Tools and Tactics – help newspaper improve on current operation

We also have to examine ongoing initiatives and services against new programs, including ongoing member (and external constituent) support, e-newsletters, collection and dissemination of industry data and conference planning.

Please continue to access the NAA website: [www.NAA.org](http://www.NAA.org)

Attachments (6 & 6A)

Promotion Awards/NYSCMA INC. Future Leadership Award:

Christine Smith read her report recapping promotion entries for this year (2010):

2010 – 32 entries from 8 newspapers  
2009 – 34 entries from 7 newspapers  
2008 – 57 entries from 11 newspapers  
2007 – 37 entries from 7 newspapers  
2006 – 65 entries from 13 newspapers  
2005 – 51 entries from 12 newspapers

This is an increase of 1 newspaper and decrease of 2 entries from the previous year. It was encouraging to see and increase in newspaper participation. It would be more encouraging if we could see and increase for both – entries and newspapers. All 7 judges were very impressed with this year's entries.

Participating Newspapers (and points earned toward the FLS Award):

Schenectady Daily Gazette (7)	The Saratogian (0)
The Post-Standard (14)	The Daily News-Batavia (7)
The Observer Dispatch (0)	The Poughkeepsie Journal (1)
Albany Times Union (15)	Times Herald Record (4)
The Oneonta Daily Star (4)	The Journal News (1)
Watertown Daily Times (9)	Glens Falls Post-Star (4)
Malone Telegram (0)	Dunkirk Observer (0)
USA Today (2)	Messenger Post Media (0)
Messenger Post Media (1)	Finger Lakes Times (1)
Ottaway Newspapers (0)	Buffalo News (0)
Hudson Catskill (2)	The Troy Record (2)

Awards to be announced Monday (May 17<sup>th</sup>) at the Banquet – in a prepared PowerPoint format. Winners will be asked to stand when their newspaper is called for an award. Plaques will be handed out after the ceremony and photos will be taken at that time as well.

Reminder – Newspapers receive 1 point for entries submitted, and 3 points for any newspaper submitting more than 3 entries. This has helped with participation. Mary will calculate and submit for the drawing for the Future Leaders Scholarship Award.

Total cost of the frames, ribbons, and certificate paper was \$232.64.

Attachment (7 & 7A)

Website:

Jim Collier read his report for 2009-2010:

**Expenses:**

Web Hosting Fee (GoDaddy)	\$ 69.90
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We will have to renew our domain name in June.

For the first time NYSCMA Inc members were able to pay for membership dues, conference registrations and buyers guide advertising via our Website. Her are the stats to date:

4 buyers guide ads
21 Conference registrations
7 Membership payments

Spreadsheets showed all PayPal transactions and conference related transactions.

Paypal monies collected:	\$4,195.00
PayPal fees:	<u>\$ 128.91</u>
Total:	\$4,066.09

Jim's report also included a chart showing page requests by month:

Aug 2009 – 1837	Jan 2010 -- 3263
Sept 2009 – 3057	Feb 2010 -- 4697
Oct 2009 – 2756	Mar 2010 -- 4021
Nov 2009 – 2141	Apr 2010 -- 9253
Dec 2009 – 3309	May 2010 -- 8729

Attachment (8)

Advertiser Representative:

Jim Smith was not present and had no written report.

We would like to thank Jim for his participation on the board and all of his efforts towards this year's conference. Jim has worked very closely with Mary and Nancy to coordinate and assist with this year's vendor set up, sponsorships, and now, the newly introduced Advertiser Retail Session. We believe that with this new effort, the passports can be eliminated moving forward. Thank-You again Jim for our name badges!

**New Business:**

2<sup>nd</sup> Vice President & Open Board Positions:

Fred Schmidt has accepted the nomination to move into the 2<sup>nd</sup> VP Position. We will look at establishing the Scan Based Trading Directorship and talk more to folks during the conference and assess the need after the actual panel session with iControl/Nexxus.

Training Suggestions for 2009 – 2010:

More will be discussed as we speak to folks regarding an interest in the Training Directorship with Fred moving to an officer's position.

2011 Conference Planning/Site selection:

Next year we will be in Canandaigua again, and the NYNAME folks would like us to visit and consider the Corning area – most specifically The Radison Hotel.

We will look at that and speak with other members.

Meeting Adjourned at 7:20 PM.

M/S/P – Breault/Sawyer