

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

Fall Board Meeting: Friday, 10/1/04 Canandaigua Inn on the Lake...

Members Present: President/Chairman – Bonnie Christian, Paul Felicissimo (NAA), Nancy Breault (Secretary), David Parkhurst (1st VP), Bill Farrell (2nd VP), Julie Cardinali, Shannon West, Christine Smith, Elaine Kirsch, and Neal Shapiro. Bill Sara (Treas.) was present for the on-site meeting.

Meeting started at 11:00 a.m.

Nancy Breault was appointed parliamentarian.

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

M/S/P Parkhurst/Cardinali
Attachment (1.)

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

M/S/P Parkhurst/Smith
Attachment (2.)

Communication:

No one had anything to report at this point.

Officer Reports:

David Parkhurst: 1st V.P.

David's report included a tentative outline for the 89th Annual Conference (2005). Our theme this year:

DOING MORE WITH LESS

He's secured ¾'s of the regular speakers; staples for NAA, ABC, etc., as well as Mike Huot (VP of Circulation-Louisville), Joe Haggerty (VP Circulation-Parade Magazine), Scott Frantzen (Senior VP Circulation-San Antonio). He's still looking for a single copy speaker and also needs a motivational speaker. Other than that he is pretty much all set. Don Waterman may know someone, possibly through Ottaway, or possibly Phil Ouilette. Bonnie will contact Don and Paul will contact Phil.

Nancy suggested Danny Wegman, as David mentioned he thought someone having to do with merchandizing would be appropriate for this year's conference. While visiting the Sonnenberg Gardens as a possible activity in May, the facilities manager there mentioned that Mr. Wegman is from Canandaigua, and has a place on the lake. He would probably be a good draw. We will research further.

Awards luncheon, which is normally on Tuesday (our only full business day of training in past conferences), should probably be on Monday. This year we are offering registration and the President's reception on Sunday (5/22/05), and two full days of training both Monday and Tuesday. The Board of Directors (post-conference) meeting will be held on Wednesday (5/25/05).

Attachment (3.)

Bill Farrell 2nd V.P.

Bill reported that he was preparing for 2nd VP duties for the upcoming conference. Details will be formulated during the on-site meeting follow-up.

Bill recapped his report for the NYSCMA 2004 Promotion Awards. The program generated 51 entries from 14 newspapers. In 2003 we received 46 entries from 13 newspapers. There were some positive changes made to the program, including changing the circulation classifications, and several newspapers took advantage of being able to submit their entries and artwork files via e-mail. Conference agenda time was added as well for winning entries, allowing members to briefly discuss the promotion and answer questions.

Bill will work closely with Christine Smith as she takes over the Promotions Awards duties. She will be looking at the categories as well and talking to members about their suggestions on how to improve the process. She will e-mail suggestions on categories and she's planning on offering the \$25 (one per newspaper) discount off conference registration fees again this year for entries.

Bill mentioned that he would also like to see a small token offered to newspapers (that participate) as well.

Attachment (4.)

Nancy L. Breault Secretary

Nancy's report consisted of membership billing info. —113 bills sent out for 2004-2005 membership payment (93 Regular and 20 Associate Members proposed), with a due date of 10/31/04. She noted that this year is the second year we have offered a 2-year membership at a discounted rate of \$75.00 versus the one-year membership price of \$50.00. Therefore, the number of bills being sent this year is less, as we had 67 total members that already paid for this year as a result.

This program provides discounting for our members, as well as longevity, however, it diminishes our yearly revenue.

We will need to think about offering this just as a special promotion every few years because of lost revenues, or if it is worth it to gain new members and retain current ones; we may want to consider doing it every year. Something all of us need to consider.

Nancy's report also included the current membership roster (all members) merged w/newspaper contact/info sheet, 2005 conference (Canandaigua Inn on the Lake) 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 (5.)

Bill Sara Treasurer

Bill was unable to stay for the board meeting, but he left his report for Nancy to review.

Our current balance on hand is \$29,931.88 and is balanced with the checking account statement of 9/6/04 and the savings account statement of 8/31/04. This amount represents an increase of \$10,146.76 from the same time period a year ago (Fall 2003 Board meeting).

Our increase from the previous year is due to the 2-year membership payments, as well as late training fees coming in.

Our revenue sources must remain strong from:

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

Bill Farrell reviewed the treasurer's report and the books; as our auditor Don Waterman was not present. Bill approved the information and asked for a vote from the board.

M/S/P Christian/Parkhurst

Attachment (6.)

Bonnie Christian President/Chairman

Bonnie wanted to forego an official report at this time. She thanked all officers and directors for a job well done this past year.

Bonnie reminded Dave that we still needed to close the books from last year, following up with unpaid sponsors and completing the 2nd VP's job of providing a spreadsheet with all details of the conference registration process. She also reminded him that one of this year's 1st VP responsibilities include purchasing speaker's gifts.

She announced that David was looking at a Catskills site (his number one choice) for our 2006 conference. Other possibilities include Westchester or something near the Albany area.

Committee Reports:

Carrier Of The Year:

Shannon West read her report, noting that a total of 6 Newspapers (one less than last year) participated in our Carrier Recognition Program.

The Special Recognition and DM categories were added this year, therefore increasing overall participation.

We'd still like to see more participation, possibly by adding an additional category for next year – Longevity (carriers on 10 years or longer).

Certificates given out this year:

Carrier Recognition – 17

DM Recognition – 2

Special Recognition – 18

All recipients will be listed in the Bulletin, and each one will receive their own copy.

Attachment: (7.)

Training:

Neal Shapiro was present to review Lou's report summarizing past training seminars from:

1. Fall (October 16, 2003) Training Seminar at Turning Stone Casino

37 participants from 15 newspapers were there for Don Michel's presentation on DM objectives, strategies and management.

Revenue \$1,373, expense \$4,047.51 and NYNPA subsidy was \$2,674.51

Net income \$0

2. Spring (May 18, 2004) Training Seminar at Turning Stone Casino

Four presenters – Gary LaBelle, Latoya Wakefield, Tina Streett Foley, and David Parkhurst, trained 27 participants from 13 newspapers.

Alternative sales tools were some of the many topics covered.

Revenue \$815, expense \$1,731.06 and NYNPA subsidy was \$951.06

Net income \$35 (due to a late payment)

Friday's training (October 7, 2004) is all set to be held in Albany

23 participants registered so far.

Lou wanted to acknowledge Diane Kennedy's support from the NYNPA, as this continues to be a great resource for this Association. Sharing training information with neighboring sectionals will be continued, as they send our members their training information. Paul Felicissimo will follow-up with sectional contacts and get the information to Lou.

Expense reports for each training seminar were attached.

Attachment (8.)

Auditing:

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

Bulletin:

Julie Cardinali reported that she was off schedule a bit with the 2004-2005 Bulletin production this year. She asked Neal to recap the training that will be held 10/7/04 in Albany and send it to her for the next issue. She's also looking to get teaser information for the winter training. All Carrier recognition names will be included. She reports that she will be back on schedule for the winter issue. She is contacting vendors, soliciting payment for printing costs. The Journal News is taking care of the printing currently, but they can only do the front and back in color. Julie would like to see the entire issue done in color. The next issue will be out at the end of October.

Her report outlined the schedule for the remaining year:

One more for the winter – mid January 2005

One final edition – Pre-Conference – March/April 2005

Attachments (9&10.)

New Membership:

Elaine Kirsch's report outlined 4 new Regular and 1 new Associate Member for nomination and vote.

M/S/P Christian/Cardinali

Attachment (11.)

Website/Buyer's Guide:

Michelle Giorgianni was not present, but her report was submitted via Bill Sara and read by Nancy Breault:

All payments have been received for the 2004 Program and Buyer's Guide except for Automated Check Processing and Schermerhorn Bros.

Michelle has been in contact with both of them and expects checks in the mail.

Annual expenses and income for the 2003/2004 website are as follows:

No expenses have been incurred since the spring board meeting.

Attachment (12.)

NAA Report:

Before Paul Felicissimo gave his report Bonnie announced that Paul has agreed to continue on for the next two years as our NAA Director.

Paul's report recapped the NAA Fall board meeting, which was held in Dallas on September 28th, 2004, just prior to this meeting.

He gave some highlights from the meeting, including some of these major topics:

Membership:

Membership in the circulation federation continues to grow, reaching 1270 members in 2004. That's an increase of 58 members over last year. Vince Casanova and Georgia Smith reviewed the steps being taken to maximize renewals and continue to grow membership:

- A recruitment campaign focusing on the value of the NAA membership
- Three renewal invoices to be sent to current members, followed by an e-mail invoice
- Renewal reminders will be in NAA magazine and on E-newsletters
- Postcards and personalized e-mails to be sent to non-renewals
- *Sectionals should help by promoting the benefits of NAA membership to all new members and board members.

2005 Marketing Conference:

This year's conference will be held in conjunction with NEXPO on March 18th-22nd, 2005, normally held in January or February. Rosie Cassidy chairs the NAA conference committee and they're off to an early start, setting up what looks like a strong program.

Topics this year will include:

- Home delivery sales diversification
- ABC
- Renewal marketing
- *Three joint sessions are also planned with the research, display and marketing groups.

ABC/2005 Priorities:

John Murray reviewed upcoming changes that will tighten rules in several key areas including:

- Barter
- Delete days
- Hawking
- Home delivered third party
- *John reminded everyone that day of the week reporting will be a reality in the near future (October 2005) and we should be prepared for those changes in the reporting.
- *Specific priorities are still being finalized, however, it is clear that they will be heavy on improving internal controls, the future of how we report circulation/readership, and development talent and marketing expertise.

Recognition Programs:

The NAA carrier recognition committee accepted nominations for the carrier of the year program up to November 5th. This year's winners being recognized at the marketing conference, and invited to stay for the entire conference with airfare and admission expenses paid. Applications were easily downloaded from NAA's website. Merchandiser of the year was offered as well.

Surveys:

All newspapers should have received the survey questionnaire for the 2005 edition of Facts, Figures, and Logic. It's a great resource, done every 2 years, and a benefit for small newspapers as well as large ones. Paul urged all members to participate, not only for this survey sent, but also for all surveys conducted by NAA. NAA is also requesting staff development information. What are newspapers doing to recruit, develop, and retain employees?

The NAA Circulation Federation continues to be a great resource for all newspapers and to the sectionals.

The Spring board meeting will be held just before the conference and in late April/early May.

Paul will be chairing the annual sectional summit hosted by NAA. Please e-mail him with any requests you have for suggested topics for the meeting.

Paul also mentioned that Paul Glaeser is now at the Chicago Sun Times.

Attachments (13 &
14.)

We broke for (a working) lunch at 12:00 p.m.

Promotion Awards:

Christine Smith read her report outlining her ideas for the 2005 Sales and Marketing Conference.

The 2005 Promotion Awards Program will have:

Two Classifications:

- 1-Under 40,000 circulation
- 2-40,000 + circulation

Five Categories:

- 1-Subscription Sales/Marketing Programs
- 2-Retention Programs
- 3-Single Copy/3rd Party Sales Programs
- 4-Newspaper In Education
- 5-Special Projects

As we did last year, entries will not need to be submitted on boards, enabling you to submit your entries through e-mail or booklet presentation.

Last year members with winning entries were asked to give a brief presentation during our awards luncheon. This was a popular session and will be repeated again this year.

Participating newspapers will receive one \$25 discount off their conference registration fee.

Attached (15.)

Advertiser Representative:

Michael Kaczmarek and Tom Broskey were not present and sent no formal report. Bonnie reported that neither one of them had any issues from the past conference. Nancy reported that the room for the spring conference at the Canandaigua Inn on the Lake was very large, looks good for the advertisers, and the Inn will provide electricity and skirted tables.

New Business:

Bonnie mentioned that the Association finances looked good at this point, but we still need to be aware of costs for the future.

Julie is following up on Bulletin inserts, ads and billing, and will coordinate with Michelle.

Conference planning is underway, with the officers having their on-site meeting the night before and meeting with hotel staff. They also met with the manager of the Canandaigua Lady to make arrangements for the Sunday (May 22nd) night President's Reception boat cruise.

Our last topic on the agenda for new business is the suggestion from Shannon West to add single copy carriers to the Carrier of the Year program. All board members agreed that we could add this category in addition to the newly added category of 'Special Recognition'.

Another suggestion was to include 'Merchandiser of the Year'. It was noted that with the current set up of the Program, it was the newspaper's individual choice who they would like to recognize come October of each year in honoring their special 'Carriers', those who take care of their business on a day to day basis.

One other item mentioned was the fact that we are still lacking a few speakers, and anyone with suggestions please contact David Parkhurst.

Meeting adjourned: at 12:40 PM

M/S/P Parkhurst/Farrell