

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

Spring Board Meeting: 5/22/05  
Canandaigua Inn On The Lake, Canandaigua, N.Y

Members Present: President – Bonnie Christian, David Parkhurst (1<sup>st</sup>), Bill Sara (Treas.), Nancy Breault (Sec.), Bill Farrell (2<sup>nd</sup> VP), Julie Cardinali, Christine Smith, Shannon West, Paul Felicissimo (NAA), Ric Flatts (for Dave Arenson), and Scott Georgalas (representing Brosky & Kaczmarek).

Meeting started at 11:10 AM

Bill Sara was appointed parliamentarian.

Nancy Breault emailed the fall board minutes and the minutes were approved as written.

M/S/P – Sara/Christian

Attachment (3.)

Communication:

1. Bonnie read the letter sent to Bob DiMatties (July 2004) regarding Article 4, Section 7 of the Constitution and By-Laws which states the following:

“Any officer or director who shall sever his/her connection with the direction of a circulation department or the management of a newspaper or moves outside the territory of the Association shall be considered to have presented his/her resignation from office to the President or Secretary/Treasurer, who shall notify the Board of Directors, which shall accept the resignation or retain the member in office until the next annual meeting.”

Bob’s resignation was accepted at that time.

Attachment (1.)

2. Bonnie read nomination letters from Frank Gennarelli, Ron Anderson, and John Instone nominating Joe Forsee for the J Truman Kahler Award.
3. Bonnie reminded all present to forward any changes to membership to Nancy Breault.
4. Danny Wegman was considered for this conference as a speaker, but had to decline as he would be out of the country. We will look to consider him for future conferences.
5. Matt Lang (The Auburn Citizen) received a call from ABC and was billed for Joe Solomon’s (last year’s speaker) speaking fee. His audit would not be completed until payment was made. Matt sent him a personal check – Bill Sara will reimburse Matt.

**Officer Reports:**

Dave Parkhurst                      1<sup>st</sup> V.P.

No formal report submitted.

Dave thanked Julie Cardinali for stepping into the 1<sup>st</sup> VP role – setting up and confirming speakers.

Dave is exploring the Thayer Hotel at West Point as next year's conference site. It is similar to The Gideon-Putnam. He is formalizing his proposal. Looks like a great spot – down south, Exit 16 or 17 of Route 87. (1<sup>st</sup> Saturday in May - \$135/night room charge) More to follow.

Bill Farrell                      2<sup>nd</sup> V.P.

Bill gave his conference recap. Total attendees = 105.

52 Regular/9 Guests = 61

22 Associate/2 Guests = 24

9 Speakers

11 Past Presidents/5 Guests

Passport Book-type vendor game: three grand prizes

Photo Printer, Digital Camera, I Pod

Attachment (2.)

Nancy L. Breault      Secretary

Nancy's report consisted of:

Current Paid Membership:

60 Regular/36 Associate (2yr) – (pd last yr-96 total x \$75) \$37.50 per year

8 Regular/3 Associate (2 yr) – 11 Total 2 yr Memberships x \$75 (\$412.50 this year)

26 Regular/6 Associate (1 yr) – 32 Total 1 yr Memberships x \$50 (\$1600.00)

1 Regular /1 Associate (new) – 2 Total Free Memberships (\$0 total)

**95 Regular/46 Associate = 141 Total Paid Memberships (74 Companies) - May 2005**

**Actual Revenue:**

(2003-2004) --- \$3,600.00

(2004-2005) --- \$2,012.50

Total Revenue: \$8,550.00

--Regular/Associate/Honorary/Honorary Life Membership Lists

--Conference Planning (individual) Duties

--Conference Fact Sheet

--2004 Conference (Turning Stone Casino) feedback form.

--Nancy requested that all members review the packet for membership information accuracy, and continue to contact her with any known changes to keep all information shared via reports, e-mail, web site, and Bulletin current.

Attachment (3.)

Bill Sara                      Treasurer

Bill reviewed his report.

Our current balance on hand is \$46,379.83 and is balanced with our checking account statement of 4/06/05 and our savings account statement of 3/31/05. This figure represents an increase of \$9,888.77 from the same time period a year ago.

Don Waterman (not present) to arrive in the afternoon to meet with Bill and review the books. Account statements to be verified and voted on at the post-conference board meeting (Wednesday)

Attachment (5.)

Bonnie Christian        President

Bonnie read the new member report (Elaine Kirsch not present).

Report outlining new members to be voted in was distributed. Membership/Phone Cards were distributed compliments of Jerry Weinerth. All new members proposed were voted on and approved – to be read at the group meeting.

M/S/P – Parkhurst/Farrell

Attachment (4.)

Two Directorships open:

Don Waterman (Auditor) and Julie Cardinali (Bulletin) – any nominations?

Phil Hudson interested

Dave Schwede or Mindy Prescott?

Regular Members to be questioned as to their interest throughout the conference

### **Committee Reports:**

#### **Carrier of the Year:**

Shannon West read her report:

6 newspapers participated for 2004-2005 Carrier Recognition

Adirondack Daily Enterprise

Observer Dispatch

The Post-Standard

The Cortland Standard

The Journal News

The Saratogian

17 Carrier Recognition certificates, 2 DM Recognition certificates, and 18 Special Recognition certificates were issued this year. The Journal News will continue to print the certificates.

Shannon suggested the addition of a Long-Term Carrier certificate (+5 yrs for Youth and +10 yrs for Adult).

All present agreed to the addition of a Longevity Recognition Certificate for October 2005.

Attachment (6.)

Training:

David Parkhurst reviewed training for 2004-2005 in Lou Saccocio's absence. Two training seminars were held:

October 2004 (29 participants – 11 newspapers) – Holiday Inn Turf, Albany  
Presenter Don Michael (Anderson, Randles & Associates, Inc)  
\$2,014.68 speaker's expense

April 2005 (35 participants – 9 newspapers) – The Desmond Hotel, Albany  
Presenter Robert Bobber (Independent Consultant)  
\$1,200 speaker's expense

Total expenses to NYSCMA were \$0 as NYNPA will cover both seminars 100% (after registration fees). Dave to follow-up on letter to Diane Kennedy for payment.

Still waiting for a few payments.

Attachment (7.)

Bulletin:

Julie Cardinali outlined bulletin schedule for this year and next.

2004-2005 Bulletins:

2004 Post-Conference/Summer-Fall (Turning Stone)

2004 Fall-Winter

2005 Late Winter

2005 Spring/Pre-Conference (Canandaigua Inn)

2005-2006 Schedule:

2005 Post-Conference/Summer-Fall (Canandaigua Conference Recap)

2005 Fall (Training/Carrier Day)

2006 Winter (Carrier Day/Training Recap - Spring Conference/Training Promo)

2006 Pre-Conference (Conference Details/Promotion Awards)

Julie has been nominated to move into the 2<sup>nd</sup> VP position. However, The Post-Standard will continue to set-up and print the Bulletin. Julie's goal is to set-up the bulletin as a revenue item and she will work with Michelle and Elaine to coordinate billing for advertising.

Paul Felicissimo mentioned that the bulletins look terrific (nice color!) – value is there and we should be charging for advertising. Julie requested that everyone send her information to fill the bulletin. Paul will send NAA info to her – “we are the conduit for them to get info out”. The entire membership can – and should – contribute to the bulletin. Ric Flatts suggested soliciting the hotels for advertising.

Julie reviewed, and handed out (1<sup>st</sup> VP) speaker information. Joe Haggerty and John Murray to switch on the speaker schedule. Julie coordinated speaker's presentation – obtaining hard copies for a binder to hand out to registered members. She also secured soft copies that were downloaded onto the laptop for speaker's to use during their presentation – and for us to use afterwards.

New Membership:

Bonnie reviewed earlier.

Website:

Michelle Giorgianni submitted her report (read by Bill Sara in her absence) outlining annual expenses and income for 2004/2005:

Expenses:

Web page maintenance 5/04-4/05	\$ 91.62
Web Hosting Fee	<u>\$251.35</u>
Total Expenses:	\$342.97

Attachment

(10.)

Buyer's Guide:

Michelle Giorgianni reports that this year's Program and Buyer's Guide contained 64 pages (including covers and preprinted pages). A total of 37 advertisers participated. Income and Expenses are as follows:

Advertising Income-	\$8,760.00
Expenses-	\$3,455.00
Layout Stipend-	<u>\$ 400.00</u>
<b>Profit-</b>	<b>\$4,905.00</b>

Bill commented that we still have not seen any advertising revenue, but now that we have consistently distributed four bulletins per year, Michelle and Julie will be billing all advertisers. The Buyer's Guide is still a profit maker, and Michelle has it down to a science and will continue to oversee the website and the buyer's guide. Although she has been very busy at The Post-Star this year, assisting with new software and inserter, she will oversee the billing and revenues structure with Julie.

Attachment

(11.)

NAA Report:

Paul had difficulty printing his report – will complete and email. Paul reviewed the spring meeting and NAA priorities and projects for 2005.

NAA Spring Board Meeting/2005 Marketing Conference – Dallas, TX

Highlights:

- Circulation largest of the six NAA Federations with 1138 members

- 2005 Marketing Conference (+15%) – 1782 attendees (1546 in 2004)
- ACME awards entries up (+7%) - 779 entries (730 in 2004)
- 2005 edition of Facts, figures, and Logic targeted for release on July 1<sup>st</sup>.
- Call Center Committee formed (Bonnie Christian is a member) – call center manual & joint NAA call center conference (July)
- Next sectional summit meeting to be held on October 29<sup>th</sup> (with fall board meeting on October 28<sup>th</sup>) in New Orleans – Topic: Conference Planning (What do we want from NAA? – specific subjects for meeting)

Priority Initiatives:

- Recruitment & Retention of Circulation Talent – Dan Wheeler
- Readership Metrics and Measures of Satisfaction – Rosie Cassidy (Paul Felicissimo also on committee)
- Single Copy Research – 2005 Consumer Buyer Study – Hugh McGarry
- Future of Circulation – A 10 Year Look – Vince Cassanova/Nancy Green
- Managing for ABC Compliance – Jerry Hill

Julie added that Heather and John Murray sent a package – available to regular members at the registration table – “Best of the Best Ideas”

Attachment (12-14.)

Promotion Awards:

Christine read her report recapping promotion entries for this year

2005 - 51 entries from 12 newspapers.

2004 – 51 entries from 14 newspapers

Awards to be announced at Monday’s luncheon – top winner from each category will be asked to outline their winning entry.

Four outside judges used.

Attachment (15.)

Advertiser Representative:

Scott Georgalas sitting in for Mike Kaczmarek and Tom Broskey, Jr as our Vendor Rep. Scott mentioned that Texas was moving their conference from Fall to Spring – possible conflicts. West Point looks like a great attraction.

Canandaigua Inn is a perfect location – breaks look good, ballroom has plenty of room, thanks for including breakfast. Membership cards from Jerry Weinerth are a nice idea – good marketing move for Jerry – don’t want others to do that in lieu of paying for ad or space at conference. It is important for all advertisers to physically attend conferences to meet with many newspapers face to face.

Thank you, NYSCMA, on behalf of all the vendors for everything you do for us.

*We broke for (a working) lunch at 12:00pm.*

**New Business:**

1. Roster of Past Presidents in attendance reviewed. Nancy to secure flowers for banquet for Past Presidents, Officers, and Head Table.
2. We will be announcing plans for next year's conference  
First week in May (West Point).  
NEACE 2006 Conference – May 21-May 24 – Newport, Rhode Island
3. Bylaws must be updated (last done in 1994). Bonnie Christian and David Parkhurst will update them this year. Nancy Breault gave them a CD containing all Board Meeting minutes from 1996 on. Bill Sara to supply 1994 and 1995.
4. Nancy would like to publicly thank Diane Kennedy for her assistance in securing a grant for the Association's laptop and projector to be used for training purposes and at our conferences. Diane was also instrumental through NYNPA in providing grants for our Fall and Spring Training Seminars.
5. David will follow-up with the Thayer to secure dates for the on-site meeting in October 2005. We will coordinate to schedule the Fall Board Meeting during the same time. Thursday and Friday always work well – October 6<sup>th</sup> and 7<sup>th</sup>?

Officers (need to be present for the on-site meeting) for 2005-2006:

Bonnie Christian – Chairman of the Board

Dave Parkhurst – President

Bill Farrell – 1<sup>st</sup> VP

Julie Cardinali – 2<sup>nd</sup> VP

Bill Sara – Treasurer

Nancy Breault – Secretary/Conference Planner

All other Board Members need to be present for Fall Board Meeting – final day and time to be announced.

Meeting Adjourned at 12:54 PM.

M/S/P – Sara/Christian