

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

Spring Board Meeting: Sunday, 6/01/08

The Gideon Putnam Resort and Spa – Saratoga Springs, N.Y

Members Present: President – Julie Cardinali, Bill Farrell (COB), Phil Hudson (1st), Dennis Donoghue (2nd VP), Bill Sara (Treas.), Nancy Breault (Sec.), Steve Piersa, Mark Vinciguerra, Christine Smith, Mary Sawyer, and Mark Roggen.

Meeting started at 9:15 AM

Bill Sara was appointed parliamentarian.

Nancy Breault emailed the fall board minutes.

The following mistakes were pointed out and revisions will be made:

*Bill Sara's Treasurer/Auditor reporting date for the checking account statement was from 8/31/07 (not the dated listed in the notes – 9/06/07)

*Michelle Giorgianni's Website/Buyer's Guide report noted the 4 companies NOT yet paid for their ads in the 2007 Program and Buyer's Guide, noting that 'Michelle has been in contact with 'BOTH' of them' rather than 'ALL' of them.

The above mentioned corrections will be made and resent.
With that, the fall board meeting minutes were approved.

M/S/P – Cardinali/Farrell

Attachment (1.)

Communication:

1. Julie mentioned the following resignations from the board: Elaine Kirsch, Carol Alka, and Christine Smith (resigned at the end of the year, however, we are happy to have Christine back with us again).
2. On a sad note, two long time members passed away: George Martin and Brian Donovan. Bill Sara added that we as an association sent flowers to both and at Jeanne Donovan's request and Thank-You, a donation was sent to Southern Tier Hospice on Brian's behalf.

Officer Reports:

Bill Farrell Chairman of the Board

Bill's report included a copy of the letter sent to Past Presidents in March inviting them to our conference. He also attached a list of the current Past Presidents and some of their responses. Frank Gennarelli and his wife Helen will be attending this year. As one of our retired Past Presidents; at their request; we will be pick up expenses for one night's hotel stay (at a non all inclusive conference site), as well as the banquet. We have eight other (active) Past Presidents in attendance this year; including Debra Casciano from Atlanta.

Attachment (2.)

Julie Cardinali President

Julie mentioned the joint conference planning committee's efforts this year and thanked all for their efforts. She will discuss more of her plans during the 'new business' portion of our meeting.

Phil Hudson 1st V.P.

Phil had no official report this year, as the duties changed due to the combining of the two groups (NYSCMA INC. AND NYNAME) this year and a development of the planning committee. He volunteered to help out w/the Hot Idea Session and will work closely with Julie on the Master of Ceremonies duties for this conference and any other coordinating efforts for this conference.

Dennis Donoghue 2nd V.P.

Our 2nd Vice President's duties changed significantly this year as well. This position has always been very intense during conference planning and we were grateful for the assistance from NYNAME and NYNPA. Thanks to much of Mark Vinciguerra's recruiting efforts, we have many new members to be voted in this year. Dennis read off the new members to be voted in:

10 New Regular Members:

Steve Miller – Ithaca Journal
Lori-Ann Racki – Ottaway Media Group
Tony Valenta – Binghamton - Press & Sun Bulletin
Fred Schmidt – Oneonta – The Daily Star
Shawn Paulus – Dunkirk – The Observer
Thomas Pottorff – Glens Falls – The Post-Star
Lauraine Bush – Saratoga Springs - The Saratogian
Michele Singleton – Albany – The Times Union
Daniel R. DeNault – Albany – The Times Union
Joseph Salomone – The Wall Street Journal

13 New Associate Members:

Brian Farsaci – American Woodworks & Signs
 Muffy Reeder – Capitol Marketing Concepts
 Mark Maddelena – FELLFAB, Ltd.
 Christie Learn – LEARNing More Circulation Idea Service, LLC.
 Sue Marvin – MediaSpan
 Eric Southward – Metro News Service, Inc.
 Brian McCormick OSG Billing Services
 Rick Sheill – RMS Promotions
 Christina Goodrich – RouteSmart Technologies, Inc.
 Jason Fry – RouteSmart Technologies, Inc.
 Peter Benton – Subscription Services North
 Tim Hammelman – The Pisa Group
 Jacob Fletcher – The Pisa Group

M/S/P – Breault/Sara

*Passport Book-type vendor game: Four grand prizes this year and will include ALL
 Paid Members Attending: (All Best Buy Gift Certificates: (\$200/\$150/\$100/\$50)
 Total=\$500

For all of our Associate Members, a grand prize drawing will award one of the paid
 members attending the full conference (including the banquet) Full accommodations at
 next year’s conference at Canandaigua Inn on The Lake – 5/30/09 to 6/3/09.

Dennis promoted sponsorship via newsletter and follow up w/all Associate Members.
 Total this year:

Newspapers:	\$2,750.00
Associate Members:	\$2,925.00
NYNAME:	<u>\$575.00</u>
TOTAL \$\$ --	\$6,250.00

Non Cash Sponsorships:

- Hospitality Suite – Kaspar Sho-Rack/Prime Time
- Mouse Pads – Roggen Management Consultants, Inc.
- Name Badges – Steel City Corporation
- Golf – G.P. Plastics Corporation
- Skeet – Liman II

Nancy L. Breault Secretary

Nancy’s report consisted of:

--Fall Board Meeting Notes

--Current Paid Membership:

79 Regular/45 Associate ----- 124 Total (1 yr) Memberships x \$50

Total Expected Revenue = **\$6,200.00**

ALSO INCLUDED IN NANCY’S REPORT:

--NYSCMA INC./NYNAME First Annual Agenda/Promotion of Joint Conference
--Conference Planning
--2008 Conference Registrations/Spreadsheet – Attendees/Activities, etc.
--2008 Conference (Saratoga – Gideon Putnam) feedback form
--New Member List (Dennis will ask for vote at board meeting/conference)
--Regular/Associate/Honorary/Honorary Life Membership Lists (includes unpaid)
--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, and web site current.**

***Bonnie Christian* was not present for the meeting, but sent her report recapping *Carrier Day for October, 2007:*

We had 4 newspapers participate in our Carrier Recognition Program. This is down 5 from last year (or 55.5%). The 4 newspapers that participated were:

The Observer Dispatch – 18 carriers
The Journal News – 1 carrier
The Post-Standard – 148 carriers
The Watertown Daily Times – 23 carriers

We are NOW awarding ANY newspaper that participates ONE POINT towards the Future Leadership Scholarship Program.

Attachment (1 & 1A.)

Bill Sara Treasurer

Bill reviewed his report.

Our current balance on hand is \$49,548.94 and is balanced with our checking account statement of 4/06/08 and our savings account statement of 3/31/08. Our year over year balance based on our independent audit by C.P.A. Michael Law and subsequent tax filing indicates a deficit of \$2,505.00.

Bill feels that we are in fairly good shape. Concerned, however, that one of our main revenue sources; the Buyer's Guide has a 10 page decrease this year. The industry is suffering, and now we have committed to 2 yearly editions of the Buyer's Guide.

Steve Piersa (our board auditor) reviewed Bill's report. Steve said all looks fine, we are actually showing an increase of \$12,500.00 due to the timing of the conference and many checks/sponsorships already in and paid. Also, Bill successfully negotiated a yearly fee decrease from a very competent Michael Law, who now has his own firm. We now will be billed \$500 per year vs. the original rate of \$750.

M/P/S Vinciguerra/Farrell

Attachment (3 & 3A.)

Committee Reports:

Training:

Paul Felicissimo was not present and had no formal report. He will be at the post conference meeting and recap the training he has set up for the final day (Wednesday, June 4th) of the conference. The training was added on additionally for conference registrants' w/pricing including also set up for participants to attend the training only and additionally if they would like to join us at the banquet the night before. Paul worked together w/Mark Vinciguerra to set up the training utilizing two speakers from the main conference – John Murray and Mark Yero, who was unfortunately a 'no show'. A back up plan was put into place and we received approximately 20 participants.

Buyer's Guide/Website:

Michelle was not present; however, Bill Sara distributed and reviewed her reports. Bill mentioned (and confirmed) that we are very lucky Michelle can continue her very important and large role – Development and billing for the Buyer's Guide; as well as overseeing our Website. Bill feels that Michelle could use help with this Directorship. Mark Roggen volunteered to work with Michelle, helping to promote

Buyer's Guide:

Michelle reports that this year's Program and Buyer's Guide contained 68 pages (including covers and preprinted pages). A total of 31 advertisers participated providing a total of 33 pages of advertising.

Income and Expenses are as follows:

Advertising Income-	\$9,755.00
Expenses - (Printing)	-\$3,383.00
NYNAME contribution to printing	\$1,645.00
Layout Stipend-	<u>-\$ 400.00</u>

***Profit-* \$7,617.00**

(includes advance advertising payments for Fall Buyer's Guide)

Advertising pages for 2008 totaled 33, a decrease of 9.75 pages from 2007, however, due to NYNAME inclusion the total pages increased by 4. Many long time advertisers did not advertise this year due to budget constraints.

Michelle's itemized spreadsheets were attached and checks received to date (5/2008) total \$7,460. All remaining advertisers will be billed.

Attachment (4.)

Website:

Report for 2007-2008:

Expenses:

Web page maintenance 5/2007--4/2008	\$167.55
Domain Name	\$ 8.17
Web Hosting Fee	<u>\$ 49.09</u>
Total Expenses:	\$224.81

Website expenses are similar to where they have been in the past.

Attachment (5.)

NAA Report:

Mark Vinciguerra stated that NAA is in flux right now. Considerable changes are coming. NAA functions primarily because of Publishers and Newspaper Ownership. Some programs are likely to go by the wayside, like awards programs and Carrier of the Year. These programs are likely to become more centered at the regional level (Sectionals). In the face of this change, many folks on the board feel more than ever those sectional organizations such as the NYSCMA INC. and NYNAME will become more important for the industry's future. More to come on that as additional information becomes available.

John Murray and Hugh McGarry's presentations at our conference are actually the framework that the organization is using for nationwide presentations and releases. John's training session presentation on Wednesday for Carrier Recruitment/Retention is the first public presentation of the recently released publication produced by the NAA.

While these decisions are being made, the NAA Circulation Federation continues to work on completing programs and deliverables already in progress and plan contingencies for those likely to see changes.

Mark was able to attend 2 in person and several conference call meetings of the NAA circulation federation board of directors over the past year, representing the NYSCMA INC. Mark is also proud to say that NYSCMA INC. is currently the strongest federation.

We have 4 publishers taking the time to kick off this very important groundbreaking joint conference, please get on the NAA Website and voice your support!

To access go to the NAA website: www.NAA.org

Mark has been working hand in hand together to coordinate training for all members as well as planning this and all future conferences along with the conference planning team.

Mark worked diligently to secure most speakers for this First Annual Joint Advertising and Circulation Conference. He has submitted estimated expenses related to the NYSCMA INC. speakers. To date approximately -- \$4,496.50.

Attachments (6.)

Promotion Awards:

Mary Sawyer read her report recapping promotion entries for this year (2008):

2008 – 57 entries from 11 newspapers

2007 – 37 entries from 7 newspapers
2006 – 65 entries from 13 newspapers
2005 – 51 entries from 12 newspapers

This is an increase of 20 entries and 4 more newspapers participation this year. The deadline was extended a week due to popular request. They were well done, and pleasing to the eye, but some of the judges reported difficulty with those entries having incomplete or missing entry forms. Mary will speak to those folks individually.

Participating Newspapers (and points earned toward the FLS Award):

Schenectady Daily Gazette (1)	The Saratogian (1)
The Post-Standard (3)	The Daily News-Batavia (1)
The Observer Dispatch (3)	The Poughkeepsie Journal (3)
Albany Times Union (3)	Times Herald Record (3)
The Daily Star (3)	The Journal News (3)
Watertown Daily Times (3)	

Awards to be announced Tuesday (June 3rd) at the Banquet – along with a PowerPoint presentation. Top winners from each category will be asked to give a short presentation about their promotion at Wednesday’s Hot Ideas Breakfast.

Reminder – Newspapers receive 1 point for entries submitted, and 3 points for any newspaper submitting more than 3 entries. This has helped with participation. Mary will calculate and submit for the drawing for the Future Leaders Scholarship Award.

Attachment (7.)

Advertiser Representative:

Mark Roggen had no written report, and as always, wanted to remind everyone that the Hospitality Suite, which will be hosted by Prime Time Promotions and Kaspar Sho-Rack will be in Suite 428.

Kudos to all parties who worked together to put this groundbreaking conference together. It was a pleasure working with Dennis to coordinate exhibitors needs. He works with the other sectional NEACE, and spoke to them with regards to conferences, attendance, etc. It is a tough year for vendors. There are two issues he sees:

**They feel NYSCMA could do more to attract NY City and Downstate papers. Tom Dressler (from PCF) will be happy to assist Mark with that. That’s his old neighborhood.

Phil stated that Joe Gilkey (NY Post) sent a comment – “Not enough offered for Metros”. Phil asked Tom what he DID want, or better yet, get involved. Let’s identify ‘new players’ and get them involved. Phil’s newspaper is now owned by News Corporate (NY Post) so he will work w/them and invite them to become more engaged.

**NEACE also did what they called a ‘Venderama’ – They take one break, for 45 minutes, have 20 tables, and broke the attendees into 4 or 5 groups. Each group spends 2 minutes at each vendor’s table, allowing them to give a brief presentation of what they have to offer. There is cross-pollination of ideas, it’s a win win situation as far as he can see. The vendors unanimously as a group suggested they do the same thing in NY. Actually both New England and Southern do a ‘Venderama’.

At this time and now that we have added a new group (NYNAME) to the conference we do not feel a ‘Venderama’ will work for us. The Passport activity we have set up works very well for that purpose. We WILL, however, stress the importance of making sure the members see and ask vendors for their signatures ONLY at their exhibit area to gain knowledge on all that they have to offer, in a personal tailored manner.

Mark’s new e-mail information: mark.roggen@roggenconsultants.com.

New Business:

Given the economy and financial concerns with the industry, Julie urged all to focus on making this conference merger with NYNAME work. All members were in agreement. We have the largest attendees that we’ve had in a very long time.

We have a couple of open positions on the board. Phil and Julie discussed the feasibility of Steve Piersa moving in to the 2nd VP position. Steve was agreeable, barring any concerns with the sale of their paper. Steve feels that would be a good move for him. He is very familiar with the duties of the 2nd VP, even though they are changing with the assistance now from NYNPA.

Bill Farrell will be happy to move from his Chairman position into Steve’s current directorship of Auditor. Bill is very experienced and will be happy to take over those duties as well as any other needs of the board.

The future of the Buyer’s Guide is concerning. Now that we have two scheduled, one for the spring at the conference and one for the fall, we want to be sure we have enough advertisers to support two editions yearly. We will assess next year. Michelle already has 13 paid ads for the fall edition.

Question raised by Mark Roggen – PCF has taken over distribution of The Journal News (White Plains) and is looking to take over other newspaper distribution. Are they considered a vendor still or a newspaper? For now, they are a vendor.

Bill Sara brought up the fact (again) that our By Laws have not been updated fully since he was president – 1994. Bill Farrell volunteered to update the By Laws with (our new president this year) Phil Hudson. Phil did a wonderful job organizing them and began the updating process last year, but together they will complete them. Bill will meet with Phil over the summer to work on and they will present them at the fall board meeting.

Some suggestions made in planning for the 2009 conference:

Post the attendee list on the Website. Michelle will do a PDF with a spreadsheet as registrations come in (from both associations – NYSCMA INC. as well as NYNAME). It would also be nice to have a ‘Vendor Info’ tab for updates as they become available regarding the conference (or other opportunities).

Some folks had concerns that Diane Rusnik (ABC) was not on the agenda this year. We do have Hugh McGarry representing ABC, who worked very closely with John Murray for this year’s very important ABC rulings coming up, as well as suggestions for the future for all of our benefits.

In Canada, 88 Newspapers kicked ABC out; there are other ways to get audited. Christine Smith uses CVC for her audit at Batavia. Readership Audits, Marketing and Audience Marketing – Niche publications – all the wave of the future. We need to start inviting those folks to the conferences to keep up with and out in front of the direction that our industry is heading in.

Single copy – 3rd party sales topics and sessions, covering items such as decisions on store entry, kiosks, etc. Get groups involved in the conference that can help up with those needs in the marketplace. Sales executives lay the groundwork for the presence in the retail outlets for us.

How do we prepare folks for the billing systems newspapers are using, such as I Control – Nexus groups? We should look at developing a ‘Partnership’ Director’s Chair for the Board.

We will put out the survey at the end of the conference, as we always do, and hopefully all folks will be detailed in their thoughts and suggestions for future conference speakers and topics.

Let’s use our network – NYNPA – Diane Kennedy has been very supportive of our association. She has (in the past) put together roundtables of 25+ speakers. It was agreed that we would consult her (along with NAA) to gather the best pool of speakers abreast of industry concerns going forward.

Meeting Adjourned at 11:46 AM.

M/S/P – Sara/Hudson