

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

**Fall Board Meeting: Friday, 10/28/05 The Sagamore...**

Members Present: President – David Parkhurst, Bonnie Christian (Chairman), Nancy Breault (Secretary), Bill Farrell (1<sup>st</sup> VP), Julie Cardinali (2<sup>nd</sup> VP), Bill Sara (Treas.), Phil Hudson, Paul Felicissimo, Mark Roggen. Shannon West was at the hotel but had to leave.

Meeting started at: 1:20 PM

Bill Sara was appointed parliamentarian.

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

M/S/P Farrell/Parkhurst  
Attachment (1)

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

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

Communication:

David let everyone know that Lou Saccocio has left the Times-Union, therefore, we need an additional director, one to fill the Training position. He mentioned that Neal Shapiro has done a nice job filling in for Lou, and David would like to see him continue to oversee the training for at least the remainder of this year.

Since David is the President he can appoint someone, therefore, it was agreed that Neal was officially filling the open director's position.

David also attended the NEACE conference this year. He spoke to Tim Pratt, who is the President of NEACE this year. They discussed speakers, and how we could work together as fellow sectionals. Dave also spoke at their conference (on single copy). Tony Meinart was a speaker as well. He has spoken for us in the past, he is currently with the LA Newspaper Group (their VP).

This was a good reminder that we as sectionals should invite fellow Presidents to our conferences.

**Officer Reports:**

Bill Farrell: 1st V.P.

Bill's report included a tentative outline for the 90<sup>th</sup> Annual Conference (2006). He took into account the feedback from members after last year's conference. The 'passport' vendor game was very well received, so he suggests we do it again this year. (Also requested by NEACE for their conference). Breakout sessions/hot idea session should definitely be added. Our theme this year is still undecided.

He's looking forward to discussing ideas on topics/speakers when we come to New Business, and also during the On-site portion of our visit.

Nancy suggested that we revisit inviting Danny Wegman again. He did respond favorably to a letter we wrote to him last year, but was unable to make it as he was out of the country. Everyone agreed that a merchandizing speaker would be appropriate for this year's conference; as it was a very interesting and well attended session last year. Nancy and Julie will resurrect the letter and resend to attempt secure Mr. Wegman as a speaker for this year's conference. He would probably be a good draw. We will research further and let everyone know.

Attachment (2)

Julie Cardinali: 2<sup>nd</sup> V.P.

Julie reported that she was preparing for 2<sup>nd</sup> VP duties for the upcoming conference. Details will be formulated during the on-site meeting follow-up. She submitted a Conference Teaser, which has already been placed on the website and mailed to all members. Bill Sara suggested that we set up a 'pop up' on the website as well to promote the conference. He will check with Michelle to see if that can be done. He would also inquire about the ability to set up a button for members to click on to automatically register for the conference.

Attachment (3)

Julie also continues to package and mail the Bulletin. She stated that she is behind on one, but will catch up, in time to promote the conference. She was on time to promote training, and this one will follow up on Carrier Day. She is planning on listing all winners, including the folks that participated in the newly created category of Longevity. This issue will be overrun so we can send one copy to all winners themselves.

She continues to struggle w/material, and asked for suggestions on topics to add to the Bulletin. She can pull from NAA and will contact the NEACE newsletter director for ideas.

She would like to dedicate one section for 'what's goin' on' at NY newspapers. That will require help from all directors, especially given her additional role as 2<sup>nd</sup> VP this year.

Billing has NOT been done. This is an area of opportunity for us.

Mark Roggen mentioned that (he paid!) all regionals do a package billing, including the newsletter, Buyer's guide, and even the website in some cases. He suggested that we look at that. He will be happy to work w/Julie to set that up. He will be sending a letter to all advertisers regarding the meeting and billing should certainly be a part of that.

The conversation ended up with all agreeing that billing was important enough that we really should have one individual oversee that function. We provide advertising via the website, the newsletter, and again in the buyer's guide.

One person w/experience in accounting would greatly benefit this association.

Dave mentioned that he had the perfect person for that job, Neal Shapiro.

Although we mentioned Neal prior during this meeting, it was evident that his accounting background clearly indicated that the open director position should be focused on 'Administrative Advertising Services'. He is very qualified for this position and is very familiar with all members and advertisers.

David will meet with Neal to discuss, and he will communicate with Julie and Michelle to set up. Mark will be of assistance if needed.

Attachment

(3A)

Nancy L. Breault      Secretary

Nancy's report consisted of membership billing info. For 2005-2006:

115 -- Regular (48 bills)

47 -- Associate (43bills)

162 Members billed (\$8,100 Expected Revenue)

Paid Membership to Date: 31 Regular and 20 Associate (\$2,550 Revenue to date)

Nancy's report also included:

\*Current membership roster (all members) merged w/newspaper contact/info sheet

\*2006 conference (The Sagamore Resort – Lake George) feedback form

\*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 (4.)

Bill Sara

Treasurer

Bill read his report.

Our current balance on hand is \$39,751.76 and is balanced with the checking account statement of 9/06/05 and the savings account statement of 8/31/05. This amount represents an increase of \$9,819.88 from the same time period a year ago (Fall 2004 Board meeting).

We have maintained the same level of year over year increase from our May 2005 board meeting.

Bill introduced Phil Hudson as our new auditing director. Phil works with Don Waterman, our previous auditor for the board, so he is familiar with the process, especially now as he met with Bill prior to the meeting to review the books. Phil verified the money amounts and payments listed on the books. He reviewed the statements and found them to be in order. He did, however, suggest that we consider an outside auditing firm. He volunteered to contact other sectionals and see if they have considered outside audits as well. We will research to verify auditing requirements.

Bill asked for a motion and vote to accept Phil's audit.

M/S/P Christian/Farrell

Attachment  
(5/6)

David Parkhurst President

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

He is still looking at a theme for this year's conference.

### **Committee Reports:**

#### **Carrier Of The Year:**

Shannon West was present but had to leave prior to the meeting.

Bill Sara read her report, noting that a total of 10 Newspapers (four more than last year) participated in our Carrier Recognition Program.

The 'Longevity' category was added this year; therefore increasing overall participation. Certificates given out this year:

Adult Carriers ----- 28  
Youth Carriers ----- 2  
Special Recognition--- 22  
Longevity ----- 111

Shannon wanted to thank Bonnie and The Journal News for printing all of the certificates.

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

Attachment: (7.)

Training:

David Parkhurst read the report submitted by Neal Shapiro. Neal did a fine job filling in for our training director's open position.

Two training seminars were held in 2005:

**1. April 7, 2005 Training Seminar at Desmond Hotel & Conference Center, Albany**

27 participants from 13 newspapers

*Robert Bobber's* presentation focused on the state of the newspaper industry, measuring churn, collaborating with other departments, changes in strategies toward circulation growth, stop saver programs, sampling, kiosk, direct mail, door-to-door and other sales strategies. Measuring customer satisfaction was stressed as well.

Revenue \$1,195, expense \$2,872 and NYNPA subsidy was \$1,677

Net income \$0

**2. September 27, 2005 Training Seminar at Syracuse Wyndham Hotel, Syracuse**

39 participants from 17 newspapers

*Joe Salomone* presented in great detail all the hot topics and changes from ABC including:

New Publishers Statement, Fas-Fax Format changes, Paragraph 3, Third Party changes, premiums, conversions, previous Sunday and Joint Distribution agreements plus fielding many situational questions.

Revenue \$1,750, hotel expense \$2,117.47, presenter expense \$1540, and NYNPA subsidy was \$1,907.47

Net income \$0

Thank-You once again to Diane Kennedy for NYNPA's continued support.

Expense reports for each training seminar were attached.

Attachment (8.)

New Membership:

Bonnie Christian read Elaine Kirsch's report. She reported that we have 3 new regular members, and 3 new associate members for nomination and vote.

M/S/P Christian/Sara

Attachment (9.)

Website/Buyer's Guide:

Michelle Giorgianni was not present, but her report was submitted and read by Bill Sara.

All payments have been received for the 2005 Program and Buyer's Guide except for the following:

KC Baggers	-----	\$555.00
PDI Plastics	-----	\$350.00
Pro Starts	-----	\$185.00
Telereach	-----	\$350.00

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

*Annual expenses and income for the 2004/2005 website are as follows:*

Web hosting fee:	\$251.35
Webpage maintenance	\$99.82

Attachments (10/11.)

NAA Report:

Paul Felicissimo reported that the NAA board meeting was cancelled due to Katrina, then again due to Wilma (two devastating hurricanes). They are trying to have the meeting close to other newspaper events, so the next one will be closer to NAA headquarters. So, the Fall Board meeting will be held along with the Sectional Summit, possibly in December.

Paul gave some highlights from the report he submitted:

*CIRCULATION SECTIONAL-OPERATIONAL OVERVIEW 2005*

The report listed all sectionals and numbers and stats related to each. Examples of information provided:

	# Of Members	Annual Dues Amount
	Membership Process Online	Newsletter mailed/e-mailed
	# of Daily Newspapers	Conference
Registration Fee	Buyer's Guide info	Aver. # of Conf. attendees
	Website info	Training Sessions info.

This report provides good information as well as sectional contact information. We are very competitive in our pricing, as a matter of fact, our training fees are far more reasonable.

The Sectional Summit meetings are very helpful to all sectionals; all were in attendance last year.

This year's meeting will again focus on what all sectionals feel they need help with.

Conference planning is a topic that always comes up.

Websites was another topic.

Billing, auditing, finances, newsletters, promotions, training, and speaker's pool were all mentioned as topics.

Paul asked that all board members think about what they would like to see covered. Please send any ideas to Paul prior to this year's meeting

Attachments (12.)

Promotion Awards:

Christine Smith was unable to attend the meeting. Nancy Breault read her report; which recapped the 2005 results: 51 entries from 12 newspapers  
In 2004 we had: 51 entries from 14 newspapers

The 2005 Promotion Awards Program:

**Two Classifications:**

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

**Five Categories:**

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

As we did in 2004, entries were allowed to be submitted on boards, as well as through e-mail or booklet presentation.

Members with winning entries were asked to give a brief presentation during our awards luncheon on Monday. This was a popular session and will be repeated again in 2006.

Participating newspapers received one \$25 discount off their conference registration fee, this year we will use that \$25 discount toward the early bird registration.

Information for the 2006 Awards will be sent out in January, and reminders will go out in February and March. Deadline for entries will be April 14, 2006.

Attached (13.)

Advertiser Representative:

Mark Roggen was present for the meeting but had no formal report.

Mark recapped issues/requests from the past conference:

They would to see the following:

- \*A list of all attendees prior to the conference
- \*A Bulletin Board to post messages/updates/changes to the agenda
- \*Coffee breaks centrally located (or moved around) so all vendors' tables get exposure
- \*The passport game again
- \*One hospitality suite again (worked well for all involved)

We let Mark know that all items have been reviewed; most requests have already been addressed.

Mark asked about a 'theme' for the 2006 conference, however, one has not been decided upon yet. More to come on that.

Mark will draft a letter to all advertisers and send to us for review prior to mailing out.

**New Business:**

1. David proposed that we institute an API scholarship program through the association. A person is nominated, a committee is formed, and the winner is announced at the annual meeting. NEACE had been doing this for several years now. Paul Felicissimo will contact Tim Pratt (from NEACE), who coordinates the event. He will get the criteria and coordinate for our association.  
Another thought on that; since this is a training event for the good of the association, Paul will also contact Diane Kennedy to inquire about a grant for us. Prior to that however, he will get all the particulars from NEACE first, then he (and David) will present to Diane.
2. David asked that all members present think about the next roster of directors and officers. Who would like to get involved? Some members in the past have been unable to participate due to the \$2,500 commitment for the President's Reception the first night of the annual conference. We want all members to know that if they can make the voluntary commitment to the association, they do not necessarily need to make the full \$ commitment that has been made by past newspapers. Whatever the publisher of each newspaper feels they can commit, we will accept.
3. Additional directors', support is needed. We can never have enough chair people to help out. Please look to recruit folks for involvement in any areas that need it.

**4. 2006 Conference Planning is underway:**

The Sagamore Resort on Lake George  
Wednesday, 5/10/06—Saturday, 5/13/06

Wednesday (5/10) – Board Meeting, Registration, optional activities, opening Reception

Thursday (5/11) – Full business day, President's Hors D'oeuvres Reception

Friday (5/12) – Full business day, Cocktail Reception/Banquet (Entertainment?)

Saturday (5/13) – Hot Ideas Breakfast, Prize drawings, board meeting

Registration fees:	Members/Associates	\$250
	Spouses & Guests	\$125
	Non-Members	\$300
Early Bird Discount (per member)		--\$25
Advertiser space charge		++75

TOTAL MUST BE PAID TO 2<sup>ND</sup> VP BY 3/17/06 (ST. PATRICK'S DAY) TO RECEIVE DISCOUNTED RATE OF \$25.

- \*Theme needs to be confirmed
- \*Activities
- \*Suggested agenda topics:
  - \*Revenue
  - \*Alternative delivery
  - \*Another Merchandiser/Retailer
  - \*Single Copy
  - \*The usual: NAA, ABC, NYNPA, NIE etc.
  - \*Please contact Bill Farrell w/suggestions

The agenda and speakers need to be finalized and booked as soon as possible.  
We will all talk by the end of the year to prepare for all materials to go out the first week in January.

Meeting adjourned: at 4:04 PM

M/S/P Christian/Cardinali