



SCMA Newsletter

January/February 2007

Southern Circulation Managers' Association • www.scmaonline.net

2007 SCMA Conference

The Hilton Daytona Beach Oceanfront • May 20 - May 23, 2007



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Message from the President

DALE LONG
SCMA President



I sincerely hope that each of you have shared your 2007 wishes and dreams with your staff and are on a mission for a great year. Each year brings new ideas and new technology. It almost seems mind-boggling if you stop and think about it!

The Executive Committee (shown in picture below) recently met in Daytona for our conference pre-planning meeting and we are excited. Doug Davis, Patty Morris, Larry Saffier, John Shaw, Craig Brush, Tammy Cranston and all of the Daytona Beach News-Journal was well prepared for our visit. "Rev It Up," the theme for this year's conference, has already started in Daytona. We were off and running the moment we arrived at the hotel. The hotel staff, led by Jackie Walton, was well prepared for our visit. The meeting rooms, vendor area and the promotional displays are all gathered in one location overlooking beautiful Daytona Beach. Joel Greenstein, our SCMA Vendor Liaison, has done a great job preparing the vendor area. Remember, the vendors supporting our organization are what make these conferences possible. Please remember to support these vendors and say THANK YOU each and every time you meet them or call on them for your circulation needs.



Dean Blanchard, 1st VP of the Advocate and responsible for this year's program, has everything taking shape for this year's conference. Dean is making every effort to cover all the bases on the hottest topics in our industry.

George Markevich, of the Press-Register and the "Carmine" group are hard at work. They're ensuring that we have the best Promotional Buyer's Guide to date. Remember, call George before he calls you!

The SCMA Promotions - Awards Competition held at our conference is promised to be one of the best this year. John Shaw, Circulation Marketing Manager for the Daytona Beach News-Journal, who chairs this program, is ready, excited and waiting for the displays. The display location this year is great. Great visibility and lots of floor space. Promotional idea? Please share. We all want to learn...

Training is up and running. Jimmy Clark and Becky Chandler, of the Vicksburg Post, are putting together a District Manager Training Session you will not want to miss. The session will be held at the Ameristar Casino & Hotel, in Vicksburg, Mississippi, February 22 and 23, 2007. If you have not registered or would like to send a District Manager to this session, please call Jimmy or Becky @ 601-636-4545 or visit our web site: www.scmaonline.net.

As of January '07, Dave Elder of the Orlando Sentinel, has stepped down from serving consecutive two-year terms as our NAA liaison. Since May '06, Dave has served as our SCMA 3rd VP. Dave, the entire organization would like to say "thank you" for a job well done. You have represented us well. With that being said, Linnie Pride was appointed by the board to represent SCMA for a two-year term, beginning this January. Linnie has been involved in the newspaper industry since 1969. Knowing Linnie for several years as most of you have, we should always know that we will be educated, informed and represented in a very professional manner. Linnie joined CNHI in May 2001 as Corporate Director of Circulation and was promoted to VP of Circulation in 2006.

SCMA has recently lost a true friend and supporter to our organization, Herbert M. "Tippen" Davidson. Tippen was the CEO and Co-Editor for the Daytona Beach News-Journal. Tippen passed away on January 23, 2007. Please keep our friends in Daytona in your thoughts and prayers. They have truly lost a great leader and friend.

In closing, I've always heard your job is "what you make of it." This conference will be no different. We can have the best speakers, best facility, best opportunity to meet other people in the same profession, but you must be an eager and willing participant. Think of yourself as a sponge - soaking it up! "Rev It Up" and let's all move forward and be winners. Look forward to seeing you in Daytona!

SCMA Carrier of the Year 2007

BARRY PEARCY
SCMA Carrier of the Year
Committee Chairperson



It's not too early to start working on your newspaper's Carrier of the Year 2007 nomination. It's always the right time to recognize carriers who do an outstanding job. Start now with a carrier of the Month or Quarter program. Besides the deserved recognition, the carrier articles are great for recruitment, and the recognition never fails to inspire all the other carriers to improve service.

You don't want to miss the SCMA conference in Daytona and the opportunity to meet and hear about the SCMA Adult finalist, Sharon Miser, of The Greenville Sun and Senior finalist, Jim Hughes, of the Press-Register in Mobile. I guarantee you will be impressed and inspired by these two Carriers.

Sharon and Jim represented SCMA well at the NAA judging though they didn't win. The NAA winners were:

- Youth, Bryan Brigadoi, Findlay Courier, Findlay, OH
- Adult, Kaarina Brodsky, Anchorage Daily News, Anchorage, AK
- Senior, Danny Yeto, North County Times, Escondido, CA

Congratulations to these and all the winners who were entered!

PS: Please let me know about your Carrier recognition program, articles, etc. so that we can share with others through the newsletter. My e-mail address is bpearcy@timesfreepress.com

2006-2007 SCMA Officers

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Daytona Beach, FL 32114
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SCMA Newsletter & Publicity Chairperson

LARRY SAFFER

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Call for Articles

LARRY SAFFER
SCMA Newsletter &
Publicity Chairperson



One of the responsibilities that was communicated to me when I became a SCMA State Director was to support the newsletter with articles. These articles can either be by yourself, someone at your newspaper or from your chain or another newspaper within your state.

We have gotten away from this responsibility but it is in our organization's interest to reinstate that responsibility. I don't think it is a very demanding task for talented professionals like yourself. I am personally working with our staff here in Daytona Beach to get the articles for the SCMA convention. I would like each of you to commit to getting an article within this next year, preferably in the next three newsletters. Let me know when you can provide that content.

I would like to compile a large group of testimonials about the value of attending the SCMA conference. I would like each of you to give a short one paragraph testimonial for yourself or someone else who has attended a SCMA convention in the past. The paragraph should include something valuable that you, or designee, has gotten from attending. It can include an idea that helped your operation, a contact that helped with a project, a vendor that helped you solve a problem, a contact that got you a promotion or a new position or anything else that would show the value of membership and attendance at our convention.

I want to thank all of you in advance for your help, support and information provided to the SCMA Newsletter. That's what SCMA is all about.

2007 SCMA Conference Update

DEAN BLANCHARD
SCMA First
Vice-President



Greetings to all SCMA members! I am excited about our great organization. SCMA is the foundation for circulation sales and service training in the South. With this in mind, it is important to have all our members involved. The best way to get involved is to attend our annual conference. This year's conference will be in Daytona Beach, Florida from May 20th -23rd.

This year I am honored to be your 1st Vice - President. As part of my responsibility, I will be in charge of the program for the conference. Currently, the program is not entirely finalized; however, I can assure you that this will be a conference to remember.

Daytona Beach is a great choice. In addition to the great weather and beaches, we have a great host in the Daytona Beach News-Journal. Doug Davis and his staff at the newspaper are working vigorously to ensure a great conference in May. Without their generous hospitality and sacrifice, this event would not be possible. Other worthy notables are John Shaw, Craig Brush, Patty Morris, Larry Saffer and others which must be given credit for their extraordinary contributions toward the organization of various events that will take place at the conference.

Once all is finalized, I will provide a report in future newsletters relating to all of the specifics of the conference. My future report will lay out the training agenda as well as fun activities and featured speakers.



As your NAA liaison, I was pleased to be able to represent SCMA at NAA's annual marketing conference in Las Vegas. I attended the circulation federation board meeting and the sectional summit meetings that were held the day prior to the conference opening. Since space is limited in this column, and the amount of material covered at these meetings is extensive, I'll report here on the major points discussed at the two meetings and ask that you visit the SCMA website (www.scmaonline.net) for additional postings that cover the board's discussions and actions, as well as some information about the marketing conference itself.

For details of the presentations given at the conference, I urge you to visit the NAA website (www.naa.org) and download any of the PowerPoint presentations that have been posted there. And, as further developments take place regarding NAA's plans, I'll share them in future issues of this newsletter and online.

The Circulation Federation Board of Directors Meeting was held January 28th. The meeting opened with the passing of the gavel from outgoing Federation Chairwoman Nancy Green to the incoming Chairman Chris Blaser, VP of Circulation for the San Francisco Newspaper agency.

They provided the board with feedback from a meeting held among all the various federation chair persons the day before, a meeting which centered primarily on discussions concerning the "direction" of NAA as a whole. The consensus was that the activities of the many federations within NAA could be, and should be, more focused on common goals, with more of an eye toward the future.

With that in mind, the Marketing Department of NAA proposed to frame its mission within four broad objectives:

- Vision
- Strategy Development
- Execution/Training
- Outreach.

With these over-arching goals in place, NAA proposed that its organization structure be consolidated around three key areas of focus:

- Strategic Vision
- Audience Development
- Revenue Growth.

In order to move toward these objectives, three supporting committees are being created, and NAA is actively recruiting NAA members to serve on these cross-federation committees:

- Board Committee on Industry Development (or Strategic Vision Committee)
This group will provide and advocate a long-term vision and strategic framework that will provide guidance to other NAA committees and to the industry overall. The goal of this committee will be to monitor, analyze, and communicate marketplace changes and their impact on newspaper strategies.
- Marketing Advisory Committee (or Revenue Growth Committee)
This group would be responsible for advising NAA on projects related to growing existing and new revenue across media channels. The committee will be comprised of a cross-section of senior industry executives who will recommend and prioritize projects. Various task forces, with defined life spans, will be created as needed to execute on specific projects. Projects will focus on outreach/sales, business processes and best practices.
- Audience Development Initiative (or Audience Growth Committee)
This group - comprised of editorial, marketing, circulation, research, advertising, and digital media executives - will focus on identifying and reaching target audiences and key advertiser segments across media channels, including the core product, digital products, and niche print publications. Its purview will include marketing, product development, distribution, content strategies, etc.

The marketing department of NAA would also continue to support the development and communication of audience metrics through two committees, which could conceivably merge into one:

- NAA/ABC Liaison Committee
- Newspaper Audience Leadership Committee and NALC Technical Committee.

I would be remiss if I didn't report that there was some concern among circulation executives that this "rollup" of efforts might dilute the strength of the Circulation Federation, which is currently the largest federation group with more than 1,000 members and is, arguably, one of the most active of all the federations. Still, the circulation federation board pledged to support NAA's proposals, while, at the same time, ensuring that it will work to keep specific Circulation Federation goals and activities intact.

Stay tuned for further developments in this movement to consolidate and coordinate and consolidate the efforts of the NAA federations. If you are an NAA member and feel that you might be interested in serving on one of the three committees outlined above, please contact me at lpride@cnhi.com and I'll put you in contact with those who are recruiting for the committee spots.

A few quick updates on other, more tactical, items that were covered:

- The SCMA calendar has been forwarded to NAA, as have the calendars from all the other sectionals. If you'd like to browse them all, go to the NAA/Circulation page and look for the link on the left hand rail of all Circulation pages.
- Although the Circulation Federation boasts the most participation, membership renewals are running behind schedule. If you have not renewed your membership, or if you are not already a member, we encourage you to join/renew in the Circulation Federation. For only \$95 a year, you can take advantage of receiving the monthly marketing magazine, the e-mailed weekly "Circulation Update" newsletter, the e-forum, and (new) a "blog" that is being created. Take it from me; it's definitely worth the \$95.
- The bi-annual benchmarking surveys were sent to all NAA members for completion last fall. At this point, the response has been disappointing, with fewer than 500 of the 1,600 that were solicited being returned. Still, the report is due out by mid-year.
- There are several "deliverables" scheduled to be available very soon. They include a report/paper by Camille Olson (newspaper legal expert) for help with legal issues; an "independent contractor" guide from Mike Zinser; various webinars; and regional legal seminars.

Quick recap of the Sectional Summit's high points:

- There has been some discussion of consolidation among some of the 13 circulation sectionals. But, for the moment, the NAA sectional committee has decided not to make that discussion a priority.
- Committee members shared a desire for promoting within the sectionals the need to provide good articles for the NAA newsletter, and they urge creation of more channels between sectionals and NAA to promote the process of info and idea sharing. I will work diligently on that in coming months.
- The group also felt that we needed to spotlight and promote membership in the federations, and the benefits it carries.
- There was also discussion on how nominations for carrier of the year might be handled in the future.

Again, watch the SCMA website and future newsletters for additional information regarding NAA and its relationship to SCMA and its members.

Herbert M. "Tippen" Davidson Jr. *President, CEO, Co-Editor of the Daytona Beach News-Journal* Aug. 10, 1925 - Jan. 23, 2007

Herbert M. "Tippen" Davidson Jr., 81, president, CEO and co-editor of The Daytona Beach News-Journal, and a cultural arts activist, passed away January 23, 2007.

A lifelong champion for the betterment of the Daytona Beach area, father of the Florida International Festival, founder of Seaside Music Theater and the driving force behind the News-Journal Center, Davidson. Educated at Juilliard School of Music, and having spent time as a professional violist in New York, he insisted that all music with which he associated himself be of the highest quality.

Davidson was honored widely for his contributions to the cultural and civic quality of life for the citizens of Volusia and Flagler counties, the state of Florida and the British Empire.

The newspaper, one of the last family-operated dailies in the state, has been in the Davidson family for 79 years. As the third-generation member, Tippen Davidson said he was determined to carry on the legacy of his father and grandfather, who changed this area so much. When asked which of his accomplishments he regarded as most important, he promptly replied, "Keeping The News-Journal a family-operated, local newspaper now and well into the future."

Both his son, Marc Leon Davidson, editor of the newspaper's online services, and his daughter, Julia Rose Davidson Truilo, graduate of the Columbia



Photo Courtesy Daytona Beach News-Journal/Jim Tiller

University Graduate School of Journalism and managing director of Seaside Music Theater, have worked closely with their father to assure that the fourth generation will continue the tradition of a family-operated newspaper. Truilo's husband, Robert, who is business manager of The News-Journal, has been with the corporation since 1996. The Truilos have two sons, Michael and David, upon whom their grandfather doted.

From the Publisher - Georgia M. Kaney

Tippen Davidson's death will not affect the legal battle over the price of the value of Cox Newspapers' share of The News-Journal, the family's ownership of the newspaper, or continuity of newspaper

management and operations, according to Publisher Georgia Kaney. Like his father and grandfather before him, Davidson made plans to ensure that the newspaper will continue to do business under Davidson family ownership. At the appropriate time, the family will announce any particular details of this plan, but it is enough to say for the moment that continuity is assured.

In Lieu of Flowers

The family requests that, in lieu of flowers, memorial donations be made to Seaside Music Theater, P.O. Box 2835, Daytona Beach, FL 32120. Plans for a memorial service will be announced at a later date.

Obituary appeared on the front page of the Daytona Beach News-Journal on January 24, 2007.

Members in the News



Tom Heck has been appointed to the position of Consumer Distribution Manager. Tom brings vast experience in distribution management and will be a welcome addition to the staff. Tom has held various positions in all aspects of circulation at other papers including the St. Petersburg Times. He has extensive experience in sales management from the Chattanooga Times Free Press and The Oklahoman.

Promotion Competition

With the recent declines in circulation over the past few years, it is more important now than ever for Circulation Departments to focus on growing traditional paid circulation and overall readership. Doug Davis, Corporate Director of Circulation, Larry Saffer, Circulation Manager and I talk to vendors and other Circulation executives regularly in an effort to find out things that are working and what isn't. This network has proven to be very helpful for us.

The upcoming SCMA convention in May this year is the ideal time for you to share what is working at your newspaper and to contribute the overall

JOHN SHAW
Circulation Marketing Manager
Daytona Beach News-Journal



health of our industry. Enclosed with this newsletter are entry forms and a breakdown of the process for submitting entries. Please submit as many entries as you can to help make this convention a huge success and one that will supply circulation executives with new ideas or new twists to old ideas that they can take back to their respective newspapers and make a difference.

Now is the time for us to "Rev It Up" with regards to our sales, promotions and retention efforts.

Legally Speaking

MARK HUNT
Law Offices of King & Ballow



The lesson of the case reported in this column is if you falsify your circulation numbers, don't expect your insurance carrier to pay for the damages suffered by advertisers as a result of those activities.

This dispute began in June of 2004 when a newspaper company publicly disclosed that one of its publications had been providing false circulation data to the Audit Bureau of Circulations ("ABC"). A further review determined that the inaccurate reporting had been instigated by the management of the publication. As a result of this scheme, the newspaper was able to attract advertisers to its publication and charge them excessive fees for the advertising they purchased. After the scheme was disclosed, the advertisers sued for the return of the excessive fees and the newspaper company in turn sought coverage under a number of media liability insurance policies issued by various insurers to recover the fees it repaid to advertisers. Virtually all of the insurance carriers denied coverage and, as is often the case, the dispute ended up in court.

The court determined that the policies did not cover the damage to advertisers caused by the scheme for a couple of reasons. First, the policies expressly precluded from their coverage claims arising from "intentional acts." The policies indicated that an act is "intentional" unless it arises out of a "fortuitous event." The court, in considering whether the underlying scheme was "intentional" in nature, cited to the fact that the newspaper had paid distributors not to return unsold copies of its publication and had used a front entity to purchase copies of the newspaper thereby inflating its circulation sales numbers. The newspaper company attempted to counter these facts by arguing that while certain of its employees acted "intentionally" in furtherance of the scheme, those individuals were rogue employees whose acts were not foreseeable and therefore were "fortuitous" from the newspaper company's perspective. The court rejected this argument and concluded that the "intentional acts"

exclusion in the policies did apply and precluded coverage.

Second, the insurance policies excluded from coverage a loss which arises out of "actual or alleged false, fraudulent, deceptive, or misleading advertising..." The newspaper company argued that the reference to "advertising" in the exclusion applied to press releases, promotional materials and general publicity but not to the communication of inflated circulation numbers to ABC by the newspaper. The court found this argument to lack merit because the inflated circulation figures were submitted to ABC so that the newspaper could justify charging higher advertising rates. Moreover, the court cited, in support of its conclusion that the scheme involved "advertising," to the fact that the inflated figures were provided to ABC for subsequent publication in promotional reports which were made available to advertisers. Based on these facts, the court determined that the "false advertising" exclusion in the policies also precluded insurance coverage.

As a result of the court's ruling, the insurance companies were dismissed from the case and were not obligated to pay for any damages to advertisers resulting from the inflated circulation figures provided by the newspaper to ABC.

Mark Hunt is an attorney with the law firm of King & Ballow in Nashville, Tennessee, which serves as General Counsel to SCMA. Mark can be reached at (615) 726-5497 or mhunt@kingballow.com. The foregoing column is descriptive in nature and is not intended to provide legal advice as to particular situations.

Please Send Your Door Prizes & Goody Bag Items For The 2007 Conference

Cleaning out your old storage closets? Don't forget to send some of those old (or maybe not so old) items for door prizes and goody bag items for the SCMA conference. Approximately 250 of an item are needed for goody bags (pens, chip clips, etc.), while bigger items will be used for door prizes. Please send the items to the addresses below.

Door Prizes

Orlando Sentinel
Attn: David Elder
633 N. Orange Ave.
Orlando, FL 32801

Goody Bag Items

Daytona Beach News-Journal
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As more sales emphasis is emerging online, there is an increasing request from our advertisers for ABC to audit the online activity. ABC now offers this service, its called an ABCi (ABC interactive) audit. The basic cost for this service begins at \$3,200 annually and will vary depending on the size of your web site.

The way it works is you transmit your log files to ABC daily, weekly or monthly. So the auditor does not need to come to your newspaper. The auditor will review the number of visitors to your web site, and can customize your audit report, as an example, by unique visitors and the top 25 requested pages. The audit process filters data to provide the advertiser with meaningful web usage information.

The audit can be reported in several different ways, including on your Circulation Publisher statements and audit reports. An ABC member can also access the ABCi audit online. This of course is not paid circulation readership, however it is a step closer to an industry shift towards an ABC audit that will measure total readership audience.

The ABC board gave final approval at the November 2006 meeting for the timely submission of Paragraph 3 data by making it mandatory for towns receiving 25 copies or more to submit this data 15 days prior to the scheduled arrival to begin the audit. Final approval-revision was also given for the subscription list rule. The revised rule states that when a publication purchases a subscription list of another publication that has ceased to exist, or about to cease, both publications must have been published in the same DMA or within a 100 mile radius. Otherwise, subscribers of the publication being purchased must "opt-in" to receive the acquiring publication.

The board also approved two first passage items. (1) requiring exception request to ABC board of directors to be signed by the publisher of your newspaper. (2) the board agreed to modify the back copy rule by allowing the sale of each days back issue count as paid circulation until the corresponding day of the week, for example Monday to Monday.

The board also deferred final passage on the conversion rule until the March 07 meeting. This change, if approved, will allow a newspaper to convert a subscriber for any time period without prior consent as long as they can easily cancel the upgrade and revert back to their original subscription.

Dean Blanchard mentioned he plans to invite an ABC representative to be a guest speaker again at the upcoming conference in Daytona. I always felt that the sessions Joe Salomone presented helped justified the expense of the conference.

On a personal note you may be aware that Tippen Davidson, CEO and Co-Editor of the News-Journal recently passed away. Tippen was the third generation of our family managed newspaper and the fourth generation, his son, daughter, and son-in-law plan to continue the family tradition. I worked for Tippen for 23 years. He was trusting enough to let his managers have the working autonomy to manage their respective areas, at the same time he held us to a high standard of achievement and results. He had a firm conviction and belief that a community is best served by local family management. It was a privilege to work with him. I also want to thank the SCMA board for the donation they made in memory of him.

SCMA Membership



Isn't it nice to be in an industry where nothing ever changes and we can go to work day after day assured that what we knew and what worked yesterday will continue to work today? If you remember the old Saturday Night Live sketch called "Heavy Sarcasm", then you know that's what that first sentence represents. Fortunately, there is one thing in our industry that hasn't changed, and that is the tremendous value of being a member in SCMA.

With budgets getting tighter and tighter, and having to do more with less, the \$65 for an SCMA membership represents an amazing value. As an example of this, I looked back over some newsletters and came up with the following:

- ABC updates
- Updates on legal issues affecting our industry, particularly in the area of the independent contractor relationship
- Informative articles on leadership, motivating your employees, running a top notch NIE program, carrier recruitment, developing a relationship with your editorial department, EZ Pay promotions, and on and on and on
- SCMA Conference and workshop recaps
- NAA initiatives and how to get involved
- Members in the news

You also receive the annual SCMA buyer's guide to utilize for all of those great promotions you heard about at the conference or read in the newsletter.

And that is just a list of the tangible items. I don't ever recall a time when I needed to reach out to a fellow SCMA member for advice or to answer a question and did not have a response within the same day. Fellow SCMA members are tremendous resource. Last, but certainly not least, are the lifelong friends you make at SCMA. If you were witness to the moving tributes to either Jim Long or Jim McDonald, you know that a lot of the people you will meet through SCMA will be more than just acquaintances.

If you have not renewed you SCMA membership for this year, please do so today. If you have a new staff member in your organization, sign them up. Please fill out the application enclosed in this newsletter. Our organization will continue to flourish by the strength of our members.

SCMA Advertisers

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