

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

Post Conference (#91) Board Minutes: Wednesday, 5/09/07
Saratoga Springs Resort and Spa – Gideon Putnam

Members Present: President – Julie Cardinali, COB – Bill Farrell, Secretary - Nancy Breault, Treasurer-Bill Sara, 2nd VP – Dennis Donoghue, Christine Smith, Michelle Giorgianni, Steve Piersa, Carol Alka, Mary Sawyer, Paul Felicissimo, Mark Vinciguerra, Vendor Rep-Mark Roggen.

Meeting started at 11:05 AM

Bill Sara was appointed Parliamentarian.

Julie Cardinali began the meeting by asking for feedback regarding this year's conference.

- 1 Overall it was great, great place, food, hotel staff, and planning.
- 2 Suggestion by one member (vendor) – put to two days, budget concerns
- 3 Central states conference holds their banquet Monday, then folks can leave
- 4 Promote hot ideas all throughout conference, well liked topic
- 5 Need to keep NYNPA/NIE much shorter – just need brief updates from them
- 6 ABC session – costs us much more – why? Can we use them for a training session, perhaps one day prior (or after) then have them there for individual consults?
- 7 ABC roundtable – for individual concerns/no holes barred questioning
- 8 Gideon Putnam great spot, could return again (never done before) but concern w/rumors of 10 million dollar expansion project – will that interfere? (Mark Roggen has a contact he may be able to find out information from regarding this concern)
- 9 Should vendors speak at conferences? Others sectionals have tried this
- 10 How about having each person (newspaper) bring one item of success to the membership (conference) and allow time during main agenda for each to get up and explain circumstances (hot idea type session)
- 11 Vendors were notified of '2 Buyer's Guide' idea; formulated during Spring Board meeting. They all liked the idea. They were favorable to the idea of putting them all in together by category
- 12 Vendors know what works and what does not, they work w/all newspapers, see what they all order and reorder (for success reasons), they are a wealth of knowledge – sighting 'this newspaper had great success with this....and this is how they used it, and these were some of their results, etc. (Hot promo items)
- 13 Vendors also work very closely with other sectionals from all other parts of the country. They can bring a wealth of experience to our conferences.
- 14 ISCMA has set up roundtables at past conferences focusing on some of the best offers newspapers have used, results, etc. We could follow their lead; only control what the vendors bring to the 'table' by providing a specific agenda prior to the conference, providing them with guidelines. Then we can set up roundtables tailored to newspaper sizes, areas of interest, etc. Mark Roggen volunteered to be

- very
- 15 involved with the conference planning committee to schedule/plan that portion of the conference
 - 16 Vendor bios should be put together so all members know what each company specializes in and what they have to offer.
 - 17 Some of the newer members found that portion (vender introductions prior to coffee breaks each day) very informative and helpful
 - 18 Business card books should (need to be) offered to each paid member attending the conference

*Nancy Breault read the notes from: **The Past Presidents' meeting.**

The meeting began at: 4:05 PM

The following Past Presidents were in attendance:

Bill Farrell (2006), Bob DiMatties (2004), Bonnie Christian (2004/2003), Paul Felicissimo (2002), Nancy Breault (1999), Bill Sara (1994).

Paul will oversee the **Future Leaders Scholarship Award.**

All members attending this conference will be automatically entered into the 'drawing' for a full paid trip to NAA. (Paul will do a grant proposal to Diane Kennedy).

All attendees (newspapers) to each NYSCMA INC. event (conference/training session) will get one 'chance'.

All newspapers submitting promotion award entries will earn:

1 chance ---- under 3 promotional entries

3 chances --- 3 promotional entries or more

The first Award will be presented in the fall (first time only), then at each spring conference.

Joint conference with NYNAME

Our conference set up is very similar to theirs (as well as other conference sectionals that share their schedule and advertisers (NEACE/ISCMA, TEXAS, MACMA, etc.)

NYNPA (a very loyal supporter of our association) oversees NYNAME.

We all felt that our conference schedule fit the needs of all members, and a joint conference would only benefit us going into the future.

Publishers were bound to agree with the networking benefits and opportunities that would evolve.

Publishers would be more inclined to send folks and even attend themselves.

Other Suggestions/Feedback from other members:

*Most members favored a Sunday start

*The Monday afternoon networking activities were an overwhelming success

- *The big question (for future sites w/NYNAME) would be location
- *They like all of the past locations we have been to (same opinions):
 - Lake George – expensive though
 - Lake Placid – great but cumbersome to get to
 - Canandaigua – love the atmosphere, nice and central for western newspapers
 - Saratoga – have had success here as we have
 - Syracuse – central location, convenient (poor attendance wise for us)
- *We should combine the yearly conference only, and keep the sectionals separate
- *Paul Felicissimo will follow up their input.
- *We could go with 3 Locations for our conferences:
The Gideon-Putnam, Canandaigua, and one other spot, possibly.

The Past Presidents' meeting ended at 4:40 PM

At this point of the meeting Paul Felicissimo asked for the board's overall feeling about joining conference efforts with our NY advertising sectional – NYNAME.
All board members were in agreement that we need to consider a union, as this is the future of our business, the industry as a whole.

The idea of working together is not a new one:

Production
Advertising
Circulation
Editorial

THE FUTURE was a theme we identified with in the past

With that said, all board members agreed:

A MOTION WAS MADE TO MOVE AHEAD TO PLAN A JOINT NYSCMA, INC. AND NYNAME CONFERENCE

M/S/P Felicissimo/Sara

- *Paul Felicissimo (as our previous NAA rep) and Mark Vinciguerra will attend a meeting with NYNAME reps and Diane Kennedy to finalize the idea and present plans to move ahead.
- Nancy (as key conference planner for NYSCMA, INC.) will work closely w/Paul and Mark to plan the future and bring in other key members as we move forward.

Conference details will be posted on the new NAA website calendar.
By the Fall Board meeting, all sectionals should know when their conference dates are.
They should all know at least a year and a half out. We will try to do that as well.
We are tentatively planning to return to the Gideon Putnam in 2008.
We have been given a preferential rate of \$129 per night/\$185 for suites.
Tentative dates being held (pending meetings w/NYNAME):

SUNDAY, JUNE 1ST – WEDNESDAY, JUNE 4TH, 2008

Open discussion regarding a joint conference:

- An opening reception (let's do offsite – racing museum?) should definitely be held together
- Getting folks to intermingle right off the bat would be very beneficial
- Individual meetings will need to be held separately
- Main meals, lunches, banquet, activities, etc. should be held together
- We should add a promotions category focusing on joint newspaper promotion – circulation and advertising working together
- As discussed in the past president's meeting – adding incentive to promotional entries (entry into a drawing for chances to win a trip to NAA) should boost involvement
- NYNAME members normally get 30 to 40 attendees, along w/ours we should see around 120-130 (may boost attendance for both groups)
- PROMOTION of 2008 joint conference.....
- Bill Farrell and Mark Vinciguerra asked for testimonials from all attendees:
“What did you get out of this conference?”
They will send a mass e-mail soliciting feedback, then post them on the website to show members (who did not attend) what they missed.
This will also be used to promote our joint conference.....
Diane Kennedy will get a copy of the testimonials to use to promote to the publishers as well.

***Steve Piersa** thanked the board (and all members) on behalf of Phil Hudson. Phil did a great deal of work this year (as our 2nd Vice President) and was unable to attend with the passing of his dad. Our thoughts were with Phil and his family during this sad time. Steve did a wonderful job filling in for Phil. We were very appreciative for all of his efforts.

Website promotion needs to be done more often and it needs to be EVERYWHERE! Mouse pads, the business card holder we spoke about. Advertisers will be happy to sponsor – Jim Smith sponsors our name badges, someone will surely sponsor those items to be given at the conferences. Mark Roggen volunteered to sponsor both those items for the next conference. He will also follow up with other vendors to volunteer to do the same.

***The Roundtables** response was excellent (once again)!

-We could definitely use more time – probably 20 minutes more (and have the group move evenly)

-Speakers all came prepared, which added to the success.

***ALL speakers** were very good this year

-It worked well (again) that all Speaker's presentations were downloaded onto the laptop.

-Nancy will e-mail all of them to Michelle so she can download each onto the website.

-Carol will send power point presentation of all promotional entries to Michelle as well

-Christine gave photo disc to Julie for her to include conference photo in the final Bulletin

-Michelle will also download conference photos on the website

Spring (conference) and Fall Buyer's Guide –

Much discussion took place regarding the move to the elimination of the Bulletin (with exception of one final post conference edition that Julie will do) and introduction of two yearly Buyer's Guides.

Michelle and Julie will work together to establish ad rates to accommodate the joint pricing (including the website) of all.

Michelle e-mailed all board members with the rates (listed below):

The following rates were presented and a motion was passed to accept:

	1 edition- <u>Spring or Fall</u>	2 editions – both Spring <u>and Fall (50% savings)</u>
1 page b/w	\$185	\$275

1 page 1 color	\$230	\$345
1 page full color	\$350	\$525
4 page insert	\$350	\$525

Website banner and directory advertising \$25 with purchase of both guides

Placement Premium:

<i>Back cover</i>	\$125
<i>Inside cover</i>	\$100
<i>Other preferred placement</i>	\$50

M/S/P Sara/Cardinali

***Mark Roggen** agreed that all advertisers would be very excited about the new ad structure presented. He 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. Vendors were appreciative and wanted to say “Thank you” to the board.

NICE JOB with the coordination of Advertising set up this year Mark,,,,Thank-You!

***Bill Sara** announced (as a reminder) that he will be working closely with Phil Hudson, (our new 1st Vice President); to review the notes from the entire packet of board meetings held from 1994 on; (which Phil has already done a great deal of work on) to finalize the update of the By-Laws. He will also follow up with the Law firm (CPA) and Steve Pierson will follow up with the Audit.

Promotions Awards participation is always a challenge. Each year we try to come up w/ways to get more folks involved. This year we had a smaller turnout than we’ve had in a long time (only received 37 entries – from 7 newspapers). Christine is hoping the NAA Future Leaders Drawing will attract more papers. Also, the idea of the electronic submission came up. Should we use the ACME format? The timing works to submit to all 3 – use the same entries for all.....

ACME
NAA
NYSCMA INC

Bill Farrell will send the ACME rules to Christine. She will format our entry format in that fashion and send out in January 2008 (at the latest).

Final Banquet – Great attendance this year. All liked the idea of having the final grand prize drawings then vs. the Wednesday hot ideas breakfast.

Winners –

\$50 --- Kim Parker –Watertown Daily Times

\$100---Steve Pierson – Times Herald Record – Middletown

\$150---Ken Burnett – Wall Street Journal – Dow Jones

Next year’s conference hotel accommodations – Paul Larie – Cannon Equipment

***Fall Training** - Paul will finalize plans for a full day of ABC Training sometime in the fall. Retention as an agenda item as well?

-Many requested Syracuse (once again) as it is a central location, easy for folks to get to.

-Nancy agreed to assist.

Mark Vinciguerra will work along side Paul. He also mentioned that John DeAugustine (Albany Times Union) was interested in becoming more involved in the association.

We will need to roll out soon. This was an excellent one last year and will be again with much interest due to the new and changing rules.

-Promotion and communication is crucial.

-Details to follow.

NYSCMA INC. -- FUTURE LEADERS SCHOLARSHIP STANDINGS

(Will be posted on the website)

(Updated-6/07)

Newspaper

Points Earned

Adirondack Daily Enterprise-----Saranac Lake-----	1
Cortland Standard-----	1
Daily Gazette-----Schenectady-----	1
Democrat & Chronicle-----Rochester-----	1
Evening Sun & The Gazette-----Norwich-----	0

Finger Lakes Times-----	Geneva-----	
1		
Ithaca Journal-----		1
Observer-Dispatch, Inc-----	Utica-----	0
Poughkeepsie Journal-----		4
Press & Sun Bulletin-----	Binghamton-----	0
Staten Island Advance-----		0
The Buffalo News-----		
0		
The Citizen-----	Auburn-----	
0		
The Daily Messenger-----	Canandaigua-----	0
The Daily News-----	Batavia-----	2
The Daily Sentinel-----	Rome-----	0
The Daily Star-----	Oneonta-----	0
The Journal News-----	White Plains-----	4
The Leader-----	Corning-----	
0		
The Leader-Herald-----	Gloversville-----	0
The Malone Telegram-----		0
The New York Daily News-----		0
The New York Post-----		0
The New York Times-----		
0		
The Observer-----	Dunkirk-----	
0		
The Palladium Times-----	Oswego-----	
0		
The Post-Journal-----	Jamestown-----	0
The Post-Standard-----	Syracuse-----	4
The Post-Star-----	Glens Falls-----	1
The Press Republican-----	Plattsburgh-----	0
The Recorder-----	Amsterdam-----	
0		
The Times Union-----	Albany-----	1
The Wall Street Journal (Dow Jones)-----		1
Times Herald Record-----	Middletown-----	4
USA Today-----		1
Watertown Daily Times-----		4

Results of Board of Directors Elections:

Officers for a one-year term 2007-2008:

Chairman of the Board----- Bill Farrell
President----- Julie Cardinali
1st Vice President-----Phil Hudson
2nd Vice President-----Dennis Donoghue
Secretary-----Nancy Breault
Treasurer-----Bill Sara

Directors voted in with a two-year term to 2009:

Christine Smith-----Promotions/Photography
Michelle Giorgianni-----Buyer's Guide/Website/Billing
Mark Vinciguerra-----NAA/Alumni
Steve Piersa-----Auditing/Conference Planning

Directors with a two-year term from 2006 to 2008:

Paul Felicissimo-----Training
Elaine Kirsch-----Carrier Recognition/Valor Awards
Carol Alka-----Public Relations/Partnerships
Sean Spielvogel*-----Training Assist

(*note – Sean has since (6/07) resigned his position on the board, moving out of state)

Meeting adjourned at 11:30 AM

M/S/P Smith/Alka