

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

Spring Board Meeting: 5/10/06

The Sagamore Resort, Lake George, N.Y

Members Present: President – David Parkhurst, Bonnie Christian (COB), Bill Farrell (1st), Bill Sara (Treas.), Nancy Breault (Sec.), Julie Cardinali (2nd VP), Christine Smith, Michelle Giorgianni, Matthew Lang, and Phil Hudson.

Meeting started at 10:10 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 reviewed the Past President responses regarding this year's conference. Invitations were sent to all, but unfortunately; all responding (Harry Ruske, Frank Gennarelli, Ron Anderson, George Sullivan, and Barry Hughs) were unable to attend this year.
2. On a sad note, Past President Dominic Liberatore passed away November, 2005. John Haswell passed on as well.
3. David reminded all present to forward any changes to membership, or any updates to Nancy Breault.

Officer Reports:

Bill Farrell 1st V.P.

Bill's report outlined this year's roster of speakers, along with related expenses. Everything is all set.

Julie Cardinali 2nd V.P.

Julie's report recapped this year's conference details. Total attendees = 99.
40 Regular/5 Guests = 45 – 22 Newspapers (plus Parade Magazine)
33 Associate/8 Guests = 41 --31 Associate Businesses
11 Speakers/2 Guests = 13
6 Past Presidents (still current)

*Passport Book-type vendor game: three grand prizes (All Gift Certificates: \$150/\$100/\$75)?

*Sponsorship tracking was also included. We are currently \$175 below the amount sponsored last year.

Julie's report also included a Bulletin newsletter recap.

Two Bulletins were successfully completed, however, given the 2nd VP duties (and upcoming 1st VP Officer duties); **Julie is unable to fully commit to this position. She will do one final Bulletin (Conference recap), and someone else on the board will need to assume the duties of Bulletin Director/Chair (with the goal of four Bulletins annually).**

Attachment (2.)

Nancy L. Breault Secretary

Nancy's report consisted of:

--Fall Board Meeting Notes

--Current Paid Membership:

84 Regular/43 Associate ----- 127 Total (1 yr) Memberships

13 Regular/ 4 Associate (2 yr) – 17 Total (2 yr) Memberships (paid last year)

Actual Revenue:

(2005-2006) \$50.00 x 125 ----- **\$6,350.00**

(2004-2005) \$37.50 x 17 ----- **\$637.50**

Total Revenue: **\$6,987.50**

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

--Conference Planning (individual) Duties

--Conference Fact Sheet

--2006 Conference (Sagamore – Lake George) feedback form

--NYSCMA, INC. BOARD OF DIRECTORS/COMMITTEE CHAIRPEOPLE ROSTER

--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 \$54,082.20 and is balanced with our checking account statement of 4/06/06 and our savings account statement of 3/31/06. This figure represents an increase of \$7,702.37 from the same time period a year ago.

Phil Hudson has taken over the auditing Director's position from Don Waterman. In anticipation of filling the position and his duties, he took the liberty of calling other associations, prior to meeting with Bill Sara to review the books.

Phil spoke with Denis Scogland (NEACE Board of Directors). Dennis suggested sending the books to a CPA to audit. The cost is about \$400 - \$500 per year.

Phil proposed that we move to providing and audit, as he is unsure of the process for a non-profit organization such as ours.

“MOTION TO HAVE NYSCMA, INC. BOOKS AUDITED BY AND INDEPENDENT CPA”

Before voting, a discussion took place, with additional recommendations:

..Bill Sara knows several folks locally who do audits. It makes sense to have someone near his as he is the Treasurer. He hopes he can find someone in the preferred price range.

..Phil recommended that we move monies from the checking account to the savings account to take advantage of an interest bearing account. Bill will look into this as well.

..Phil also recommended that receipts be furnished for any reimbursements from the NYSCMA, INC. checking or savings accounts.

..Another recommendation was made, that a yearly update of the Constitution and By-Laws be done by the outgoing President. Phil will be involved in helping out; he will actually spearhead this much needed effort. The audit and update needs to be done on an annual basis.

..One final recommendation included the Bulletin/Website billing (or lack of). We are providing these services and; therefore, need to bill for them.

The Auditor really needs to proactively make sure we are following through. We have talked about it, but really need the auditor to be the champion of efforts.

All agreed, and Phil volunteered to oversee this process. He will be moving into the 2nd VP position; however, one of his colleges will be stepping into the auditor role. He works directly w/Phil in Middletown, so working closely on these much needed efforts will take place.

M/S/P – Cardinali/Giorgianni

Attachment (4/4A.)

David Parkhurst President

David presented his sponsorship check of \$2,500.00 to Bill Sara.

He stated that he would discuss more items during 'New Business'.

David thanked all Board members for their help and support over the past (few) years, especially the current officers.

Committee Reports:

Carrier of the Year:

Shannon West resigned from The Cortland Standard April 2006. She sent her resignation along with her report (which was received after the Board Meeting). Bonnie recapped this year's Carrier of the Year Recognition Program; as she did all of the Certificates:

10 Newspapers participated for 2005-2006 Carrier Recognition

- The Daily News – Batavia – 7 Carriers
- The Observer Dispatch – Utica – 4 Carriers
- The Post-Standard – Syracuse – 104 Carriers (90 Longevity/11 Special Recognition)
- The Cortland Standard—Cortland – 4 Carriers
- The Journal News – White Plains – 4 Carriers
- The Buffalo News – Buffalo – 4 Carriers
- The Citizen – Auburn – 4 Carriers
- The Malone Telegram – Malone – 3 Carriers
- The Watertown Daily Times – Watertown – 24 Carriers
- The Times Herald Record – Middletown – 1 Carrier

Shannon's suggestion -- the addition of a Long-Term Carrier certificate (+5 yrs for Youth and +10 yrs for Adult) generated the most participation (Longevity).

- *Longevity ----- 111 Entries
- *Special Recognition ----- 12 Entries
- *Adult Carriers ----- 25 Entries
- *Youth Carriers ----- 11 Entries

159 Carriers Recognized

*We recognized one Carrier from The Times Herald Record under Special Recognition for saving a home and family from a house fire.

*We also recognized one Carrier from The Post-Standard who saved a woman's life. The Valor Award was given to this Carrier; who was out delivering in the middle of the night and found an elderly woman lying on the ground. He called for help, saving her from freezing to death (according to medical personnel).

Thank-You to The Journal News for printing all Certificates. They have done this for the past few years. They will continue to do so, as Bonnie will continue on in Shannon's absence as the Carrier of the Year Director.

Attachment (5.)

Training:

David Parkhurst reviewed training for 2005-2006; as Lou Saccocio resigned mid-year. He did not have a formal report, and no Spring Training was held. He recapped the ABC Training done in Syracuse by Joe Salomone in the fall of 2005. This was a very successful and well attended session. We will be doing the same type of training in the fall of 2006.

We are happy to announce the Matthew Lang; from The Auburn Citizen will be joining the Board of Directors and filling the open director's training position. Several board members will work w/Matt to coordinate this year's training. We will be looking to once again offer two training sessions, one in the fall (ABC) and one in the spring.

New Membership:

Elaine Kirsch was not present for the meeting so Bonnie reviewed the list of our 13 new regular members and the 8 new associate members. Each member's name was read and voted on. They will be announced and welcomed during the conference meeting.

M/S/P Christian/Parkhurst

Attachment (6.)

Website:

Michelle Giorgianni reviewed her report; outlining annual expenses and income for 2005/2006:

Expenses:

Web page maintenance 5/05-4/06	\$239.95
Web Hosting Fee	<u>\$251.35</u>
Total Expenses:	\$491.30

The contract with the current web host expires in June; at which time we will be moving it to: "godaddy.com" where the yearly fee will decrease to around \$50.00.

Buyer's Guide:

Michelle Giorgianni reports that this year's Program and Buyer's Guide contained 60 pages (including covers and preprinted pages). A total of 36 advertisers participated. Income and Expenses are as follows:

Advertising Income-	\$8,699.00
Expenses-	-\$3,125.00
Layout Stipend-	-\$ 400.00
Brochure Paper/Sponsor Cards	<u>-\$ 45.43</u>
<i>Profit-</i>	\$5,128.00

Michelle will continue to oversee the website and the buyer's guide. She will oversee the billing and revenues structure (with Phil's assistance) along with the new Bulletin Director (as Julie will be focusing on her Officer's position).

Phil (as our auditor) was happy to see Michelle's detailed reporting of funds.

Michelle also mentioned that she replaced the 'Carrier of the Year' page with photos of Past Presidents from last year's conference. All in attendance thought that was a great idea, as the Carrier of the Year program has changed over the years.

She was unable to devote any space (due to timing of receiving the information) to the passing of two of our past members: John Haswell and Dominic Libratore.

NAA Report:

Paul Felicissimo was not present so Bill Farrell read his report. Paul was preparing for his presentation with John Murray and Jan Dewey.

At the NAA fall board meeting last October the board made the decision to move the date of the Sectional summit to coincide with the annual Marketing Conference. The group felt that the move would help maximize attendance and allow us to take advantage of the opportunity to have industry experts available to address the group.

In February, Paul attended the NAA Spring Board Meeting; where they reviewed progress on the 2005 NAA Circulation Federation Initiatives and identified priorities for 2006.

NAA 2005 Circulation Marketing Year End Summary:

The NAA Circulation Marketing agenda for 2005 focused on providing circulation executives resources as they struggled to adjust their subscription sales models following the implementation of the federal telemarketing regulations, managed through changing ABC rules and more stringent audit procedures, and worked to spark single copy sales.

There were also projects to address the increased scrutiny by insert advertisers seeking reassurances regarding the accuracy of delivery while assuring the media and our customers that while a handful of newspapers overstated they paid circulation this was not a pervasive practice throughout the industry.

There were Ten (2005) Initiatives:

1. Subscriber Acquisition – Attracting and regaining subscribers
2. Sustaining Single Copy Sales Through Partnerships – Newspaper/Retail partnerships
3. Single Copy Research – 2005 Consumer Buyer Study – 7 Market study
4. NAA's Circulation Facts, Figures and Logic '05–Provides industry benchmark data
5. Managing for ABC Compliance – Guidance for Circ. Executives- reporting rules
6. Insert Process Improvement Initiative – Accuracy of insert distribution/tracking
7. Recruitment and Retention of Circulation Talent – Developmental opportunities
8. The Future of Circulation – A 5 Year Look – Preparation for inevitable changes
9. Call Centers – Call center management/discipline
10. Circulation Newsletter Launch – 11/05 launch of weekly newsletter

2006 Circulation Initiatives and Priorities/Projects:

1. Audience Metrics – Footprint study, educating the masses
2. Retention Initiatives – Best practices
3. Legal Issues – Independent Contractors
4. Circulation Talent/Leadership Development
5. Promotion ROI

COMMITTEES:

1. Nominating
2. Membership
3. 2007 Conference
4. Future Leaders

5. Sales Exec. of the Year
6. Carrier of the Year
7. Communications
8. ACME
9. Sectional Summit
10. Single Copy
11. Future of Circulation
12. Facts, Figures & Logic
13. Call Center

Attachments (9-11.)

Promotion Awards:

Christine read her report recapping promotion entries for this year (2006):

2006 – 65 entries from 13 newspapers

2005 – 51 entries from 12 newspapers.

2004 – 51 entries from 14 newspapers

Awards to be announced at Thursday's luncheon – top winner from each category will be asked to give a short presentation about their promotion.

Christine will also be leading Saturday's session with Phil Hudson – 90 Ideas in 90 Minutes.

She did take the Ideas boards from last year's conference, as she was going to put a book together.

Since she was unable to do that, Phil volunteered to scan the boards (from 2005 AND 2006) to put a book together for all paid members.

Attachment (12.)

Advertiser Representative:

Mark Roggen was unable to attend the board meeting.

Vendor tables have been ordered, and he worked with Joanna for many last minute changes.

He will be in for the set up.

New Business:

- New Board Member suggestions were discussed –
- *Bonnie already does the certificates for the Carrier Recognition Program, so she volunteered to move from Chairman of the Board to the Carrier Recognition Director's position.
 - *Matt Lang is new to the Board, but will be happy to fill the Training Director's position. He will get assistance from several officers/directors to assist him in his efforts. He will set up a Fall AND Spring training session. We are already planning on setting up a training session (Syracuse again) for ABC as we did last year. The location is central, and the session is very appropriate w/the changing rules. Nancy will assist Matt w/ the location arrangements.
 - *Carol Alka will fill the Public Relations & Partnerships Director's position.
 - *Steve Piersa will work closely w/Phil Hudson (in Middletown) to fill the Auditing/Conference Planning Directors position (assisting Phil with the 2nd VP duties).

Old Business:

- * **The Bylaws must be updated** (last done in 1994).
Phil will spearhead this much needed effort.
David Parkhurst has the CD containing all Board Meeting minutes from 1996 on. Bill Sara will supply 1994 and 1995.
Phil will work closely with our new President (for 2006-2007) Bill Farrell to accomplish this effort.
The Bylaws will be completed to present at the Fall Board Meeting – pending any unforeseen obstacles.

***API Scholarship Program:**

- David Parkhurst will spearhead this effort for the next conference. NEACE does this program every year. David will speak w/Tim Pratt (Dow Jones) to get the particulars from him, as Tim oversees that program for NEACE.
Dave will secure nomination, and get a grant from Diane Kennedy for an entry level API program. He believes we should award \$2500 for the winner to use however they want towards training w/API.
This program will also promote conference attendance as well as Membership.

Meeting Adjourned at 11:30 AM.

M/S/P – Sara/Christian