

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

Post Conference (#89) Board Minutes: Wed., 5/25/05
Canandaigua Inn On The Lake, Canandaigua, N.Y

Members Present: President – David Parkhurst, COB-Bonnie Christian, Secretary-Nancy Breault, Treasurer-Bill Sara, 2nd VP-Julie Cardinali, 1st VP-Bill Farrell, Christine Smith, Shannon West, Michelle Giorgianni, Phil Hudson, and Vendor Rep-Mark Roggen.

Meeting started at 9:03 AM

Bill Sara was appointed Parliamentarian.

David Parkhurst began the meeting by asking for feedback regarding this year's conference.

- Overall it was good
- Stewart's retailer wavered off the agenda. She was negative, however, some people needed to hear where retailers such as herself are coming from
- Many members requested the return of break out sessions
- Always include Single Copy
- Bring back Roundtables & Hot Idea Session
- Too many breaks the first day – largely due to the fact that speakers ran under the time allotted – no clock visible to speakers (remedied for day two)
- First motivational speaker was a little weak – Alex Grimshaw (our original speaker) would have been better – many people requested him
- Outside activities were greatly missed – will bring back next year (separate from agenda – offer as additional activities)

Bill Farrell mentioned that the final registration tally was 108. Registration was rushed at the end. Additional people registered at the Conference (Bill will finalize spreadsheet and distribute).

Julie Cardinali mentioned that Keith Witmer volunteered to be a backup for the Bulletin. She is looking for additional feedback from Conference attendees for the next issue. The Post-Conference Fall Bulletin will include photos and articles highlighting the conference sessions. Membership Phone Cards will be included in the mailing for those who did not attend.

Mark Roggen volunteered to get updates on industry news (who did what) from his contacts at other sectionals (MACMA, ISCMA, NEACE). Mark also commented that the Vendor Room was the perfect size. The food was fantastic and coffee breaks were great, but there was one suggestion. We should alternate where the coffee is located to disperse

traffic flow among ALL vendors. Vendors were appreciative and wanted to say “Thank you” to the board.

Having all of the speakers presentations downloaded in advance made for a much smoother operation for the speakers and the audience. Only one advertiser – Kevin Purstell – attended the last session – prize giveaway of one night’s stay for next year’s conference. A suggestion was made for an information/communication board in the vendor area – NAA does it for phone messages, changes to meetings/lunches/etc (all vendors know to check the communication board regularly).

The question was raised – “Why was Joe Forsee, our J Truman Kahler Award winner, not present to accept the award? It would have been a nice touch to have him present at the banquet” Ron Anderson accepted on his behalf. All thought the banquet was nice, but would like to see entertainment brought back – “all dressed up and no place to go”.

Bill Sara mentioned that Don Waterman audited the books, noting that we had almost \$10,000 more a year ago. Don accepted the Treasurer’s report and Dave asked for a motion to accept the audit.

M/S/P Christian/Cardinali

Bill also announced that Phil Hudson, our new Auditing Director (from Middletown), met with Don and Bill to review the books and learn the auditing process. Don Waterman will remain a member, but feels his new position with Ottaway Newspapers leaves him little time to devote to the Association, so Phil was voted in to take his place.

Many people at the meeting mentioned that the information in the Buyer’s Guide was incorrect. If anyone sees any incorrect information (phone numbers, email, etc), please email the correct information to Nancy, Julie, or Michelle.

We would like to get smaller papers involved, especially in the Board Positions (moving through the Chairs and Officers), but the monetary involvement is difficult for them. Most of them don’t feel like they can afford it. We all agreed that if a smaller newspaper would support someone through the Board process, we would accept any monetary amount their newspaper would sponsor toward the President’s Reception.

Shannon reminded everyone that this year we will be adding a ‘longevity’ category to our Carrier Day Recognition Program. Mailing will be done in July and August. Information will also be posted on the Website and in the Bulletin. Carrier Day is October 8th, 2005.

Dave reported (in Lou’s absence) on the upcoming Fall training program that they have tentatively planned.

Joe Salomone will provide a full day of ABC Training for \$500.00 plus expenses. Dave asked where that should be held, and many requested Syracuse as it is a central location, easy for folks to get to.

Nancy and Julie agreed to assist. We will need to roll out soon. This will be a good one with much interest so promotion and communication is crucial.

Dave added: It was nice to see so many different newspapers from around the state in attendance here. Rochester, Buffalo, many NYC papers were here as well.

Phil Hudson-(Welcome!) our newest director from Middletown:
He will help assist Bill Farrell in creating a theme for next year's conference.
This year's theme seemed very appropriate: "DOING MORE WITH LESS"
Phil's suggestion for 2005:
"SIZE DOESN'T MATTER"

The binders that were packaged and presented to each attendee were a fantastic idea, a great value for all members attending this year.
Having the actual presentations in front of you at each session put the conference on a completely different level professionally. Instead of focusing on taking notes, attendees can follow along w/their notes provided and participate more actively.
Flow of the conference was smooth due to the prior downloading of presentations on the laptop.
We really need to keep this practice in place.
This was a great deal of work for Julie, Nancy, and the folks at The Post-Standard.
The first VP (next year it will be Bill Farrell) needs to coordinate with the speakers; getting their presentations in advance:
*Hard copy for the binder
*Disc format for the laptop
This all needs to begin happening (or completed) at the beginning of the year (January) when the speakers are booked and the topics and agenda are set.
Phil will be available to assist Bill in getting that done.
Bonnie provided the binders, and she will be happy to do that again for next year's conference.

Michelle Giorgianni-
Any information that she gets for the website should come in disc format. Pictures from the conference will go to her via Jill (The Post-Standard) on a disc, as they will be placed in the Bulletin as well in the post conference Bulletin that will be done.
Keith Witmer (Canandaigua) has agreed to work with Michelle on Billing for the Bulletin/Website.
Michelle would like to publicly thank Jill Emery for doing the cover of The Buyer's Guide this year. She did a wonderful job, and it helped Michelle a great deal.

Christine Smith-
The promotions luncheon went well. Having the 1st Place winners review their promotion seemed to work.
Chris is putting a book together a book outlining all promotions entered.
They will be sent to all member newspapers.

Chris found that the same papers with the same winners were seen again. She does not want to eliminate the program, but is looking for ideas from everyone on how to get more papers involved.

The total this year: 51 entries with 38 awards.

Many folks liked the idea of hearing the ideas; and it was requested by several to bring back the Hot Ideas Breakfast. Everyone asked about a book to take back to their paper. As Chris stated, that will happen, this year and for all conferences.

The fact that the requests came for the Hot Ideas Breakfast and the last day's session, prompted us to relook at how the agenda is set up.

That would get more folks to stay the last night, adding to the attendance for the Banquet.

The agenda was changed this year to give us a full program w/two full days of training, and with a little tweaking, next year will be even better.

Mark Roggen-

Vendors want us to make sure our conference doesn't conflict with other sectionals.

Nancy let him know that as a result of hearing about the dates of NEACE, we changed our dated for next year.

Neace conference—5/21/06 to 5/24/06

Mother's day---5/14/06 (We must avoid that date)

We are looking at:

Sunday, 5/7/06 to Wednesday, 5/10/06

Or

Wednesday, 5/10/06 to Saturday, 5/13/06

We will keep everyone informed as we get closer to coordinating.

We will coordinate the Fall Board Meeting along with the On-Site Meeting as we did last year.

Those meetings will take place in October 2005.

--Information from the past presidents meeting--

Meeting began at 4:15 PM

Members present:

Ron Anderson (1972), Dean Harmon (1976), Harry Reske (1984), William Sara (1994), Chet Valiante (1995), George Sullivan (1996), Chris Christian (1998), Nancy Breault (1999), Will Kustyn (2000), Paul Felicissimo (2002), Bonnie Christian (2003/2004), Bob DiMatties (2004), and Phil Barrancotta.

Bonnie began the meeting by saying that she thought the meeting was very productive.

The vendors said they loved every bit of it.

All attendees felt that the conference was very good topic/speaker wise.

The location was perfect (central resort-type atmosphere on the lake), with no distractions (casino) this year, and a full business program.

Next year we're hoping to get as good of a response at the Thayer at West Point.

Other feedback offered:

- There was only one hospitality this year, but it seemed to work well, everyone liked it
- Mark Roggen is our new Advertiser Representative
- Ron asked if he could have any promotional awards left over, if no one wanted them
- The binder was a fabulous idea; they have never seen that done for a conference, what a valuable asset for all NY members to have available to them-Good work by all involved!
- All felt that there was some outdated information in the buyer's guide; they will help in keeping our information updated by sending information via e-mail whenever they hear of anything
- The Buyer's Guide also seemed to be getting smaller and smaller, this is concerning, as many folks use this as an all year around guide and reference-it's a great value that newspapers and advertisers should realize.
- New board changes were announced-(Julie to 2nd VP, Phil Hudson as director)
- Joe Forsee will be announced as our J.Truman Kahler Award winner, Ron is prepared to accept on his behalf
- 110 attendees this year (some newspapers attending that have not attended in some time)
- 12 new regular members
- This year we eliminated all social activities (at least during the business portion of the program; folks were very disappointed with that, so we have decided to look at that again for next year's conference
- Two full business days was a good idea
- Letters were sent to all Publishers (by our COB-Bonnie) promoting the full business program
- Next year we will reinstate the formalized social activities (we will set up and coordinate) but promote to all papers in a separate mailing
- West Point may be a bit expensive for some newspapers, but promoting with activities and a full program should help
- The motivational speaker was not as good as we had anticipated, Alex was well known to many members, they were looking forward to seeing him, this speaker stopped sooner than expected also
- Timing with speakers was addressed by adding a clock for them to see.
- Keeping to the schedule is very important, so all attendees can plan their day.
- We all acknowledged sadness for one of our member's passing-Timothy A. Pearson
- All past presidents felt the current roster of officers were doing a very good job, and thanked us for our efforts.

Our past president's meeting ended at 4:45 PM.

Results of Board of Directors Elections:

Officers for a one-year term 2005-2006:

Chairman of the Board----Bonnie Christian
President-----David Parkhurst
1st Vice President-----Bill Farrell
2nd Vice President-----Julie Cardinali
Secretary-----Nancy Breault
Treasurer-----Bill Sara

Directors for a two-year term 2004-2006:

Lou Saccocio-----Training
Shannon West-----Carrier Recognition/Valor Awards
Dave Arenson-----Public Relations/Partnerships
Open.....

Four directors voted in with a two-year term to 2007:

Christine Smith-----Promotions
Michelle Giorgianni-----Buyer's Guide/Website/Billing
Paul Felicissimo-----NAA
Phillip Hudson-----Member Communications/Development & Auditing

Meeting adjourned at 10:22 AM.

M/S/P Cardinali/Roggen