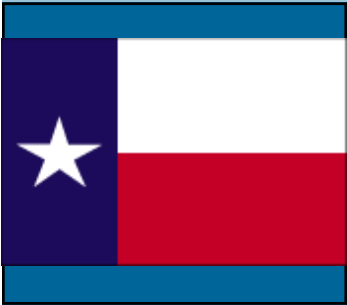


February 2008

TEXAS CIRCULATION
MANAGEMENT ASSOCIATION

TCMA Lone Star Review



Destination Dallas 2008

This year's conference promises to be a memorable one. The following are just a few of the speakers. Beginning on Monday, **Paul Baretta** from Newsday will be our keynote speaker followed by the President's Dinner in the evening.

On Tuesday morning after the Vend-O-Rama, **Lisa McDonald** will make a presentation on Multiple Products distribution and Niche Products. Mark Rome will present *Keeping the Independence in Independent Contractors*. A panel discussion moderated by John Murray on the *Future of the Circulation Department*. John did a similar presentation ten years ago and promises to review what became reality and how we will navigate the next ten years. The panel will include John Walsh, Circulation VP from the Dallas Morning News, Larry Lindquist, Al Smith, Gene Haddock, Circulation VP from the Houston Chronicle, and Bill Patterson, Publisher from the Denton Record-Chronicle.

We will hear from our legal representative, Mike Zinser, and Jeff Deloach will bring an update from the ABC Board. There will be plenty of time for networking and visiting with our vendors. Plan now to be in Dallas for this exciting conference in May, 2008.

Excellent Opportunity Pays Dividends

In the last issue of the *Lone Star Review*, there was a special offer to receive \$50 off the 2008 Conference fee by recommending a new member to TCMA.

Rod McFarland with the Dallas Morning News recommended **Chip Burk** with Ryder Integrated Logistics and **Pat Geraghty** with Cannon Equipment.

Lee Neely with the Bryan Eagle recommended **Dave Wood**, a new employee at the Bryan Eagle.

Both of these TCMA Members were sent a \$50 certificate they can use to apply to their 2008 Conference Registration fee. Congratulations to Rod and Lee.

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2007 Conference Photos



**2007 TCMA Conference
Austin, Texas**

**Cash drawings, Presenters,
Vendo-Rama, Vendor Room,
Carrier of the Year Winners**

Hot Idea Breakfast Sizzles!

Christie Learn, President of LEARNING More Circulation Idea Service has offered to help TCMA create some excitement for the Hot Idea Breakfast!

LEARNING More Circulation Idea Service recently purchased the Circulation Idea Service from RC Anderson Associates.

This new company will put up \$200 along with TCMA's \$100 for a total of \$300 for hot ideas.

Start formulating your Hot Idea and be ready to submit it with your registration for the 2008 Conference. The forms and materials will be included in the registration packet next month.

Board Briefs

During the February 2008 TCMA Board Meeting, the Board filled several vacant positions in preparation for the annual conference.

Andy Nelson from the Dallas Morning News accepted the President-Elect's position. Andy is no stranger to TCMA. He has served the Association in every board position and was President in 1999. Andy will serve as President after the 2008 Conference for the following year.

Steve Weidenheft will serve as an Associate Director replacing Jeffrey Ferrazzano from the Ultimate Print Source. The Ultimate Print Source is the printer of our annual Buyer's Guide. Steve will serve two years.

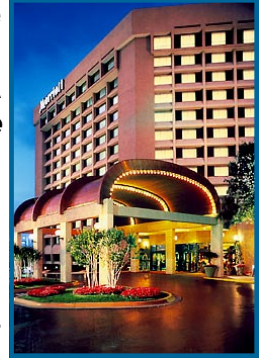
Current Second Vice President **Mike Arnold**, from the Corpus Christi Caller-Times will advance to First Vice President at the end of the 2008 Conference.

The Board is seeking a former officer to serve as President-Elect for next year.

At the 2008 Conference an election will be held for the Second Vice President and a Membership Director. If you are interested in serving your Association, contact **Chairman Dolan Stidom at 817 215 2204.**

Dallas 2008

Make plans NOW to be in Dallas on May 5-7, 2008, for the 2008 TCMA Annual Conference. *The Dallas Morning News* will be our host newspaper.



This hotel has been completely renovated from top to bottom and promises to be an excellent site for our conference.

Go to the Conference page on the TCMA web site for links to the hotel and a link to the Dallas Convention Bureau. This will be an excellent city for you to bring your spouse and spend the weekend before the conference. Reservations are now being accepted by the hotel. Call them directly at **972 661 2800. Be sure to mention you are with TCMA.**



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2008 Conference

Board Election In May

According to the TCMA By-Laws in Article IV, Section 4, election of officers shall take place at the annual conference. Nomination speeches will be limited to two minutes during the morning session on May 6, 2008, followed by the actual vote of the membership.

There will be an election for Second Vice-President. Not only is serving on the TCMA Board a rewarding experience, you will have a great time working with the other board members.

Officers elected will begin their term immediately following the conference. Officers advance from Second Vice-President, First Vice-President, President-Elect, President, and Chairman. There will also be an election for a Membership Director who serves for one year. If you are interested and need more information call **Dolan Stidom, President, at 817 215 2204.**

The TCMA By-Laws are online at www.texascma.org.

Special Conference e-Mail



TCMA has created a special e-mail address for you to send your inquiries concerning the 2008 Conference in Dallas.

If you have any questions, just send your inquiry to:

conference@texascma.org



Golf Tournament

Rod McFarland with the Dallas Morning News is planning a golf tournament on Sunday, May 4, 2008, before the TCMA Conference begins on Monday.

A registration form for the golf outing will be included with the registration materials that will be mailed to members in mid-March.

The cost of the tournament is \$54.13. If you would like to check out the course on the web go to www.indiancreekgolfclub.com or call Rod McFarland at 214 232 2194.

TCMA Membership Update

Included with this newsletter is your membership certificate for 2008, provided you renewed or started a new TCMA membership for this year.

Misplaced your renewal notice?

The 2008 Membership Renewal notices were mailed in November. If you have not responded yet, it's not too late to renew your 2008 TCMA Membership.

Our conferences are designed to provide NAA quality speakers (many have spoken at NAA) at a fraction of the cost. There is not one session you won't come away from that you will not learn something new. And the networking opportunities abound at the conference and you'll make new friends.

Renew your membership today or begin a new membership. If you need an invoice, send me an e-mail at tcma@texascma.org and I'll do what it takes to help you start or renew your membership.

2008 Carrier of the Year Finalists

Under 200 Category

Elton Swindle

Harim Walker

Fort Worth Star-Telegram

Houston Chronicle

Over 200 Category

Molly Anderson

Teresa Reed

Fort Worth Star-Telegram

Corpus Christi Caller-Times

Single Copy Category

Jim Wagoner

John Brower

Fort Worth Star-Telegram

Dallas Morning News

District Manager/Independent Contractor

Brenda Trester

Vishwas Bhosale

Fort Worth Star-Telegram

Houston Chronicle

The TCMA Board of Directors met in Dallas on February 15, 2008, to select the winner from each Carrier of the Year category. The winner in each category will be invited to Dallas for a dinner held in their honor at the 2008 TCMA Conference. The winner will receive \$300 in addition to the \$200 they received as a finalist and each one will be presented with a proclamation from the Governor of Texas, Rick Perry.

Vend-O-Rama Becomes a Conference Favorite

Steve Weidenheft, Associate Board Member, has announced the return of Vend-O-Rama. What started as a trial run last year, Vend-O-Rama will be held on **Tuesday, May 6, 2008**, at the Annual Conference in Dallas.



After a continental breakfast in the Vendor Room, conference attendees will be given a card with each vendor's name that is in the display room. Attendees will form groups and move around the vendor tables. This ice-breaker gives the attendees and the vendor representatives an opportunity to meet. After each card that is signed by the vendor, the cards will be collected and a drawing for cash prizes will be held at the end of the conference. This event was loads of fun last year and promises to be a great time this year.

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