

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

*Post Conference (#92) Board Minutes: Wednesday, 6/04/08*  
*Saratoga Springs Resort and Spa – Gideon Putnam*

Members Present: President – Phil Hudson, COB – Julie Cardinali, 1<sup>st</sup> VP – Dennis Donoghue, 2<sup>nd</sup> VP – Steve Piersa, Secretary – Nancy Breault, Treasurer – Bill Sara, Bill Farrell, Christine Smith, Michelle Giorgianni, Mary Sawyer, Paul Felicissimo, Mark Vinciguerra, Fred Schmidt, and Vendor Rep – Mark Roggen.

Meeting started at 11:40 AM

Bill Sara was appointed Parliamentarian.

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

- Overall it was great, great place, food, hotel staff, and planning.
- Gideon Putnam great spot, was a good idea to come back
- Few glitches w/staff shortages, however, hotel was very accommodating and quick to make up for it (credits – equipment/Tuesday breakfast)
- Both associations meshed well together in joint sessions
- Saratoga Polo great kickoff spot, food was amazing (so was price!) Great idea to kickoff with a (local) Publisher.
- General session kickoff w/a Publisher Panel was successful as well.
- Suggestion for next year's kick off – Michael Kane
- Many relevant speakers for both joint and individual sessions. Some folks took advantage of attending each other's breakout sessions.
- Joint activities were a great hit; with request to keep that networking in the meat of the conference.
- One suggestion – Change final night's banquet with regards to awards, change back to luncheon, all were in agreement – too long w/all NYNAME members seemingly getting several awards each.
- Final evening's entertainment was meant to end w/both associations together, however, none of NYNAME's members attended; which was disappointing.
- Suggestion for next year's Banquet – if we do get a DJ or any other type of entertainment to foster networking between the two groups, do it directly in the room where the banquet will be held.
- Final session (Wednesday morning) with Bob Danzig was incredible, would've been nice to have during Tuesday's business meeting so all could see.
- Vendor bios should be put together so all members know what each company specializes in and what they have to offer.

- Some of the newer members found that portion (vender introductions prior to coffee breaks each day) very informative and helpful.
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- Additional feedback from Mark Roggen via the Advertisers:
  - Unanimous request by Vendors to integrate 'Vendorama' concept into 2009 conference. *We need to consider NYNAME members at this point, developing relationship w/them and their members may not allow for this format at this time.*
  - Request by Advertisers to have current member phone numbers and e-mails included on broadcast Attendee list – *We will look to do this for next year's conference.*
  - Add "Info for Vendors' Tab to the NYSCMA INC. web site, and post Vendor specific info such as broadcast memos from Ad Rep. Advertising contracts, Advertising Rate Sheets, etc. – *Michelle (Giorgianni) will do.*
  - Rename Vendor Passport to 'Passport and Exhibitor Checklist'. Place note on front of Passport emphasizing value of the information provided buy Exhibitors at the conference which can be taken back to the Attendees' newspapers. – *Steve Piersa will take a look at.*
  - List Vendors who are attending, but not Exhibitors, separately on the passport (without requiring signatures for same) so that member attendees will know that they are at the conference. – *Yes, we will do.*
  - Size of Goody Bag, nice but may be too big for conference attendance use. BUYER'S GUIDES (*Suggestions – Michelle will consider*):
  - Add a second Advertiser Index arranged by Services offered. Keep existing alphabetical index as well. Move Advertiser Indexes to the front of the Buyer's Guide.
  - Update of member listings (Jim Smith agreed to assist)
  - Broadcast Mailing lists for Spring and Fall Buyers Guides to Vendors.
- It was agreed that we will need to continue our joint efforts moving forward, for both association to be successful, maybe even include the Publisher's as well.
- Phil will work with board members to continue to foster the joint relationship and develop an agenda similar to this year's for next and moving forward.
- Conference planning for next year – will need to include NYNAME, and their conference planner, as well as their treasurer and of course Diane Kennedy wants to be involved from the planning stages forward. Nancy will be involved and Bill Sara, being our treasurer. Christine Smith is in Batavia, close to The Canandaigua Inn, can assist with planning and execution.
- One overwhelming suggestion – please include roundtables again, a big hit.
- Phil will also work with Bill Farrell to complete the updating of the Association's By Laws.
- The Buyer's Guide needs to be updated just prior to the conference, there were a few folks that were included that were 'deceased'. Some folks were upset about that. We need all members to forward info as they get it. Jim Smith (Steel City)

works very closely w/all NY newspapers and has volunteered to spearhead this effort as well from the associate member end to keep us updated.

- Mark will also communicate with all NAA members (as our vendor rep.) to get updates as well.
- Nancy will follow up with the NYNAME group to set up the on-site planning meeting for next year's 2009 conference:  
CANANDAIGUA INN ON THE LAKE  
SUNDAY, MAY 31<sup>ST</sup> --- WEDNESDAY, JUNE 3<sup>RD</sup>

All were in agreement that this was a good site for us in the past and may foster participation from newspapers from the west. This site is also a favorite of NYNAME members.

The original committee will pass on the planning duties to the 1<sup>st</sup> VP (Dennis Donoghue) and 2<sup>nd</sup> VP (Steve Piersa) for agenda planning, speaker selection and scheduling, along w/the assistance of our current president, Phil Hudson, COB experience in Julie Cardinali, and all other board members where needed. We cannot thank Mark Vinciguerra enough for his efforts in planning and follow through in agenda planning, speaker choice, and follow through for this ground breaking conference this year. Mark has agreed to be available for assistance in this year's planning process.

This year's winners of Grand Prizes (drawn at the final banquet – needed to be present to win):

All were Gift Certificates to Best Buy:

\$200 ---- Sean McNamara (NYNAME) – St. Lawrence Newspapers

\$150 ---- Uri Tabuntshikow (NYSCMA INC.) – Albany Times Union

\$100 ---- Bob DiMatties (NYSCMA INC.) – Ithaca Journal

\$50 ----- Michelle Giorgianni (NYSCMA INC.) – The Post-Star

The Advertiser Gift Certificate for next year's accommodations to the annual conference:  
Paul Solicito ---- (NYSCMA INC.) – A La Carte Acquisition LC

Trips were via one of our vendors were awarded to:

Sean McNamara (NYNAME) – St. Lawrence Newspapers

Debra Brunner (NYNAME) – The Post Journal

Mary Sawyer (NYSCMA INC.) – Watertown Daily Times

This year's Future Leadership Scholarship Award Winner:  
Fred Schmidt – New Director (back at) Oneonta Daily Star

\*This award includes:

NAA Conference attendance registration

Airfare and Hotel accommodations and related expenses

\*This award is always drawn at the Fall Board Meeting (after this first year) and announced at the Spring Sales and Marketing Conference.

\*Names are included from:

---2008 (current year's conference attendees – 1 per newspaper)

---promotional entries (1 chance for entries/3 chances for entries totaling more than 3)  
---Carrier Day participation  
---Spring Training participation (1 per newspaper)  
---Fall Training participation (1 per newspaper)

Michelle Giorgianni and Mary Sawyer will keep updated list of standings for the Future Leadership Scholarship Award winners. Please see updated list on our website at:  
[www.nyscma.com](http://www.nyscma.com)

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

The meeting began at: 4:30 PM

The following Past Presidents were in attendance:

Julie Cardinali (2008), Bill Farrell (2007), Bob DiMatties (2005), Bonnie Christian (2004/2005), Nancy Breault (1999), Bill Sara (1994), Debra Casciano (1997), W. Frank Gennarelli (1982).

### **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, a benefit for all of us going into the future.

Publishers were very supportive and agreed with the networking benefits and opportunities that appeared to be evolving. Those that were in attendance were impressed. Diane Kennedy was a great supporter and agreed to be even more so moving forward.

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

Frank Gennarelli was very impressed with the combining of the two associations for the conference.

### **Other Suggestions/Feedback from other members:**

- \*Most members favored a Sunday start
- \*The Monday afternoon networking activities were an overwhelming success
- \*Holding all joint sessions together at the start of each day and meals/activities – perfect!
- \*Association members seemed very pleased
- \*Agenda and program looked fabulous

\*Buyer's Guide – we should look at other sectionals and get assistance for Michelle; it is an important aspect of our business, a year round guide. Other sectionals have committees to help out. It is a great revenue source – some even bringing in \$30,000. Bill Farrell and Bonnie Christian volunteered to assist Michelle. Jim Smith (Steel City) also agreed to assist Michelle in any way he could for updates, membership info.

\*Some said that vendors had a concern and said that they did not want a 2<sup>nd</sup> Buyer's Guide; however, Michelle actually has 13 advertisers for the fall Buyer's Guide. NYNAME advertisers should become involved as well.

\*Many speakers were geared toward larger markets; let's make sure we look at addressing the smaller papers' need and situations and how they can accomplish some of the same goals.

\*We do have a diverse mix of small and large papers in NY, many different owners.

\*Conference committee members need to review presentations/speakers to make sure they are relevant to the audience they are targeting.

\*Andy Ike from Gannett and a previous GM at USA Today could be a possible speaker for the future. He was also at Newsday.

\*Our motivational speaker was OUTSTANDING, too bad we had him on the last day, and it would've been nice for all members attending to see him at the beginning of the conference.

Note – that is why we scheduled him on the last day, to keep folks around, and it did work to some extent, as we had the most folks on the last day than we have had in the past several years.

\*Other suggestions for motivational speakers –

Norm Bassio

Tony Marcella

Yvonne Conte

We have had all of them in the past, all a big draw.

\*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)

Ithaca – beautiful location, central, Bob DiMatties will assist in process

**\*\*\*\*\*NEXT YEAR'S CONFERENCE\*\*\*\*\***

**SUNDAY, May 31<sup>ST</sup> – WEDNESDAY, JUNE 3<sup>rd</sup>, 2009**

\*We should continue to combine the yearly conference only, and keep the sectionals separate

All board members were in agreement that we need to continue the 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

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 an on-site meeting in October along with NYNAME members, to plan the 2009 conference in Canandaigua.

We have been given a preferential rate of \$129 per night/\$185 for suites.

Tentative dates being held (pending meetings w/NYNAME):

The Past Presidents' meeting ended at 5:15 PM

**Final open discussion regarding the joint conference and the future:**

Phil will be in contact with the officers, Dennis Donoghue (1<sup>st</sup> VP) and Steve Pierson (2<sup>nd</sup> VP) to work with Mark Vinciguerra as a consultant to develop the agenda and program for next year's conference. We will also work closely with the NYNAME group and their new conference planner – Don Ferlazzo and Diane Kennedy.

This year's agenda schedule worked well, and we will plan to use the same format/schedule.

Don will continue to oversee all administrative duties, registration, etc., that our 2<sup>nd</sup> VP used to do.

Budgets are getting tighter, for all of us, therefore, programs and promotion will need to be a priority.

**NYSCMA INC. -- FUTURE LEADERS SCHOLARSHIP STANDINGS**

(Will be posted on the website) (Updated-9/08 – Conf. Attend/Promos)

**Newspaper**

**Points Earned**

Adirondack Daily Enterprise-----Saranac Lake-----	0
Cortland Standard-----	0
Daily Gazette-----Schenectady-----	2
Democrat & Chronicle-----Rochester-----	0
Evening Sun & The Gazette-----Norwich-----	0
Finger Lakes Times-----Geneva-----	
1	
Ithaca Journal-----	1
Observer-Dispatch, Inc-----Utica-----	3
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-----	4
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-----	
1	
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-----	
1	
The Saratogian-----Saratoga Springs-----	
2	
The Times Union-----Albany-----	4

The Wall Street Journal (Dow Jones)-----	1
Times Herald Record-----Middletown-----	4
USA Today-----	0
Watertown Daily Times-----	4

- \*2008 (NAA Conf.) Winner – The Syracuse Post-Standard (Jim Homa)
- \*2009 (NAA Conf.) Winner – The Oneonta Daily Star (Fred Schmidt)

**Results of Board of Directors Elections:**

Officers for a one-year term 2008-2009:

- Chairman of the Board----- Julie Cardinali
- President----- Phil Hudson
- 1<sup>st</sup> Vice President----- Dennis Donoghue
- 2<sup>nd</sup> Vice President----- Steve Piersa
- Secretary-----Nancy Breault
- Treasurer-----Bill Sara

Directors serving a two-year term – 2007 to 2009:

- Bill Farrell-----Auditing/Conference Planning
- Michelle Giorgianni-----Buyer’s Guide/Website/Billing
- Mark Vinciguerra-----NAA/Alumni
- Mary Sawyer-----Promotions/Photography

Directors voted in with a two-year term -- 2008 to 2010:

- Paul Felicissimo-----Training
- Bonnie Christian-----Carrier Recognition/Valor Awards
- Christine Smith-----Buyer’s Guide Ad Recruitment Conference Planning
- Fred Schmidt-----Training Assistant

Meeting adjourned at 12:40 AM

M/S/P Smith/Vinciguerra