

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

Fall Board Meeting: Friday, 9/29/06 Liverpool Holiday Inn

Members Present: President – Bill Farrell, Bonnie Christian (Chairman), Nancy Breault (Secretary), Julie Cardinali (1st VP), Bill Sara (Treas.), Phil Hudson (2nd VP), Paul Felicissimo, Christine Smith, Elaine Kirsch, Krista Mueller, Carol Alka, Matthew Lang, Sean Spielvogel, and Mark Roggen.

Meeting started at: 9:06 AM

Bill Sara was appointed parliamentarian.

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

M/S/P Sara/Christian 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:

Bonnie mentioned that Frank Gennarelli and Ron Anderson continued to keep us updated regarding Brian Donovan's recent illness/surgery. Brian retired in 2001, and was a past president w/NYSCMA, INC. in 1992. He is doing much better, and is at home now. Our thoughts and prayers are with him and his family.

We were also saddened by the death this past year of our good friends George Martin and John Hasell. George was active in the newspaper business for many years, retiring last year from The Albany Times Union. John was president of the NYSCMA Inc. in 1976.

Bill Farrell mentioned that he was communicating with Angela Jackson from NAA regarding our NAA rep per NAA rules. There is a two year consecutive term limit, and they wanted to thank Paul for his services. We will need to nominate a new NAA rep. for the association, and will be speaking to a few interested candidates for a replacement board member.

Bill is also following up with NEACE regarding their API scholarship program. We will be instituting this program beginning this year at our Spring Conference. He is gathering details from Jim Burbine, Executive Vice President of NEACE.

Attachment (2)

Officer Reports:

Julie Cardinali: 1st V.P.

Julie's report included a tentative outline for the 91st Annual Conference (2007). She took into account the feedback from members after last year's conference. She has confirmed dates with John Murray, Mary Miller, and Diane Kennedy. She is waiting to hear from Diane Rusnak (ABC) and Terry Kushner (P&C Grocery). Both have known our dates for months.

The Motivational speaker she is considering spoke at our 2003 Conference in Lake Placid. Darren LaCroix's fee has increased considerably (\$3,000 plus travel expenses), yet still worth the expense. He was very well received the last time, so he should be a good draw once again.

She will be looking for a couple of additional speakers, possibly someone from the area (such as the historian we had last year) to open the conference. Final adjustments and confirmations will be made over the next few months.

Attachment (3)

Phil Hudson: 2nd V.P.

Phil reported that he was preparing for 2nd VP duties for the upcoming conference. Details will be formulated during the on-site meeting November 16th and 17th. A conference teaser has already been placed on the website.

Phil has been reviewing the By Laws, preparing to update them. He has them all since the last update (1994), but is missing the minutes from 1994 and 1995, as they were NOT on the laptop. He does, however, have the minutes from 1996 to present. He presented the packet, which he transferred into a 21-page document. He will e-mail the document to board members and is looking forward to some suggestions from all. On submitted hard copy document, his suggestions are noted in red. Several motions have been made since the last update, and some have been revised a couple of times. Phil is hoping to review in November with the officers, get suggestions from all other board members via e-mail, and complete the revisions by the time we all meet again in the spring. Final revisions will be done to present at the board meeting. He has volunteered to update our By Laws yearly.

Attachment (4)

Nancy L. Breault Secretary

Nancy's report consisted of membership billing info. For 2006-2007:

109 -- Regular (49 bills)

58 -- Associate (43 bills)

167 Members billed (\$8,200 Expected Revenue)

Paid Membership to Date: 26 Regular and 7 Associate (\$1,650 Revenue to date)

Nancy's report also included:

- *Current membership roster (all members) merged w/newspaper contact/info sheet
- *2007 conference (The Gideon-Putnam – Saratoga Springs) feedback form
- *Conference planning duties.

Nancy asked that all members review the information presented in the packet and give/send updates to her, as they know of and get changes.

Attachment (1)

Bill Sara Treasurer

Bill read his report.

Our current balance on hand is \$46,834.11 and is balanced with the checking account statement of 9/06/06 and the savings account statement of 8/31/06. This amount represents an increase of \$7,082.35 from the same time period a year ago (Fall 2005 Board meeting).

Bill was researching the CPA's in the area and was looking to secure Mike Law as our NYSCMA Inc. auditor. His fee is \$90 per hour to audit the books, and he lives close to Bill, in South Glens Falls. Bill spoke to some other folks at other organizations, NEACE, Dennis Skoglund, and found that they use an outside auditor as well. They usually pay an average of \$500 per year, as it usually takes 4 to 6 hours per year to do the audit. They felt (as we do now) that it is a good financial decision.

Phil Hudson, our previous auditing director, reviewed the checkbook and financial statements in Steve Piersa's absence. Phil stated that he thought the books looked to be in order. Bill asked for a motion and vote to accept Phil's audit.

M/S/P Hudson/Spielvogel

Attachment (5)

Committee Reports:

Carrier Of The Year:

Elaine Kirsch read her report.

Two mailings have been done for our Carrier Recognition Program, the first on 9/1/06 and the reminder on 10/15/06. Participation is very low so far. Carrier Week is 10/1/06 to 10/7/06, with the actual Carrier Day being Saturday, October 7th, 2006.

Once again, categories included Adult Carriers, Youth Carriers, Special Recognition, and Longevity. The Journal News will be printing all of the certificates.

Attachment (6)

Training:

Mathew Lang's report included this fall's ABC Training Seminar flyer along with a list of participants.

September 28th, 2006 Training Seminar - Holiday Inn, Liverpool, NY

32 participants from 14 newspapers

Chad Jaennette was Joe Salomone's new ABC replacement. His presentation was excellent. All agreed that he was able to take a tough subject and make it interesting. It was a worthwhile seminar in a time where many of the rules are changing. Chad provided his presentation in advance, which allowed us to download it on the laptop. All participants received their own hard copy as well.

Chad's expenses were very reasonable (\$150 plus expenses vs. the original price tag of \$1,000). Revenue/Expenses will be calculated (the seminar was held yesterday) and Matt will follow up w/Nancy and Bill to provide information to Diane Kennedy if a grant is needed.

Thank-You once again (in advance) to Diane Kennedy for NYNPA's continued support.

Attachment (7)

New Membership:

Krista Mueller read her report.

To date we have 3 new regular members, and no new associate, honorary, or honorary life members for nomination and vote.

M/S/P Sara/Spielvogel

Attachment (8)

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 2006 Program and Buyer's Guide except for the following:

TCN Broadcasting-----\$185.00
Schermerhorn Brothers-----\$350.00

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

No expenses have been incurred for the Website since the spring meeting.

Attachment (9)

NAA Report:

Paul Felicissimo began his report by recapping the NAA rules that he, as the current NAA Director, not serve more than 2 terms. He will work closely with Mark

Vinciguerra to train and ease him into that position next year, during our annual Marketing Conference at the Gideon-Putnam Resort in Saratoga Springs. Mark was previously a Director for NYSCMA, left the state and served on the Board of Directors for NEACE, but is back with us, now in Albany.

Paul's report included the minutes from the NAA Circulation Federation Board meeting, which was held in Chicago on May 25th, 2006.

2006 Standing Committees - Updates:

ACME/Best of the Best	Future Leaders
Membership	2007 Marketing Conference
Circulation Sales Executive	Carrier of the Year
Communication Committee	Sectional Summit
Single Copy	Facts, Figures, & Logic
Call Center Committee	

2006 Priority Projects – Updates and Discussion:

Legal Issues	Audience Metrics
Retention Initiatives	Circulation Talent
Promotion ROI	

2007 PRIORITY Initiative Discussion:

Acquisition, Retention, Customer Service	Leveraging Online
Be easier to do business w/by focusing on audience/customers	Single Copy Sales
3 rd Party Sales – Non Traditional Sales	

Paul is a member of the conference planning committee, and they are in full swing planning the annual marketing conference. Paul is also the coordinator for the annual sectional summit meeting. The Sectional Summit will happen in conjunction with the annual Marketing Conference. He is conducting a conference call with all sectional representatives the first week in October.

Topics to be discussed:

- *Scholarship program – each sectional winner would attend NAA Future Leaders program
- *Info sharing between sectionals – articles for/from the NAA newsletter, etc.
- *Promotion of career oriented resources offered by NAA
- *Carrier of the Year Programs – ideas on increasing participation?
- *Sectional consolidations – has come up every few years

The NAA Board decided to have a fall meeting. It will be held in Las Vegas on Tuesday, 11/9/06. This meeting will be held in conjunction with the ABC Conference and Annual meeting, which will take place November 8-10.

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

Attachment (10)

Promotion Awards:

Christine Smith read her report; which recapped the 2006 results:
65 entries from 13 newspapers
In 2005 we had: 51 entries from 12 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/3rd Party Sales Programs
- 4-Newspaper In Education
- 5-Special Projects

Judging Criteria:

- Presentation ----- 25%
- Strategy ----- 25%
- Design ----- 25%
- Results ----- 25%

As we did in 2005, 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 Thursday. This was a popular session and will be repeated again in 2007.

Christine has purchased a digital camera that will allow her to create a booklet containing the top 3 awards from each category. Expenses for the camera and memory card were submitted totaling \$183.47.

Attachment (11)

Advertiser Representative:

Mark Roggen was present for the meeting but had no formal report. Mark commented that all feedback from the past conference at The Sagamore was positive. All advertisers were very happy with the room set up.

They all did, however, strongly suggest that Monday afternoon activities be brought back into the program. They also value the formal Sunday night reception. Casual networking is very valuable to their business/executive relationships.

We will communicate all information to Mark following the on-site in November. Mark will draft a letter to all advertisers and send to us for review prior to mailing out.

Public Relations & Partnerships:

Carol Alka was present, however, did not have a report as she is new into this position and is looking for expectations/criteria of this Directorship. She volunteered to take over the Advertising Billing and Development of the Bulletin. She is also committed to the printing the Bulletin, and will consider an electronic version if someone is willing to work with her on that.

Mark Roggen volunteered to work with Carol to secure information or assistance in getting industry as well as billing information from any of the advertisers.

New Business:

Regarding the Bulletin, Bill Farrell suggested keeping the 4 Bulletins in print version. Even though NAA, as well as other sectionals have electronic versions of their newsletters, we ARE actually doing both. We put our Bulletin on the Website

Bill Farrell will follow up with David Parkhurst to 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 contacted Tim Pratt (from NEACE), who coordinates the event. Bill will follow up to get the criteria and coordinate for our association.

Another thought on that; since this is a training event for the good of the association, Bill 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 Paul) will present to Diane.

David Parkhurst never received his presidential plaque. Bill will follow up with Julie, as she usually coordinates securing any plaques. Bill will see that David gets his plaque.

Officer's On-Site Conference Planning Meeting:

Thursday and Friday (11/16/06 & 11/17/06).

**THE GIDEON-PUTNAM HOTEL AND CONFERENCE CENTER
SARATOGA SPRINGS, NEW YORK**

SUNDAY, MAY 6, 2007 --- WEDNESDAY, MAY 9, 2007

Meeting Adjourned: 10:45 AM

M/S/P Sara/Spielvogel