

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

Fall Board Meeting: Thursday, 10/16/03 Turning Stone Casino, Verona N.Y

Members Present: President – Bonnie Christian, Paul Felicissimo, Bill Sara, Nancy Breault, David Parkhurst, Bob DiMatties, Julie Cardinali, Shannon West, Christine Smith, Lou Saccocio, Elaine Kirsch, Rick Thomas, and Michael Kaczmarek.

Meeting started at 11:00 a.m.

Bill Sara was appointed parliamentarian.

Nancy Breault e-mailed the spring board minutes and asked that they be approved.

M/S/P Christian/Thomas Attachment (1)

Nancy Breault e-mailed the post conference board minutes and asked that they be approved.

M/S/P Christian/Sara Attachment (2)

Communication:

No one had anything to report at this point.

Officer Reports:

Bob DiMatties 1st V.P.

Bob's report included a tentative outline for the 88th Annual Conference (2004). He thanked Bonnie and Rita for their help thus far. He's hoping to get someone from Native American Affairs to give the opening remarks, still working on that. He's looked at two possible locations for the 2005 conference site – Niagara Falls and Geneva (the center of NYS). He would like to discuss options further at the on-site portion of our meeting.

Bill mentioned that George Sullivan followed him as president, holding his conference at Grand Island in Niagara Falls. The location was nice way out west.

Lake Placid was suggested, however, also mentioned was the difficult setting to travel to.

Bob will get prices and follow-up with the officers.

Attachments (3+4)

David Parkhurst 2nd V.P.

Dave's report was a recap of preparations being made for 2nd VP duties for the upcoming conference. Details will be formulated during the on-site meetings.

Attachment (5.)

Nancy L. Breault Secretary

Nancy's report consisted of membership billing info. —193 bills sent out for 2003-2004 membership payment (119 Regular and 74 Associate Members proposed), with a due date of 10/31/03. She noted that this year is the first year we have offered a 2-year membership at a discounted price of \$75.00 versus the one-year membership price of \$50.00.

Rick Thomas mentioned that he did not receive his bill, and Lou Saccocio also said that he was not paid, as he did not see his bill either. "Sometimes they get lost in the shuffle", he said, so he suggested that his bill be e-mailed. Lou also suggested that the bills read, "Amount now due", which he feels will create more urgency, and they will not be viewed as 'junk mail' or 'advertisements'.

Nancy's report also included the current membership roster (all members) merged w/newspaper contact/info sheet, 2004 conference (Turning Stone) feedback form, and conference planning duties. Nancy asked that all members present review the information presented in the packet and give/send updates to her, as they know of and get changes.

Attachment (6.)

Bill Sara Treasurer

Our current balance on hand is \$19,785.12 and is balanced with the checking account statement of 9/6/03 and the savings account statement of 8/31/03. This amount represents a decrease of \$1,832.62 from the same time period a year ago (Fall 2002 Board meeting).

Bill mentioned that he has been the treasurer for some time now. He noted that since 1995, the balance has dropped \$30,000. Some of that spending was our conscious decision. It was a conscious decision to break even with the conference; training is being supported by NYNPA; we can look to break even there.

Our revenue sources must remain strong from:

1. The membership renewal
2. The Buyer's Guide
3. Billing for The Bulletin

Even though we gain less revenue from the 2-year membership discount, we benefit by locking people in for 2 years.

From a Parliamentary standpoint – Mark Balzano is not present once again for the meeting, and he is the auditor. He is also the photographer. There needs to be an

audit, as we are not incorporated. The treasurer's report and the books need to be reviewed, voted on, and approved by the board. Someone needs to do that. David Parkhurst volunteered. Bill will meet with Dave at lunch to review. The board will vote under "New Business".

Attachment (7.)

Bonnie Christian President

Bonnie wanted to forego an official report at this time. She wanted to talk more during the 'New Business' portion of our meeting. She did, however, want to recognize Julie Cardinali at this time, for a job well done on the Bulletin. In the past we have been very inconsistent getting them out, and Julie is right on track.

Committee Reports:

Carrier Of The Year:

Shannon West read her report, noting that a total of 7 Newspapers participated in our Carrier Recognition Program this year. The smooth process was much easier, but with very limited participation. Overall 11 adults/3 youths/5 Valor candidates were recognized with a letter and a certificate from our current president.

Bonnie asked why we did not have more participation.

Batavia – Nothing was set up.

Albany – It's geared toward children. DM's don't want to participate. Why not focus more on the Valor award? We should consider having a program for DM of the Year. Should we drop the Carrier Recognition?

All questions/thoughts the board felt we should explore further, consider for next year. Bonnie said that she would put together a committee to solicit input from everyone to determine next year's Recognition Program.

Attachment: (8.)

Training:

Lou recapped reports summarizing past training seminars from:
Fall (Sept. 2002) Training Seminar in Albany (55 participants/12 newspapers)
Winter (Feb. 2003) Training Seminar in Syracuse (40 participants/10 newspapers)
Spring (May 2003) NIE Training in Saratoga (Conference-27 participants)
Expense reports for each were attached.

Also included was a flyer promoting:

Fall (Oct. 2003) Training Seminar here at The Turning Stone Casino in Verona
This session was held in conjunction with the Fall Board meeting and Conference on-site planning meeting.

Lou asked for future training program ideas. He would like to schedule 3.

Attachment (9.)

Auditing/Photo:

Mark was not present to give an oral report, and no report was submitted.

Bulletin:

Julie Cardinali reported that she was on schedule with the 2003-2004 Bulletin production so far this year.

Her report outlined the schedule for the remaining year:

One more for the winter – December/January

One final edition – Pre-Conference -- Spring/Summer

Attachment (10.)

New Membership:

Elaine's report outlined 5 new Regular and one Associate Member for nomination and vote.

Attachment (11.)

M/S/P Parkhurst/DiMatties

Website/Buyer's Guide:

Michelle Giorgianni: Report submitted (via Bill Sara)---2003 Program and Buyer's Guide:

Advertising Income--\$7,921.50

Expenses-----\$3,263.00

Layout Stipend-----\$400.00

Profit-----\$4,258.50

The only outstanding accounts (that Michelle will follow up on) are: ProtoCall and Scramblegram. She expects checks in the mail.

Annual expenses and income for the 2002/2003 website are as follows:

No expenses have been incurred since the spring board meeting.

Attached (12.)

NAA Report:

Paul Felicissimo had copies of the 2003 NAA Book titled:

FTC/FCC TELEMARKETING COMPLIANCE WORKSHOPS

Paul asked for (and got) suggested topics to bring to the Sectional meeting:

-Membership cross promotion

-Carrier Of The Year

-DM Recognition

-Awards Programs

Paul also had copies of ABC's website information (booklet):

WHAT'S HOT FOR NEWSPAPERS

1. Third Party Sales Guidelines and Rules

2. Intermittent Subscriptions (Also referred to as Bonus Days)

3. Newspapers Sold in Combination with another Newspaper or Consumer Magazine
4. NIE
5. Guide to Hotel Programs

Attachments (13 & 14.)

Promotion Awards:

Paul Felicissimo read Bill Farrell's written report.

The 2003 Promotion Awards program generated 46 entries from 13 newspapers. Bill requested feedback on the following ideas (presented at the post-conference meeting):

- Should we consider changing back to a 'hot idea' session at the annual conference?
- Keep the same format, asking each winner to recap their program (at the conference) and supply copies to be shared with the group.
- In addition to our awards, Bill could highlight and briefly discuss the NAA 'Best Of' or 'ACME' Award programs. Copies of these promotional materials could be shared with everyone as well.

We continue to see newspaper folks doing more work with less people. Marketing departments seem to put more time into NAA entries versus the sectionals. Since Bill was unable to attend the Fall Board Meeting, he asked that everyone think about ideas presented and e-mail him with their thoughts.

Attached (15.)

Advertiser Representative:

Michael Kaczmarek had no formal report. He will share information when we discuss New Business.

We broke for (a working) lunch at 12:30 p.m.

New Business:

Lou began by suggesting that we have 3 training sessions this year. He liked the idea of having 3 different locations, one in Syracuse, Buffalo, and one south, like in Middletown. He felt that the training position was a lot of work, and we should assign more people that position.

Nancy mentioned that the training position was one that always had several chair people. It was a matter of assigning people to that task.

Lou would like to see at least 3 chair people, one located around each of the areas mentioned above.

He would also like to get recommendations from everyone on training topics.

Some mentioned:

1. Alternative Solicitation-such as crewing or direct mail
2. Single Copy
3. Internal Relationships within the newspaper
4. Customer Service Training

He also asked for recommendations on speakers. He suggested using our own talents at our own newspapers as well as professionals.

John Murray is a good contact for speakers for numerous topics.

David Parkhurst conducted the Audit. The books were reviewed and looked to be in order. He asked for a motion to accept the audit.

M/S/P Thomas/Breault

Bonnie mentioned that she wanted to make sure a list of conference attendees was available at the registration desk, and that guest activities were included. She also did not agree with a vendor speaking during the main conference.

Nancy noted that the Retired Past Presidents' conference fee would be waived for all future conferences (providing that they are not held at all inclusive resorts). We will be promoting that in the Bulletin along with a picture of some of the past presidents who attended the conference this past year.

We should recognize all past presidents the first night of the conference, at the President's Reception. All other sectionals make that a regular practice.

David mentioned that he was working on the combo rate idea.

Meeting adjourned: at 1:25 PM

M/S/P Felicissimo/Sara