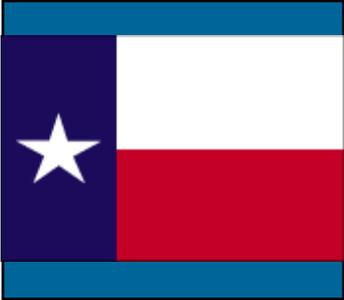


May 2008

TEXAS CIRCULATION  
MANAGEMENT ASSOCIATION

# TCMA Lone Star Review



## President's Pen

Andy Nelson

Don't you just love a good challenge? Based on the feedback I've gotten from several who attended the 94<sup>th</sup> Annual TCMA Conference in Dallas, you wouldn't think that would be the case for our Association. But despite the many compliments I heard about the conference, we are definitely facing some challenges ahead if we don't make some immediate changes.



The theme of the conference was change, and the messages we heard throughout the conference resonated the importance of this change in every aspect of our industry.

We have to change our mindset from just growing our circulation, to include growing quality circulation. More and more newspapers are cutting back on distribution outside their core markets, cutting back on third party sales, cutting back on discounted pricing, all in an effort to provide circulation of value to our advertisers.

We need to change our attitude towards customer service. Competitive newspaper markets are pretty much a thing of the past. But customers now have more ways than ever to get their news and information. It's important that our customers know we value their business; and we have to work harder than ever to earn it, and keep it.

We have to change our relationships with our distributors. They are the backbone of our industry. For years, independent contractors have been considered merely as a means of delivery for our newspapers. The fact is, these are business men and women who need to be considered as our partners, in an entrepreneurial sense, who can help us grow our business.

The feedback I got from other sectionals across the country was that attendance was down. I'm sure some of that had to do with reductions in travel expenses. But my view is if you can provide something of value, people will buy it. It's time we considered some changes to our Association to add that value.

*(Continued on page 3)*

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## Our Newest Members!

Kathy Knobbe	Amarillo Globe-News
Joshua Hart	Baytown Sun
Santiago Moody	Brownsville Herald
Julio Rivas	Brownsville Herald
Rigoberto Rubio	Brownsville Herald
Aline Edwards	Dallas Morning News
Tammy Houchens	Dallas Morning News
Tim Sullivan	Dallas Morning News
Carlos DeCancio	Houston Chronicle
Alejandro Gutierrez	Houston Chronicle
Karen Lopez	Houston Chronicle
Antionette Tristan	Houston Chronicle
Jessica Alexander	Odessa American
Tina Tobar	Odessa American
Greg Valdez	Odessa American
Johnny Garza	Pub Circ Fulfillment
Rusty Overton	RAK-Refurb
Michael Garavalia	Street & Smith's



# 2008 Conference Photos



(Continued from page 1)

In Dallas I was grateful for the support of our newspaper to send as many people as possible to the conference. We also made an effort to contact as many neighboring newspapers as we could to invite them to the conference on a per session rate. And there were newspapers that took us up on this offer that otherwise would not have been here. We need to find more ways to accommodate more people to attend our conference.



**Nelson**

We also invited managers from our purchasing department to meet our participating vendors. We need to make our Association more inclusive rather than exclusive. Let's also invite persons from Advertising, Production, Accounting, and Marketing to our conference.

We need to change our attitude. This is not a dying industry or Association; this is an industry and Association in transformation. No one, and I mean NO ONE, not radio, television or the internet covers local news and information as well as newspapers. It's our core competency. It's what we do best.

I'm excited about this coming year, and the years ahead for TCMA and our industry. As Mr. Jim Moroney, publisher of The Dallas Morning News illustrated in his opening remarks at the conference; "You can either view this transformation we are in as a sinking ship, or you can believe there is a way to a better future. I choose to believe."

I'll be meeting with the TCMA board soon to discuss some thoughts I have about some possible changes. I'll also be sending out a survey to solicit your thoughts on what changes need to be made. Don't you just love a good challenge? Change is good, let's embrace it!

Please know that you can contact me anytime to share your thoughts, ideas or just to say hi. My phone number is 214-977-8344, my email address is [anelson@dallasnews.com](mailto:anelson@dallasnews.com).

## Board Briefs

The election of **Dave Runkle** (*Dallas Morning News*) as Second Vice President completed the TCMA Board. **Andy Nelson** (*Dallas Morning News*) assumed the Presidency after the TCMA Board asked him to serve as Acting President for the 2008-2009 year. **Lorenzo Vigliante** (*Galveston Co. Daily News*) accepted the Board's invitation to serve as Acting President-Elect for 2008-2009 and then assume the Presidency next year following Andy Nelson.

These Board actions were necessary due to the departure of several Board Members.

During the Conference **Jeff Hechler** (*Schermerhorn Bros.*) was re-elected to serve as the Associate (Vendor) Board Member. Jeff joins **Steve Weidenheft** (*PDI Plastics*) who was also asked to fill a vacancy in the Associate Member position.

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# 2008 Conference

## *It pays to stay. . . .*

During the Vend-O-Rama, conference attendees completed signature cards by visiting each of the nineteen vendor tables in the vendor room.

The cards were collected and at the end of the conference. **Associate Board Member, Steve Weidenheft**, presided over the drawing for the winners. There were two \$50 winners, two \$75 winners and a \$200.00 grand prize winner. The grand prize was won by **Lane Aten** (*Valley Morning Star*).



Weidenheft Presents Aten with \$200.00

## *Tradition continues. . . .*

During the first two Vend-O-Ramas a TCMA female member won the grand prize. Started by **Wendy Stane** in 2006 and **Heidi Stell** in 2007, the ladies would kiss Steve on his cue ball head.

Although not a winner this year **Karen Lopez** continued the annual Vend-O-Rama tradition by planting a big kiss on Steve's bald head.



## *Thank you, Sponsors*

Each year the Board of Directors solicits sponsorships from our vendors to make the conference possible. Their generous contributions enable TCMA to provide an affordable registration fee for our newspaper members. Keep your buyer's guide handy and when you need circulation supplies, please give our sponsors an opportunity to meet your needs. And while you are talking to them, be sure to thank them for supporting TCMA. One last minute sponsor was **USA TODAY**. President **Randy Schawe** stepped in with less than one week before the conference and his company provided the 2008 Conference gift bags.

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## *Thank you, Vendors*

The Associate Members (Vendors) that support TCMA by hosting a booth in the Vendor Room are an important part of the Conference each year.

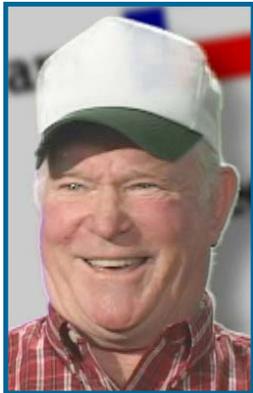
This effort is no small accomplishment. Our vendors travel a great distance and some even ship products to the hotel for our attendees to view. It can be expensive on the part of the vendor to be a part of the TCMA Conference.

You can show your support for the vendors by giving their company an opportunity to do business with your newspaper. All they want is an opportunity to give your newspaper a quote or an opportunity to show your newspaper how they can save you money. You may not be the purchaser of circulation supplies but you can talk to your purchasing personnel and give them the names of the vendors who support TCMA.

Without the support of the Vendors in our Association it will become more expensive to provide the quality conferences you have come to enjoy.

This is your Association. Please support the Vendors who support us! It's a win-win for all of us.

# 2008 Carrier of the Year Winners



**Elton Swindle**

**Fort Worth**

**Star-Telegram**

**Under 200 Route Size**



**Teresa Reed**

**Corpus Christi**

**Caller-Times**

**Over 200 Route Size**



**Jim Wagoner**

**Fort Worth**

**Star-Telegram**

**Single Copy**



**Vishwas Bhosale**

**Houston**

**Chronicle**

**District Manager/Contractor**

During the Carrier of the Year Banquet that was held at the 2008 Conference, the winner in each category was presented a check for \$300.00 and a framed certificate from the Governor of the State of Texas. This year there was an additional Single Copy winner because the TCMA Board could not break a tie when the COTY videos were judged.

To see the Carrier of the Year Winners and a list of the Finalists in each category, logon onto [www.texascma.org](http://www.texascma.org).



**John Brower**

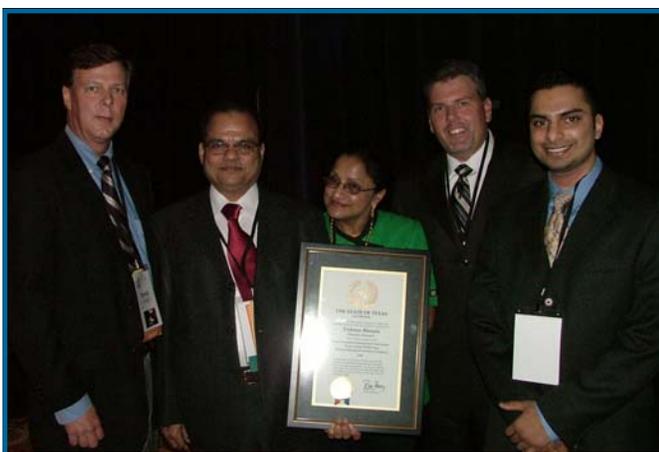
**Dallas**

**Morning News**

**Single Copy**



Watch the Carrier of the Year videos again or for the first time! The COTY videos are embedded on the TCMA web site. Go to [www.texascma.org](http://www.texascma.org) and click on the Carrier of the Year page. The COTY videos for 2007 can also be seen by selecting the link at the top of the Carrier of the Year web page.



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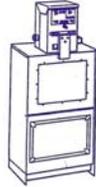
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