

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

Post Conference (#93) Board Minutes: Wednesday, 6/03/09
Canandaigua Inn on the Lake – Canandaigua, New York

Members Present: President – Dennis Donoghue, COB – Phil Hudson, 1st VP – Steve Piersa, 2nd VP – Mary Sawyer, Secretary – Nancy Breault, Treasurer – Bill Sara, Christine Smith, Mark Vinciguerra, Fred Schmidt, and Vendor Rep – Joe Costantini.

Meeting started at 12:05 PM

Bill Sara was appointed Parliamentarian.

Joe Costantini, our new Vendor Representative asked if he could begin the meeting, as he would need to leave to attend the afternoon Systems Training Session we set up. All members actively contributed w/suggestions and ideas from this conference as well as planning for next year/future conferences:

- Joe, as a vendor, goes to all of the sectional meetings.
- We, as an Association have done what all sectionals want.
- Joe stated that we are very strong as a sectional
- Overall it was great, great place, food, hotel staff, and planning.
- Both associations meshed well together in joint sessions. Continues to make sense to join conferences, just as departments back at our newspapers are integrated. We should think down the line of adding classified, editorial and of course the Publishers.
- Request by Advertisers to have current member phone numbers and e-mails included on broadcast Attendee list – was done and very much appreciated.
- General session kickoff w/a Publisher Panel was successful again – should keep
- Joe, as our new Vendor Rep will work at drawing folks, especially New York City Newspapers. He will contact folks like Bill Cashen and Paul Glaeser; who was in NYC but now in Niagara Falls. Also Joe Gilky, who was a part of the association, even an active board member. He was at The Daily News, but is back at The Post.
- Location is crucial for getting these folks to attend, all NY newspapers – Central.
- Future consideration for sectionals – think about a combined conference with NEACE – down the line.
- Next year, suggestion was made to have the 2nd VP introduce all Vendors before the first meeting.
- The Vendorama was good – Cocktail Reception worked well – all liked.
- 2 (\$50) Gift certificates were raffled off to Vendorama participants:
- Winners: NYNAME – Meredith Patton & NYSCMA Inc. – Audrey DiMatties
- A two or two and a ½ day conference was also suggested for next year.
- Sunday – activities, registration, then president’s reception

- Monday – Full Business day, Vendorama with Cocktail Reception, then the Banquet.
- Tuesday – ½ day – eliminate the hot ideas, possibly round tables w/topics, as NAA does, based also on newspaper size? Plus another training session?
- Keep Continental Breakfast for the morning – getting folks down there.

Additional feedback/suggestions looking to next year:

- It was agreed that we would need to continue our joint efforts moving forward, for both associations to be successful, maybe even include the Publisher's as well.
- Site selection: Placid, Canandaigua, Ithaca, and Saratoga – all will be looked at and contacted for proposals – needs to be a convenient (central) and attractive site, as well as affordable, LOW room rates/prices are essential.
- Newhouse School in Syracuse, maybe we could get for free, certainly central. If we include the Publishers, editors, that would make sense to look at that site. There is a Sheridan Conference Center located in the heart of the University grounds.
- It was suggested that we take a look at when the Publishers' Excellence Awards are done. Should we combine those with ours? If we are considering including them next year we should review. Dennis will follow up with Diane Kennedy to explore this idea and get her thoughts.
- If we do consider the Publishers/Editors, what would their role be? We could actually set the conference up as NAA does, and it could be a mini NAA but local w/the sectionals (NYSCMA Inc. and NYNAME and possibly down the line NEACE).
- Conference planning for next year – will need to include and engage NYNAME, and Don, their conference planner. Don was of great assistance this year, taking care of the administrative duties and tracking as well as the physical registration process. Their treasurer, and of course Diane Kennedy wants to be involved from the planning stages forward. Nancy will work closely w/them and so will Bill Sara, being our treasurer. Christine Smith also volunteered to play a strong role. She will work closely with Mary to assist with planning and execution. Mark has many contacts and his success w/speaker contacts and follow up has been crucial. The Dennis and Phil 'duo' will work together with Mark and Fred also to line up next year's agenda and speaker.
- All officers on this board were engaged and helpful in the planning, and that will continue into next year and moving forward.
- The Buyer's Guide – everyone needs to get info to Michelle in a timely manner. Difficult situation this year, beyond our control as speakers fell through last minute. Needs to be updated just prior to the conference, so a thorough review can be made for accuracy of information. Some of the information was incorrect, however, if time allows, Michelle (and Jim Collier) will have time to review. 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 aid us with folks moving from newspaper to newspaper, vendor information, and Joe Costantini will as well.
- Overwhelming suggestion – please include roundtables.

- The Promotional Awards were damaged, we will need to look for a better set up for folks to be able to view them throughout the conference. Mary has the files on slides. The slide show was incredible this year, well done Mary and Don! She will send the power point presentation to Jim for the Website. The NYNAME group will do the same thing.
- Mary Sawyer will also do a press release, as she did last year. She will send it on to everyone when she returns.
- Phil will also work with Bill Farrell to complete the updating of the Association's By Laws.

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 ---- Kip Wormley (NYSCMA Inc.) – Finger Lakes Times

\$150 ---- Bill Cooper (NYSCMA Inc.) – Oneonta Daily Star

\$100 ---- Brian Krohn (NYNAME) – The Recorder

\$50 ----- Meredith Patton (NYNAME) – The Observer

The Advertiser Gift Certificate for a weekend getaway at The High Peak's Resort in Lake Placid was awarded to:

Jim Fitzgerald ---- (NYNAME) – Taradel, Inc.

This year's ***Future Leadership Scholarship Award Winner:***

Christine Smith – The Johnson Group

*This award includes:

NYSCMA Inc. Conference attendance registration

Hotel accommodations and all related expenses

*This award will be drawn by the current and attending Future Leader Award winner and announced at the Spring Sales and Marketing Conference Banquet.

*Names are included from:

---2009 (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

NYNAME will also be awarding one of their Conference participants a Leadership Scholarship Award.

*Nancy Breault read the notes from: **The Past Presidents' meeting** - (Tuesday, 6/2/09)

The meeting began at: 4:45 PM

The following Past Presidents were in attendance:

Phil Hudson (2009), Bob DiMatties (2005), Nancy Breault (1999), Bill Sara (1994), Ron Anderson (1972).

2nd Annual joint conference with NYNAME

We all felt this was another good program – from the speakers to the topics to the food and the area – central location allowing ease of travel for all NY newspapers. Many hope to return to Canandaigua, great site!

Another suggestion – Ithaca, however, that may be difficult to get to, but we can poll the group to get their feedback.

The good news is that we are very solvent as an association. Our membership is down a bit; however, we are very stable as an association. Combining with the advertisers (NYNAME) can only make us stronger. We should look to continue that synergy, by combining conferences with Editorial and Systems as well.

Ron asked about the Newsletter, as we are no longer doing the Bulletin. He feels that we still need a communication tool, a vehicle to get information out to the members. We did try a second Buyer's Guide, but it is prohibitive due to limited resources. We need to promote and use the Website for communication. We have a new director who will work closely with Michelle, as he is right there at her newspaper.

This year we did NOT have a hospitality suite (first time ever). Again, limited resources, and times are tough, especially for our Vendors. We did, however, add a cocktail reception (paired with the Vendorama) as well as the final night's hospitality suite with the President.

Other Suggestions/Feedback from other members:

- *Holding all joint sessions together at the start of each day and meals/activities – perfect!
- *Keep the Publisher's panel – Home Publisher should sit on panel
- *Association members seemed very pleased
- *Agenda and program looked fabulous
- *Canandaigua – love the atmosphere, nice and central for western newspapers – there's a lot to do here – Culinary tour, racetrack, and fishing. Next time a fishing charter should be set up, rather than just renting a boat and going out.
- *Activities continue to offer very valuable networking opportunities. We should look at setting them up either before or after the main conference program.
- *Change the Hot Ideas session – look at doing roundtables and assign a facilitator for each.

* 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 Past Presidents' meeting ended at 5:10 PM

Bill Sara reminded all that we tried a 2nd Buyers Guide, and it was not as successful as we had hoped. He made a motion:

'The Fall Buyer's Guide will no longer be produced'

M/S/P Sara/Hudson

Final open discussion regarding the joint conference and the future:

Dennis Donoghue, as our new President, will be in contact with the officers, and Steve Piersa (1st VP) to develop the agenda and program for next year's conference. We will also work closely with the NYNAME group and their conference planner – Don Ferlazzo and Diane Kennedy.

Attendance at the conference is a concern. This year Diane sent a letter to all publishers, and they each had their own registration form. We would like that to happen again. Dennis will speak with her about that and ask her to talk about the success of this conference. Publishers need to support and send their folks.

We should send a postcard listing 10 reasons to go. Steve will put that together by getting testimonials from all NY newspapers. He also will recap the conference, topics/speakers and relay the results of the survey – the success felt by all attendees.

Budgets are getting tighter for all of us; therefore, programs and promotion will need to be a priority. This is a necessary expense!

We will plan to shorten the conference by one day.

Jim O'Rourke (form Pennsylvania) is getting involved. He is from Gatehouse. Tom Broskey is a contact for Gatehouse, and now Paul Felicissimo works for them. Their participation is crucial.

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

NYSCMA INC. -- FUTURE LEADERS SCHOLARSHIP STANDINGS
(Will be posted on the website) (Updated-8/09 – 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

*2008 (NAA Conf.) Winner – The Syracuse Post-Standard (Jim Homa)
*2009 (NAA Conf.) Winner – The Oneonta Daily Star (Fred Schmidt)
This year’s conference winner – Johnson Newspaper Group (Christine Smith).
They will be attending the 2010 NYSCMA Inc. conference courtesy of the Association.

Results of Board of Directors Elections:

Officers for a one-year term 2009-2010:

Chairman of the Board----- Phil Hudson
President----- Dennis Donoghue
1st Vice President----- Steve Piersa
2nd Vice President-----Mary Sawyer
Secretary-----Nancy Breault
Treasurer-----Bill Sara

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

Jim Collier-----Website
Bonnie Christian-----Carrier Recognition/Valor Awards
Christine Smith----- Promotions/Photography
Fred Schmidt-----Training

Directors serving a two-year term – 2009 to 2011:

Bill Farrell-----By Laws/Buyer’s Guide Ads/Auditing
Michelle Giorgianni-----Buyer’s Guide/Billing
Mark Vinciguerra-----NAA/Alumni
Julie Cardinali----- Buyer’s Guide Ad Recruitment/Conference Planning

Joe Costantini-----Advertiser Representative

Meeting adjourned at 1:00 PM

M/S/P Donoghue/Smith