

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

*Post Conference (#94) Board Minutes: Tuesday, 5/18/10*  
*The Gideon Putnam – Saratoga Springs, New York*

Members Present: President – Steve Piersa, COB – Dennis Donoghue, 1<sup>st</sup> VP – Mary Sawyer, 2<sup>nd</sup> VP – Fred Schmidt, Secretary – Nancy Breault, Treasurer – Bill Sara, Christine Smith, Michelle Giorgianni, Bill Farrell, Jim Collier, Mark Vinciguerra, and Vendor Rep – Jim Smith.

Meeting started at 12:25 PM

Bill Sara was appointed Parliamentarian.

Steve Piersa asked for Conference and Hotel Feedback:

- Overall it was great, great place, food, hotel staff, and planning.
- All participants loved the short program
- Full Business day was jam packed
- Great sessions with useful information – Legal issues, where the business is going, the scan panel, cost cutting ideas, what’s available to us as an organization – ALL speakers were excellent sharing good information
- The Advertiser Resource session was VERY helpful – We will definitely continue that and now will be able to eliminate the passports. Giving away a gift ‘car’ was a great and fun idea! NYSCMA Inc winner = Michelle Giorgianni and NYNAME winner = Meredith Patton.
- We had 24 vendors – great turnout – even attracted a new vendor who ‘heard’ about our conference through the grapevine – Vision Data
- Jim Smith mentioned that we are the smallest sectional (only 1 state) and we continue to have an impressive turnout and program.
- Jim Smith and Michelle will work together on getting more advertisers by comparing our Buyer’s Guide with other sectionals. Pete Jones is the Director for Central States.
- Jim Collier will set up and password protected information from the conference. He will work with Don to get the videos set up and pictures from Nancy and Chris.
- Chris will do a press release.
- Steve Piersa will accept testimonials and send to Diane Kennedy.
- REQUEST – for name badges for next year – Make the names much LARGER, especially the FIRST NAME.
- REQUEST - for the continental breakfast – bigger breakfast and put high top tales in there so folks can linger in the vendor area, eat, and mingle.
- iControl was thrilled at the overall participation and communication process – for this conference and moving forward – need to get Nexxus on line.

- New Directorship will help foster the scan based trading information moving forward.
- Both associations meshed well together in joint sessions. Continues to make sense to join conferences, just as departments back at our newspapers are integrated. We should continue to think down the line of adding classified, editorial and of course the Publishers.
- SUGGESTION – It would make sense for us to have joint Hospitality Suites now. NYSCMA Inc. one night and NYNAME another night – but joint.
- General session kickoff w/a Publisher Panel was successful again – should keep
- Location is crucial for getting these folks to attend, all NY newspapers – Central.
- Overwhelming suggestion – please include roundtables.  
Use the Promotional Awards-we did not get time to review – great ideas!
- Future consideration for sectionals – think about a combined conference with NEACE – down the line. But for now, joining efforts with the scan based trading efforts is crucial moving forward.
- Gary Valik, as our new Director for Scan Based Trading will attend the NEACE conference and continue an ongoing relationship with Jamie Nee and their group. NYSCMA Inc. will pick up the expense.
- Bill Farrell is happy to be back and will work to complete the updating of the Association's By Laws.

**This year's winners of Grand Prizes** (drawn at the final banquet – needed to be present to win - \$500 total - \$250 each association):

All were Gift Certificates to Best Buy:

\$100 ---- Kendall Hatch (NYSCMA Inc.) – Watertown Daily Times  
 \$100 ---- John Johnson (NYNAME) – Watertown Daily Times  
 \$75 ----- Fred Schmidt (NYSCMA Inc.) – The Daily Star, Oneonta  
 \$75 ----- Deb Brunner (NYNAME) – The Post Journal, Jamestown  
 \$50 ----- Uri Tabuntschikow (NYSCMA Inc.) – Albany Times Union  
 \$50 ----- Doug Hill (NYNAME) – Leader-Herald, Gloversville  
 \$25 Gift Car – Michelle Giorgianni (NYSCMA Inc.) The Post Star, Glens Falls  
 \$25 Gift Car – Meredith Patton – The Observer, Dunkirk

The Advertiser Gift Certificate for full Conference Accommodations for next year (Canandaigua Inn on The Lake) was awarded to a new Associate member – Al Zuffrano.

This year's ***Future Leadership Scholarship Award Winner:***

The Post-Standard – Syracuse, New York

\*This award includes:

NYSCMA Inc. Conference attendance registration

Hotel accommodations and all related expenses

\*This award will be drawn by the current and attending Future Leader Award winner and announced at the Spring Sales and Marketing Conference Banquet.

\*Names are included from:

- 2010 (current year's conference attendees – 1 per newspaper)
- promotional entries (1 chance for entries/3 chances for entries totaling more than 3)
- Carrier Day participation
- Spring Training participation (1 per newspaper)
- Fall Training participation (1 per newspaper)

Michelle Giorgianni and Mary Sawyer will keep updated list of standings for the Future Leadership Scholarship Award winners. Please see updated list on our website at:  
[www.nyscma.com](http://www.nyscma.com)

NYNAME will also be awarding one of their Conference participants a Leadership Scholarship Award.

\*Nancy Breault read the notes from: **The Past Presidents' meeting** - (Monday, 5/17/10)

The meeting began at: 5:05 PM

The following Past Presidents were in attendance:

Dennis Donoghue (2010), Phil Hudson (2009), Bill Farrell (2007), Nancy Breault (1999), and Bill Sara (1994).

**Feedback regarding the 3<sup>rd</sup> Annual joint conference with NYNAME:**

We all felt this was another good program – from the speakers to the topics to the food and the area – Saratoga always a favorite, and with next year's central location, in Canandaigua, we hope that will allow ease of travel for all NY newspapers. Many hope the return to Canandaigua, a great site, will attract Rochester and Buffalo folks!

The good news continues for us - we are very solvent as an association. Our membership is actually up a bit; helping us to remain very stable as an association, and actually allowed us to heavily subsidize our membership (for this conference) as a result. Combining with the advertisers (NYNAME) can only make us stronger. We should look to continue that synergy, by combining conferences with Editorial and Systems as well.

Other Suggestions/Feedback from other members:

- \*Holding all joint sessions together at the start of each day and meals/activities – perfect!
- \*Shorter meeting this year worked perfectly!
- \*Keep the Publisher's panel – Home Publisher should sit on panel
- \*Association members seemed very pleased – Advertiser Resource Session was great! No need for the passport anymore – this does it (and then some).
- \*Agenda and program looked fabulous – every session full!

\*Canandaigua next year – love the atmosphere, nice and central for western newspapers – there's a lot to do here – Culinary tour, racetrack, and fishing.

\*Activities continue to offer very valuable networking opportunities. We should look at setting them up either before or after the main conference program.

\*Change the Hot Ideas session – look at using the promotional awards as a session for folks submitting them – review the promotion and have copies to hand out before hand so folks can make notes on them.

\* All board members were in agreement that we need to continue the union, as this is the future of our business, the industry as a whole.

The Past Presidents' meeting ended at 5:25 PM

### **Final open discussion regarding the joint conference and the future:**

Steve Piersa, as our new President, will be in contact with the officers, and Mary Sawyer (1<sup>st</sup> VP) to develop the agenda and program for next year's conference. We will also work closely with the NYNAME group and their conference planner – Don Ferlazzo and Diane Kennedy.

Steve will also follow up with our two new directors – Maurice Barcomb and Gary Valik with regards to their role with NYSCMA Inc.

He will also touch base with any and all officers to finalize any of this year's conference details – the videos, testimonials, Website updates, etc in the next coming months.

We can then move on to begin the planning of next year's conference.

We would like to move forward with hosting the hospitality suites together – each association hosting one night.

We would like to meet together – in one spot for our fall board meetings. We can meet in Syracuse, which is a central location, – both association separately then come together for our fall Conference Planning meeting. Nancy will look into availability at The Post-Standard, a Friday in October (the 8<sup>th</sup>, the 15<sup>th</sup>, or the 22<sup>nd</sup>).

We need to promote the conferences – this year's and next – with the videos taken this year.

Attendance at the conference is always a concern. This year Diane sent a letter to all publishers, and they each had their own registration form. We would like that to happen again. Don will speak with her about that and ask her to talk about the success of this conference. Publishers need to support and send their folks.

Don will continue to oversee all administrative duties, registration, etc. that our 2<sup>nd</sup> VP used to do.

**NYSCMA INC. -- FUTURE LEADERS SCHOLARSHIP STANDINGS**

(Will be posted on the website) (Updated-6/10 – Conf. Attend/Promos)

<b><u>Newspaper</u></b>	<b><u>Points Earned</u></b>
Adirondack Daily Enterprise-----Saranac Lake-----	0
Cortland Standard-----	0
Daily Gazette-----Schenectady-----	7
Democrat & Chronicle-----Rochester-----	0
Evening Sun & The Gazette-----Norwich-----	0
Finger Lakes Times-----Geneva-----	1
Hudson-Catskill -----	2
Ithaca Journal-----	0
Observer-Dispatch, Inc-----Utica-----	0
Ottaway Newspapers-----	0
Poughkeepsie Journal-----	1
Press & Sun Bulletin-----Binghamton-----	0
Staten Island Advance-----	0
The Buffalo News-----	0
The Citizen-----Auburn-----	0
The Daily Messenger (Post Media)-----Canandaigua-----	0
**The Daily News-----Batavia-----	7
The Daily Sentinel-----Rome-----	0
*The Daily Star-----Oneonta-----	4
The Journal News-----White Plains-----	1
The Leader-----Corning-----	0
The Leader-Herald-----Gloversville-----	0
The Malone Telegram-----	0
The New York Daily News-----	0
The New York Post-----	0
The New York Times-----	0
The Observer-----Dunkirk-----	0
The Palladium Times-----Oswego-----	0
The Post-Journal-----Jamestown-----	0
*The Post-Standard-----Syracuse-----	14
The Post-Star-----Glens Falls-----	4
The Press Republican-----Plattsburgh-----	0
The Record-----Troy-----	2
The Recorder-----Amsterdam-----	0
The Saratogian-----Saratoga Springs-----	0
The Times Union-----Albany-----	15
The Wall Street Journal (Dow Jones)-----	0
Times Herald Record-----Middletown-----	4
USA Today-----	2
Watertown Daily Times-----	9

\*2008 (NAA Conf.) Winner – The Syracuse Post-Standard (Jim Homa)  
\*2009 (NYSCMA, INC. Conf.) Winner – The Oneonta Daily Star (Fred Schmidt)  
\*2010 Winner – Watertown Daily Times (Kendall Hatch).  
\*\*This year's (2011-Canandaigua) conference winner – The Syracuse Post-Standard.  
They will be attending the 2011 NYSCMA Inc. conference courtesy of the Association.

**Results of Board of Directors Elections:**

Officers for a one-year term 2010-2011:

Chairman of the Board----- Dennis Donoghue  
President----- Steve Piersa  
1<sup>st</sup> Vice President----- Mary Sawyer  
2<sup>nd</sup> Vice President----- Fred Schmidt  
Secretary-----Nancy Breault  
Treasurer-----Bill Sara

Directors voted in with a two-year term -- 2010 to 2012:

Jim Collier-----Website  
Bonnie Christian-----Carrier Recognition/Valor Awards  
Christine Smith----- Promotions/Photography  
Morris Barcomb-----Training

Directors serving a two-year term – 2009 to 2011:

Bill Farrell-----By Laws/Buyer's Guide Ads/Auditing  
Michelle Giorgianni-----Buyer's Guide/Billing  
Mark Vinciguerra-----NAA/Alumni  
Gary Valik----- Scan Based Trading

Jim Smith-----Vendor Representative

Meeting adjourned at 1:05 PM

M/S/P Breault/Sara