



.....*From the Chairman*

Greetings and Happy New Year!

To say 2009 was a most challenging year for our industry, as well as many others, is putting it mildly. It was a year like no other that I have worked through during my career. Each of us was affected in our management positions to participate in or originate basic to drastic changes in our areas to strengthen our newspaper's strategic plans and continue as a viable company or suffer losses—including loss of positions and newspaper closures. It has caused changes in the way many newspapers have “always done business” and will do business in the future. While this “perfect storm” situation has been difficult to navigate, it also has created opportunities to review our business practices to create new models that are more interactive with our advertisers and readers. Newspapers can emerge out of this dark period as a much more efficient & effective industry depending on our choices to remodel. When I attended an OCMA conference I picked up a motto which I now apply day to day in my new company “Fail often to succeed sooner.” The author is David Kelly, founder of IDEO Company....food for thought.

With this in mind we are diligently putting together our 2010 conference –
CIRCULATION – CHANGING THE WAY WE THINK. Don't miss it....register today!

Brent Cochem, 1st VP, is nearing completion of the conference topics and speakers and is working hard to provide some very thought provoking choices for you. Pete Jones, 2nd VP, is also nearing completion of the Buyers Guide for the conference and Bob Scott, conference secretary is building our goodie bags. DeAnna Wills, Secretary, Geoff Vanderlin, Trustee & Jim Smith, Vendor Rep are all helping behind the scene with the many details of building a successful conference.

We hope to have the Buyers Guide to printer by mid February and mailed out in early March. Joe Schaechter, Bulletin/Web Chairman has continued to diligently work with President on our web page improvements with a goal towards getting all web page information, announcements, pictures, etc. updated in a most timely manner for you

Vincent Cone, our NAA Rep has announced our CSCMA Carrier of The Year Award winners and they are:

YOUTH
ADULT
SENIOR

No entries
Connie Davis from The Reporter Times, Martinsville, IN
Anna Deremiah from The Herald-Times, Bloomington, IN

Congratulations to these winners. Each winner is awarded a wall plaque from CSCMA, a \$100 check AND is then forwarded to NAA for the national competition against other top carriers from the sectionals throughout the United States. NAA Carrier of The Year entries will be judged on January 21st and winners will be announced on NAA web site and winners will be notified directly.

You should have already received a letter from Adel Ibrahim, membership chairman, reminding you that it's time to renew your membership in CSCMA. Adel did a nice job of summarizing the many benefits available with your new or renewal membership. He also included details including registration for our spring 2010 conference. We certainly appreciate your continued participation and support in CSCMA. Registration information for membership or the conference can also be found on our web page. Doug McAvoy will be contacting you about entering your BEST promotions.

CSCMA President, Bruce Tischer and I fully support OCMA and are committed to offering any opportunity we can to partner with them to benefit our members in terms of training and networking. Our Fall webinar which was put together by Courtney Zellars, CSCMA training chairman in partnership with Carol Huddleston, OCMA training chairman, featured Michael Zinser and was well attended. It's an example of the caliber of training we will bring to our members ***as added value to your membership***. Both sectionals are leaders in the industry and our goals are shared - *To serve you by providing opportunities for you to attain personal development through training, channels to network with associates and freely discuss best practices and concerns to insure future success of our newspapers.* We view these times as excellent opportunities for both Ohio and Central States to continue stronger than ever.

Get involved! I will rotate off the CSCMA Board as your Chairman after our Spring conference. This will end a 12 year period of serving you in various Director & Chairman Board positions with CSCMA. This has indeed been a privilege and has humbled me serving with some most extraordinary individuals who have steered your sectional over the years. We are actively reviewing strong industry candidates as well as current board members to run for 2nd VP position and rotate through the Chairs to serve you and help steer the sectional. Our board chairpersons are also still recruiting members to assist them in their duties for their respective chairs. Have you ever thought of one of these opportunities - state reporters to gather news and help with newsletter, judges to help gather and evaluate promotions, membership recruiters, help with training sessions? ***If you would like to give back to the organization that serves you, turning in your name and area of interest could be the first step of getting more involved. If you wish to nominate someone you know who would be a good candidate for us to recruit, contact me.***

My deepest "Thanks" to everyone who is or has been involved and/or supported CSCMA over the past years to help us be such a consistently solid organization. Hope to see you in Dubuque.

YOU make the difference!



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