

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

Fall Board Meeting: Thursday, 10/18/07 Embassy Suites Hotel, East Syracuse, NY

Members Present: President – Julie Cardinali, Phil Hudson (1st VP), Dennis Donoghue (2nd VP), Nancy Breault (Secretary), Bill Sara (Treas.), Paul Felicissimo (Training), Mark Vinciguerra (NAA Rep.), Steve Piersa (Auditing), Carol Alka (Public Relations), Mary Sawyer (Promotions/Photo) and Mark Roggen (Advertiser Rep.).

Meeting started at: 12:13 PM

Bill Sara was appointed parliamentarian.

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

M/S/P Alka/Piersa Attachment (1)

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

Much of the groundwork was laid during that meeting, for next year's as well as future conferences (with NYNAME and NYNPA).

Highlights discussed from the Post Conference Meeting:

--Future Leaders Program – The winning newspaper will send their candidate to the NAA Conference February 24-27, 2008. This year's Marketing Conference will be held in Orlando Florida at the Orlando World Center Marriott.

Names of all registered attendees for the Fall Training Session were added to the drawing.

All newspapers that attended the 2007 Conference, participated in the promotional awards contest, and attended the 2007 Fall Training Session were included in the drawing.

The drawing will be held each year at the annual Fall Board Meeting.

It was agreed that our current NYSCMA INC. President would be the person (each year) to notify the winning Newspaper's Publisher of their award. This award includes:

The entire conference registration cost, airfare, and hotel accommodations. Total cost of the award is approximately \$3700.

This year's winner – The Syracuse Post-Standard.

--Joint Conference – NYSCMA, INC. and NYNAME –

The Conference Planning committee has been working well together. Nancy, Paul, and Mark are representing NYSCMA, INC. and there are three members from NYNAME.

Gina Bartosiewicz from NYNPA has been coordinating administrative efforts and

recording meetings. The group meets for a conference call the first Wednesday of each month. Nancy and Gina work closely together to coordinate logistics w/the hotel. The on-site meeting with the planning committee really determined logistics and helped to finalize the schedule and room/events planning. The logistics are laid out and a speaker roster is in the works. Mark developed an outline for speakers and topics. More to be discussed during 'new business'.

--Correction --

Final Banquet note (2007 conference) --

Steve Piersa's name was spelled incorrectly, and the winners' amounts listed were inverted.

Steve won \$50 and Kim Parker won the \$100 final grand prize drawing.

M/S/P Sara/Vinciguerra

Attachment (1A)

Communication:

Julie distributed Bill Farrell's Report. Bill sent a memo out to all conference attendees requesting an actionable item they took back from the conference. The goal was to develop correspondence to promote conference value.

Listed below are the responses he received:

--Including a retailer was very beneficial-allows us to understand their needs.

--Having the NAA 'Best of' CD available to all attendees

--The Hot Idea Session was valuable including sales programs

Other Suggestions received to improve future conferences:

--More content from metro papers

--Include more retention marketing, alternate products, e-editions and address overall revolutionary change in our industry.

Other communication --

--Christine Smith (Batavia) has resigned her directorship (Promotions/Photo). Mary Sawyer (Watertown) will take her place. Christine will work closely w/Mary to acclimate her to the responsibilities to the board.

--Elaine Kirsch (White Plains) has also resigned her directorship (Valor/Carrier Recognition). Bonnie Christian (White Plains) will take over that position.

Attachment (2)

Officer's Reports:

Phil Hudson: 1st V.P.

Phil's report included spreadsheets from the 2007 conference in Saratoga:

--All attendees (91 total -- 48 Regular/35 Associate/8 Speakers) Total Reg. \$18,080.00

--Regular member listing (7 Day attendees - \$50 Mon/Wed - \$75 Tues. only - \$100

Banquet only)
--Associate member check list (20 tables – 7 w/electricity)
--Sponsorship Tracking (13 Sponsors - \$4,450.00)

Attachments (3-6)

Dennis Donoghue: 2nd V.P.

Dennis reported that he was preparing for 2nd VP duties for the upcoming conference. Details will be formulated during the next few months. He will meet with Gina to coordinate administrative tracking of conference registrants. Gina will be overseeing and taking over what in the past was the sole responsibility of the 2nd VP position. Dennis will continue, however, to oversee the sponsorship communication w/our Associate members. Letters, tracking, and handling the money will remain w/this position.

Nancy L. Breault Secretary

Nancy's report consisted of membership billing info. for 2007-2008:

88 -- Regular (34 bills)

52 -- Associate (44 bills)

140 Members billed (\$4,400 Expected Revenue)

Paid Membership to Date: 45 Regular and 19 Associate (\$3,200 Revenue to date)

Nancy's report also included:

*New members (4 Regular) to be voted on

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

*Conference Planning (including previous conference sites)

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/Auditor

Bill read his report.

Our current balance on hand is \$45,871.33 and is balanced with the checking account statement of 9/06/06 and the savings account statement of 9/06/07. This amount represents a decrease of \$962.78 from the same time period a year ago (fall 2006 Board meeting).

Attachments (7-8)

Bill met with the CPA Mike Law; who is officially our NYSCMA Inc. auditor. Mike's written report was submitted, confirming consistency with figures presented by h Bill Sara and verified by Steve Piersa (our auditor). Steve spoke with Mike as well.

Mike did mention that if we wanted to be considered a non-profit organization; and take advantage of some of those benefits, we would need to file a 990-tax filing. There really is a great deal more involved than that, however, so much that it may not be worth it.

Bill was going to check to see what other Associations do, and he was also going to speak to Mary Miller about it as well. We are a Trade organization.

There are 3 types of accounting services available.

Mike Law performed the lease intense, a compilation of records, which basically put the data from statements into a spreadsheet. This type of audit costs \$750, compared to more intense audits - \$1500-\$2500, not necessary for us.

Mike recommends that we just continue with a compilation.

Steve confirmed that the books and balance that Bill reported were correct. He stated that the overall findings are that our records are in fine order, and Bill Sara has done a commendable job handling the finances.

Bill asked for a motion and vote to accept Steve's (and Mike's) audit.

M/S/P Hudson/Vinciguerra

Attachment (9)

Committee Reports:

Carrier Of The Year:

Julie read Bonnie Christian's report on new membership. To date, we have 4 new regular and no new associate members.

A motion was made to accept our new members:

M/S/P Sara/Alka

Attachment (10)

Julie discussed the Carrier Recognition program that Bonnie oversees. Two mailings were done to solicit names for Recognition Certificates, one in September, and a reminder was sent out the first week of October. Participation was very low once again. Carrier Week was 10/7/07 to 10/13/07, with the actual Carrier Day being Saturday, October 13th, 2007. Once again, categories included Adult Carriers, Youth Carriers, Special Recognition, and Longevity. The Journal News printed all of the certificates again for us.

It was decided that all participating newspapers should get one point towards the Future Leaders Program, starting with next year's Recognition Program – October/2008.

Paul Felicissimo sits on the NAA committee for Carrier of the year. He mentioned that newspapers in our region participate on a very small scale. When we send Recognition certificates, are we willing to go further to send those nominations to NAA? Paul will find out about the rules for NAA's Carrier of the Year Program and send along. It may be too late this year, but something we really should consider.

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 2007 Program and Buyer's Guide except for the following:

Westpark Direct
Primetime
Rochester Democrat and Chronicle
Schermerhorn Brothers

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 (11)

Training:

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

October 18th, 2007 Training Seminar--The Embassy Suites Hotel, East Syracuse NY

25 participants from 10 newspapers

Paul would like to thank Traci Rabidou from the Times Union for her efforts w/promotion of the session. Also, thanks to Phil Hudson and Dennis Donoghue for their part in facilitating in Paul's absence. Julie (our current president) will open the session. The room and speakers are all set. The room will be set up with 5 rounds and 1 flip chart per table.

Diane Rusnak from ABC will open the session. The session is very relevant at this time with many of the rules changing. Topics to include:

Basics of ABC, Updates on the latest ABC Board rulings, and an interactive discussion and review of the ABC rules and guidelines for the most common Home Delivery promotion ideas that may help you retain your subscribers. A few Single copy promotion ideas will also be discussed.

Brian Howell, Assistant Circulation Director-Marketing at the Columbus (Ohio) Dispatch will conduct a session on retention. Topics to include:

Maintaining customers by enhancing touch points, pricing, building Loyalty Programs, and an interactive session related to retention.

Paul has sent the necessary information (an estimate) to Diane Kennedy to secure a grant for this training. He has also included a request for funding for the Future Leader's Program.

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

Paul asked the group what they were interested in for a spring training session. What will get folks there? Obstacles are very real for most of us, time, budgets, etc. As a chair member of the sectional summit, he would like to take ideas from us to the committee and brainstorm w/them.

He suggested a training session matched w/the spring conference. It takes coordination, but has worked in the past and we may have a better shot at getting better attendance. Needs to be only circulation oriented. The last one was an NIE training day, the last Wednesday of the conference. It was also conducted the year we were at the Gideon Putnam in Saratoga. Folks could take advantage of the Tuesday evening banquet and Wednesday's hot idea roundtables, then continue on w/the day training (whatever we decide that will be).

Other training suggestions – Web training? We should do an e-mail survey to ask the membership for ideas. Paul will do that as he works to set up both the spring and fall training sessions.

We will consider the extra day for the 2008 conference at the Gideon, Paul is on the joint training committee along w/Mark Vinciguerra and Nancy Breault.

Attachment (12)

NAA Report:

Mark Vinciguerra does not have an official report, He did attend the federation meeting in July, which was held in Chicago. There will be another meeting in November. Paul will be at the November meeting, and in February they will both be at the sectional summit meeting. All reps will be bringing their best practices.

Our Best Practice: The Joint Marketing Conference w/NYNAME, to be held at the Gideon-Putnam Resort in Saratoga Springs.

Promotion Awards:

Mary Sawyer (Watertown Daily Times) filled Christine Smith's position. Mary will work closely w/Christine, and also w/Mark Vinciguerra to set up the awards in the same format that NAA uses.

Mary will be getting the Association's digital camera from Christine, which will allow her to be our photographer as well.

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 Gideon Putnam was positive. All advertisers were very happy with the room set up. Casual networking is very valuable to the Advertiser's business/executive relationships. Mark will draft a letter to all advertisers and send to us for review prior to mailing out. He will convey the benefits of consolidation of the two groups (NYSCMA/NYNAME). Mark asked for an updated list of all associate members, Nancy will send it to him.

Public Relations & Partnerships:

Carol Alka was present, however, did not have a report. This position is changing, as we will no longer be producing a newsletter as we have done in the past. We will NOW be providing two Buyer's Guides. Carol thanked Julie for doing the last and final Bulletin, and she is looking forward to working w/Mark Roggen and Michelle Giorgianni to kick this off. She volunteered to take over the Advertising Billing and Development of the Bulletin.

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:

Julie started by mentioning that we currently have one open Director's Position. Duties have changed over the past few years so we decided to fill that position w/someone that would be familiar w/the larger metro papers, someone who would be helpful in attracting the NYC papers, for example.

We have spoken to Richie Salerno from the Staten Island Advance in the past, and would like to ask him. We also benefited from Paul Glaeser being on the board in the past; however, he left the state so he had to resign. Paul is back in Buffalo now, so we will attempt to contact him to see if he is interested.

Anyone else w/ideas, please let Julie or one of the officers know, or better yet, contact them yourself, (or come forward!).

NYSCMA INC./NYNAME Conference planning committee update:

There are 3 committee members from each association working along with:
Gina Bartosiewicz (NYNPA/NYNAME) – our Events and Awards Coordinator

NYNAME --- Doug Hill – Gloversville Leader-Herald (also NYNAME President)
Diane Lahr-Smith – Finger Lakes Times
Charmaine Ushkow – Albany Times Union

NYSMCA --- Nancy Breault – Syracuse Post-Standard
Mark Vinciguerra – Albany Times Union
Paul Felicissimo – Poughkeepsie Journal

Our first Joint On-Site Conference Planning Meeting was held at The Gideon-Putnam Hotel and Resort on Thursday and Friday 10/11/07 & 10/12/07.

All members were in agreement that a joint conference would have some initial logistical challenges, but we were able to work w/the hotel staff to set up what we think will be a necessary move into the future.

We all agreed (both associations' board members) that the opening session needs to be momentous, kicking off the groundbreaking event with a Publisher's Panel.

Diane Kennedy (President of NYNPA) will work closely with the committee to set up the Publisher's Panel as well as high profile speakers.

It was also agreed that all social events should be scheduled together (Receptions, Banquet, lunches, etc.) with individual association breakout sessions.

The committee will work closely together over the next several months to formulate the agenda (w/a large portion already completed by Mark Vinciguerra).

Speakers will be confirmed, forms developed, and events set up.

Sponsors will be secured w/joint association logos represented on all items, or as many as we can work out for this conference.

Mark Roggen will get business cards from all sponsors/Exhibitors and get them into the business card holder chosen; and in turn, those will be given to all attendees. He will also work to find sponsors for the canvas goody bags (150 needed) and he will work w/Steve Piersa to get the template to set up the passport game once again.

All members agreed to work closely with the committee to foster the much needed communication this year to bring ALL members up to speed and get them on board.

We will be breaking new ground; however, we will be moving these organizations w/the times into the future.

FIRST ANNUAL ADVERTISING & CIRCULATION JOINT CONFERENCE

**THE GIDEON-PUTNAM HOTEL AND CONFERENCE CENTER
SARATOGA SPRINGS, NEW YORK
SUNDAY, JUNE 1ST, 2008 --- WEDNESDAY, JUNE 4TH, 2008**

Meeting Adjourned: 4:48 PM

M/S/P

Sawyer/Piersa

