

NETWORKING FOR A STRONGER TOMORROW

Florida

2020 ANNUAL CONFERENCE AND TRADESHOW
afcp

THE ASSOCIATION OF FREE COMMUNITY PAPERS
AND THE FLORIDA MEDIA ASSOCIATION



April 23-24, 2020

Westgate Lakes Resort & Spa • Orlando, Florida

WELCOME TO FLORIDA!



On behalf of the AFCP and FMA Boards of Directors and staffs, it is my privilege to invite you to the 2020 Joint Conference and Trade Show in sunny Orlando, Florida. This annual event brings together the best and the brightest in the free publications industry and it has the potential to be one of the most valuable and rewarding benefits of membership.

AFCP is celebrating 70 years and the success of our organization is only possible with the success of our members. Whether you come home with one new revenue-generating idea that puts more money in the bank, or a best-practices idea that saves the ultimate currency of time, the end result is the same: coming to conference is worth it.

This year we are trimming everything down to two days, wrapping it up on Friday evening. This enables us to focus on the elements that make this event the best in our industry. This only takes out half of a day (the Saturday morning many people skip), and it will allow you to shorten your time out of the office and maybe tack on a weekend in the theme park capital of the world.

For a conference or a vacation (or both), the Westgate Lakes Resort & Spa in Orlando is right where you want to be. There is no other place in the U.S. where you can be within a 10-minute (free) shuttle ride to so many theme parks and attractions. The rates are affordable at only \$89 a night for a room that is almost 500 square feet and includes a kitchenette.

The 2020 Conference Trade Show is the largest of its kind for our industry. A variety of vendors will offer products and services that span a myriad of issues that are integral to our business. They are there to educate and help solve problems and create opportunities that are specific to the free publication industry.

There are educational and networking opportunities galore at conference and those who take advantage can reap the rewards. From the roundtables to the TLI classes to a night on the beach on our own private island on the hotel property, this entire conference

is designed from the ground-up with our members in mind. Here are some of the highlights:

- Holly Hoffman - Keynote Speaker and “Survivor” Finalist
- “Idea Exchange” - a Survivor-Style Contest
- Hands-on Management Certificate Program
- The Leadership Institute (TLI) Courses
- Networking with some of the most successful people in community publishing.
- The largest tradeshow in our industry.
- Best of the Best Awards 2020
- Island Beach Party - Dinner and entertainment on Thursday night.
- Located in “The City Beautiful” Orlando, a visitor’s paradise.

On behalf of the Conference Committee, I would like to personally invite you to join us in Orlando. This invitation includes my assurance that we will do everything within our power to make this conference an enjoyable and profitable experience so you get a worthwhile return on your investment. There’s always fun to be had, and more importantly, so much to learn from one another. Make the commitment now to come to conference and help you and your team survive and thrive in 2020.



- Greg Bruns, Conference Chair

Topical Roundtable Discussion Sessions

“POT LUCK” ROUNDTABLE:

Bring a question to share!

Open mic session to get fired up for conference. Your chance to make sure your “need to know” item gets discussed.

BEST PRACTICE ROUNDTABLES:

Content - Build revenue with your print product and readership. Develop that content cost effectively.

Selling Print - Understand the powerful benefits print products can deliver for today’s advertisers in a digitally focused environment.

Sales Management - Compensation, incentives, training and hiring. What’s working to drive sales and fill openings with qualified professionals.

Sales Professionals - Tips, tactics and tendencies that will improve your effectiveness. This is for the “feet on the street” salesperson to take advantage of their peer network!

Self Promotion and Readership - Tips to build your image and your audience.

Circulation - Driving receivership up while driving costs down! Discussions of voluntary subscriptions, demographic zoning and requester subscriptions.

REVENUE ROUNDTABLES:

Print and Digital Packages - Blended programs to build revenues. Who’s making it work and how can other publications take advantage of these best practices.

Unique Revenue Opportunities - Events and other options that utilize existing resources and assets. Building additional revenue streams that complement your current products.

Niche and Special Section Alternatives - What’s working for members and what does it take to jump in! Find a new revenue source or breathe fresh life into an old one.

“Never Give Up – The Survivor Way”

By Holly Hoffman, CSP

Nobody can go back and start a new beginning, but anyone can start today and make a new ending. – Marie Robinson

Holly Hoffman was the last remaining member of the Espada Tribe and the last woman standing on Season 21 of the CBS hit reality show “Survivor Nicaragua.” Through that experience, and others throughout her life, Holly was inspired to share her message of survival.

The author of “Your Winner Within” and “Write Yourself a Note,” Holly acknowledges that life is made up of challenges, and we are oftentimes faced with situations that seem insurmountable. But within each of us is an ability to focus our thoughts, emotions, and energy to succeed—if only we have the knowledge, tools, and discipline to do so.

A native of South Dakota, Holly’s writing and speaking not only offer encouragement and optimism but a roadmap for self-discovery and spiritual enlightenment. Readers and audience members alike walk away inspired to light the fire of successful living within themselves.

Today, Holly is a member of the National Speaker Association and a recipient of the Certified Speaking Professional designation, and travels across the country and internationally, speaking to a wide variety of corporations, associations, universities, schools and women’s organizations. Holly inspires her audiences to take opportunities and focus on faith, attitude, determination, confidence, desire and perseverance.

Challenges may allow us to step out of our comfort zone and push ourselves above and beyond our own self-limitations. It is how we choose to overcome challenges that make us who we are in life. It is our strength in times of difficulty that prove our character and self worth.

Holly says, “As I share my experience of being on a reality show,

I encourage you to think about how you decide to survive on a daily basis. Also, I will encourage you to think about six words to develop your survival skills. With my six simple words, you can take on any challenge with which you are faced.

“Adversity is not so much contending with problems as it is learning more about who you really are and what is inside of you.”

Join us and explore your true survival skills.

CONCEPTS COVERED:

1. Opportunities taken often let you see beyond your expectations.
2. Unforeseen opportunities often come from risk-taking.
3. We learn from risk, and those lessons may lead us on an important new path.
4. Embracing opportunities helps you overcome a fear of failure.
5. Your attitude is determined by you.
6. Determination keeps you on your path of achieving goals.
7. When you believe in yourself, you are more likely to take action.
8. Relationships are based on honesty.
9. Patience, persistence, and perseverance are keys to success.
10. It’s not always about winning, it’s the lesson learned along the way.



IDEA Exchange takes another new turn!

IDEA EXCHANGE



If you have ever watched the excitement of the Survivor television series, you are going to love watching our contestants battle it out presenting their money making ideas! The stakes are high for the presenters who will compete to become the “sole survivor” in this annual attendee favorite and newest version of the 3-Minute Idea Exchange.

Contestants will present their publishing idea to the audience on hand in an effort to sway them for their votes as the best idea presented. Once the ideas have all been presented, the audience will do a live phone

vote to determine who will be voted off the island, leaving 3 finalists in the survivor challenge. The audience will then vote again to determine which finalist idea will get the \$500 first place “sole survivor” designation, as well as the \$250 second place and \$100 third place prizes.

The fun and entertainment of this event are sure to be a conference highlight! But the true opportunity will be the value of the ideas presented as a resource for attendees. This will give them the perfect opportunity to take home a revenue generating idea or an operational improvement

that will have the potential to cover far more than the cost of attending. This event is one you absolutely must experience!

Entry forms for potential presentation ideas must be completed and submitted by February 14, 2020 in order to be considered as there are a limited number of presentation spots available. Don’t delay – forms are available on the AFCP web page at www.afcp.org.

ENTER NOW TO CASH IN ON YOUR IDEA!

SPONSORED BY





The Leadership Institute

PROFESSIONAL DEVELOPMENT PROGRAMS



education



INDUSTRY SPECIFIC TRAINING

NEW CLASSES

TLI 149 - Life Lessons: A Guide to Personal and Professional Success

We've all heard about the brilliant friend who, when it comes to simple practical applications in life, they're lost. Learn the 10 simple life lessons that will build stronger relationships leading to happiness and success.

(Rob Zarrilli)

TLI 150 - Eliminating Fear in the Sales Process

It's a familiar scenario that plays out in sales every day. Our emotions get the best of us and fear is at the top of the list. Find out how to identify and manage this key emotion and use it to your advantage in sales and in life.

(Rob Zarrilli)

TLI 151 - Power Questions

Questions are designed to gather information, however, what if they could do more? Learn how to use questions to direct a sales call, change a client's mind and get them to see your product and service in a whole new light.

(Jim Busch)

TLI 215 - Time and Territory Management II

Our most precious resource in business and in life is TIME. Learn how to manage it effectively and be efficient. This new look at Time Management will give you a practical, applicable method to organize and prioritize your territory, putting you back in control.

(Jim Busch)

TLI 216 - Re-invent Your Product and Your Sales Skills

Our image in the print sales industry has taken an enormous hit. Learn the many ways you can make immediate changes to your product and sales presentation that will change the perception, making a dramatic difference in your overall performance.

(Elaine Buckley)

TLI 218 - Prospecting in Today's Busy World

The Start will stop you....if you're not prepared. Learn how to prospect in today's challenging, competitive world. This class will teach you traditional and non-traditional methods to get past the gate keeper, set appointments and receive a green light to proceed with the most difficult prospects.

(Elaine Buckley)

ADDITIONAL CLASSES

TLI 122 - Building Strong Relationships to Retain Even Your Most Demanding Customers

It costs five times as much effort to find a new customer as it does to keep one. Learn the keys to mastering business relationships even with your most difficult customers.

(Elaine Buckley)

TLI 147 - The Compound Effect

Want to impact your life in a positive way? This class will teach you how the simple, almost insignificant choices you make every day can lead to a radical self-fulfilling change.

(Rob Zarrilli)

TLI 190 - Advertising Sales Professionals Open Forum

Do you have questions about selling advertising? Here is your chance to join in this Q & A session with members of the TLI faculty. This roundtable discussion is your chance to "pick the brains" of experienced sales trainers and get the answers you need to become a more effective sales person.

(Charlie Delatorre)

TLI 241 - High Impact Sales Presentations

This session details simple techniques to "frame" your sales presentation so that your customers will understand your publication's value proposition and be motivated to take action.

(Jim Busch)

TLI 243 - 19 Ways to Increase Sales Revenue

In this class you will learn 19 easy to understand concepts and ideas to build trust and develop long-lasting meaningful relationships. These out-of-the-box sales tips you can apply immediately will have an immediate impact on your success the minute you return to the field.

(Charlie Delatorre)

TLI 246 - 7 Habits of Highly Effective People

Ever wonder why some people are successful while others are not? It's simple: great habits. There is truly a right way and a wrong way to approach everything in life. This great reminder of Stephen Covey's 7 Habits will be a powerful guide to take with you on life's journey.

(Charlie Delatorre)

Creative Leadership

Presented By CareerPath



THIS IS NOT YOUR ORDINARY LEADERSHIP COURSE!

This is training for today's leaders — people like you who are pulled in a million different directions, expected to get more done with fewer resources, and forced to cope with budget cuts, corporate crises, reduction of employee benefits, hiring and wage freezes and much more. These tougher times call for creativity and innovation in leadership, and that's why this revolutionary new course was developed.

In one day of lightning-paced, high-energy training, you'll learn techniques for turbo-charging your leadership skills and getting your employees on track for super performance and a lot more productivity. You'll learn how to support an environment of creativity, innovation and passion, regardless of what type of company you work for. You'll learn once

and for all what people need from their leaders, and even more importantly, you'll learn exactly how to give it to them.

You'll discover new ideas for motivating your high achievers to continue performing at the top of their game, while giving your less-than-stellar performers the encouragement they need to really shine. You'll explore ways to tap into your own personal leadership strengths, minimize your weaknesses and develop a unique leadership style that is highly effective, yet reflects your core beliefs and personality.

Fun, fast, and highly effective, this training will stimulate your thinking, recharge your batteries and spark your outside-the-lines creativity as you inspire your employees to excellence.

YOU'LL LEARN HOW TO:

- ✓ Coach and mentor your people by encouraging growth and improvement
- ✓ Motivate others to consistently perform at their personal best
- ✓ Inspire others through your own enthusiasm and energy
- ✓ Devise new approaches for solving those same old problems and dilemmas
- ✓ Transform negative thinking into positive action
- ✓ Set priorities, delegate when necessary and ask for help when you need it
- ✓ Explore ideas for reducing stress and burnout on the job — for yourself and your staff

**ENROLL TODAY -
LIMITED SEATING!**

**OFFERED AS PART OF THE
TLI MANAGEMENT CERTIFICATE SERIES**

Immediately prior to the
AFCP Annual Conference and Trade Show

**Wednesday, April 22, 2020
Noon - 6:30 PM**

\$90 registration fee covers all training materials



2020 AFCP Conference Schedule



WEDNESDAY - 4/22/20

- 11 am - 7 pm Registration Open
- 12 - 6:30 pm Management Certificate Program:
(6 Hour session + break)
- 1 - 5 pm Trade Show / General Assembly Set-up
- 3 - 5 pm FMA Board Meeting
- 6:30 - 7:15 pm Rising Star Orientation Meeting

THURSDAY SCHEDULE - 4/23/20

- 7:30 am Registration Open
- 7:45 - 8:45 am Breakfast in Trade Show Area
- 8:45 - 9:30 am Opening Ceremonies
(to include Rising Stars)
- 9:30 - 11 am Opening Keynote
- 11 am - 12:15 pm Coffee and Vendor Interaction
Session in Trade Show Area
- 11 am - 12:30 pm Rising Stars Session
- 12:15 - 1:15 pm Recognition Lunch in Trade Show Area
- 1:15 - 2:30 pm Idea Exchange - Survivor Style
- 2:30 - 3:50 PM BREAKOUT SESSIONS
TLI Classes (2 to choose from)
Publisher Roundtables
Trade Show Open
- 3:50 - 4:20 pm Break and Vendor Interaction
in Trade Show Area
- 4:20 - 5:35 pm BREAKOUT SESSIONS
TLI Classes (2 to choose from)
Publisher Roundtables (2 to choose from)
Trade Show Open
- 6:15 - 7 pm Red Carpet Reception & Hors d'oeuvres
- 7 - 7:30 pm Best of the Best Presentation
Evening Activity • Experience Orlando!

FRIDAY SCHEDULE - 4/24/20

- 7:30 am Registration Open
- 7:45 - 8:45 am Breakfast in Trade Show Area
- 7:45 - 8:45 am SMC Breakfast Meeting
- 8:45 - 9:15 am AFCP Annual Meeting & Elections
- 9:15 - 10:30 am BREAKOUT SESSIONS
TLI Classes (2 to choose from)
Revenue Roundtables
Trade Show Open
- 10:30 - 11 am Break in Trade Show Area
- 11 am - 12:15 pm BREAKOUT SESSIONS
TLI Classes (2 to choose from)
Publisher Roundtables (2 to choose from)
Trade Show Open
- 12:15 - 1:15 pm Lunch
- 1:15 - 2:30 pm BREAKOUT SESSIONS
TLI Classes
Publisher Roundtables (3 to choose from)
Trade Show Open
- 2:30 - 3:30 pm Trade Show Closing Reception
- 3 - 5 pm AAE Exam
- 3:30 pm Silent Auction Officially Closes
- 3:30 - 4:45 pm BREAKOUT SESSIONS
Publisher Roundtables
Trade Show Open
- 4:50 - 5:30 pm Closing Presentations
- 6 - 10 pm Dinner / Reception and Island Party

Principal Sponsor



All Work & No Play - Not a Chance!

Thursday Evening:

Thursday evening we invite you to join us on the red carpet for a cocktail and hors d'oeuvres reception that will lead into the Best of the Best Awards Ceremony. Here you can connect and network with fellow attendees and catch up with old friends before the show. Then we join together in the excitement of recognizing the Best of the Best in our industry!

Friday Evening:

On Friday we take you to the tropics with an island themed evening featuring dinner and cocktails followed by the ever-famous Club AFCP! Unwind and let loose with live music, dancing, activities and drinks for a one-of-a-kind experience you won't find anywhere else!

Explore Orlando:

We have partnered with Visit Orlando to offer our attendees a special website where you can find anything from discounted theme park tickets, to many local restaurant deals as well as deals on several other local activities and attractions. Visit afcp.org and click on the Visit Orlando Microsite link to visit the page and take advantage of all of these great exclusive deals!

ROOM RESERVATION PROCEDURE

NEW THIS YEAR:

- You must contact the resort to book your hotel reservations directly.
- If you are planning to take advantage of the reduced room rates offered to AFCP & FMA attendees you MUST follow the instructions below:

RESERVATIONS & DEPOSIT POLICY

Contact the Westgate Lakes Call Center for Bookings

- Reservations must be made by phone at 1-877-502-7058. You must use Group Code S/O 64-613 prior to the cutoff date to receive the group rates and to guarantee availability. Reservations must be received by the Resort no later than 3/20/20.
- All group guest reservations booked under the Room Block require a minimum deposit equal to one (1) night's room & tax to be charged to a major credit card when you make your reservation with the hotel.
- If you have questions, please contact the AFCP office at 877-203-2327.



ATTENDEE TYPE	ATTENDEE FEE	GUEST FEE	WESTGATE LAKES RESORT & SPA STUDIO VILLA
Non-Network Participants and Publishing Professionals	\$599 per person	\$249 per person (meals only - no sessions)	\$89.00 / night = Studio Villa (493 sq. ft.) \$12.99 / night = Resort Fee ----- \$101.99 / night
NANI or FMA Ad Network Participants	\$199 per person Up to 2/28/20 ----- \$299 per person After 2/28/20	\$249 per person (meals only - no sessions)	Includes: Wi-Fi Internet Access, Complimentary Valet Parking, Local Calls, Fitness Center, In-Room Safes, Sports Courts Access, Putt Putt Golf, Bike rentals and Sports Equipment Rentals

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FREE PAPER INDUSTRY TRADE SHOW



The Trade Show is a very important part of our annual conference. Being able to connect with a broad array of the suppliers of goods and services to our publishing industry is a valuable component of the annual conference. The opportunity to take advantage of the “one stop shop” aspect of our trade show is the most efficient and cost effective way to establish direct access to some of the most valuable resources in our industry. Keeping pace with the constantly changing aspects of technology, software, resources and product innovations can be critical to the success of today’s businesses.

These are a few of the companies who have already taken advantage of early commitment opportunities, and we will continue to add participants right up until conference opening. We appreciate their commitment to our association and our industry.

- PRINCIPAL SPONSOR -



- PLATINUM PARTNERS -



- GOLD PARTNERS -



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