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& Buyers' Guide*



New York State Circulation
Management Association, Inc.

6th Annual
Sales and Marketing
Joint Conference



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Please contact Tim at (931) 980-4772 or via email at tkoewler@circnewsies.com

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GUN CONTROL | Ulster calls for repealing new law Pg. 5

TIMES HERALD-RECORD
SERVING THE CATSKILLS AND HUDSON VALLEY

Film fest coming to Middletown
90 movies, 15,000 attendees expected Pg. 3

LINE UP OF LOCAL Pg. 2

SHINEBROOK
Bill Clinton to keynote at Omega Pg. 5

GIRLS' BASKETBALL
Wallkill, Ontario advance to MHAL title game Pg. 66

Winter - Bring it On!
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LINE UP OF LOCAL Pg. 2

Medical college to bring 800 jobs
New life for M'town's Horton Hospital Pg. 5

SCHOOL SECURITY
'We don't need a repeat of Sandy Hook'
Pg. 3

EARLY SUCCESS
Ex-SUNY Sullivan star excels at the next level Pg. 54

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President Mary Sawyer



On behalf of the NYSCMA, Inc. Officers and Directors, it gives me great pleasure to welcome you to our 6th Annual Sales & Marketing Conference. I would also like to note that this Conference marks the 97th year that New York State Circulation Executives have gathered. We are excited to be gathering in Albany this year for “The Challenges and Opportunities of Change”.

Once again, the blended NYSCMA, Inc. and NYNAME Conference Committee have put together a very strong and innovative agenda. We’ll be starting off the program Sunday evening with our President’s reception at the Albany Times Union where we’ll be greeted and given a tour of their new press by Publisher, George Hurst III. We move into a full schedule on Monday with our Host Newspaper Panel. Building a Database you can use, The New York Times Digital Subscription Model and many Breakout sessions round out the day. We finish Monday with our Awards Banquet and Presentations in the Phoenix Ballroom. Tuesday we have a half day, starting out with The Challenges and Opportunities of Change presented by both and Syracuse Media Group, Syracuse.com/The Post Standard and Advance Central Services. Digital First Media presented by the Journal Register Company is next followed by the final presentation by the New York Lottery entitled “2nd chance to win”.

We’re glad that you could join us. This conference promises to send you away with at least one idea that you can take back to your newspaper and turn it into additional sales and revenue. Many have worked tirelessly to ensure just that. I would like to extend a personal thanks to Diane Lahr-Smith, President of NYNAME, as well as the remaining board members of this fantastic organization, Nancy Breault, Steve Piersa and the Directors of NYSCMA, Inc. I also want to extend a special thanks to Don Ferlazzo of the New York News Publishers Association. His tireless efforts to assist both organizations in putting this conference together must be recognized. Thanks to you all!

I would also be remiss if I did not extend a special Thank You to our Associate Members and Sponsors. Their support is always appreciated. Please take the time to visit them in their booths. And finally, a Thank You to Michelle Giorgianni for putting this Buyer’s Guide together this year. It will be a valuable resource you’ll be sure to keep on your desk and use throughout the year.

Enjoy the Conference!

Mary Sawyer
President, NYSCMA, Inc.

NYSCMA OFFICERS



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“The Challenges and Opportunities of Change”

SATURDAY, JUNE 8, 2013

- 5:00pm **NYSCMA, Inc. Board Meeting** – *Hudson Room*
- 7:00pm **NYSCMA, Inc. Dinner** – *Hudson Room*

SUNDAY, JUNE 9, 2013

- 10:00am **Exhibitor Setup Begins** – *Stonehenge B*
- 11:00am – 5:00pm **Conference Registration** – *Main Lobby*
Please bring goodies from your newspaper or company to share!
- 11:00am – 5:00pm **Networking Activities**
- 11am - **Golf Tournament** – *Town of Colonie Golf Course (incl. lunch)*
 12-4pm - **Trolley Tour of Historic Albany** – *Incl. lunch at City Beer Hall*
- 4:00pm – 6:00pm **Hotel Check-In** – *Lobby*
- 6:00pm – 8:00pm **Presidents' Reception** – *Albany Times Union (645 Albany Shaker Road)*
 Welcome & tour of new press by Publisher George Hearst III
- 8:00pm **Joint Hospitality Suite** – *Townhouse Suite #302*
 Presented by **Metro-Creative Graphics** and **RonDino Promotions**



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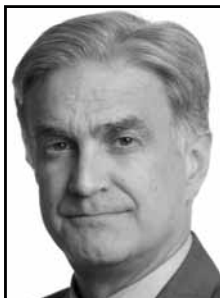
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MONDAY, JUNE 10, 2013

- 7:00am – 8:00am **Continental Breakfast with Exhibitors** – *Stonehenge B*
- 8:00am – 8:10am **Early Bird Awards** – *Stonehenge A/D*
Arrive early for your chance to win goodies from newspapers across NY!
- 8:10am – 8:15am **Welcome & Introductions** – *Stonehenge A/D*
Presidents Mary Sawyer and Diane Lahr-Smith
- 8:15am – 9:25am **Host Paper Panel** – *Stonehenge A/D*
*Times Union's Kurt Vantosky (Adv.), and Rex Smith (Editorial);
Moderated by Casey Seiler, host of New York Now*



Kurt Vantosky is the Sr. V.P. of Sales & Marketing at the Times Union in Albany where he is responsible for all print and digital advertising sales and marketing functions. He was previously V.P. of Advertising for the Birmingham News. He worked to develop and implement a progressive newspaper audience marketing campaign. He also transformed the sales staff from a traditionally print “service” team to a highly-motivated multi-media sales team. Prior to this, he was V.P. of Advertising for the News Tribune/The Olympian in Tacoma, Washington.



Rex Smith is Editor and V.P. of the Times Union. He has led the Albany newspaper since mid-2002 to national recognition for writing, reporting, photography and design, both in print and on the Web. He was a national correspondent and bureau chief for Newsday, and previously edited The Troy Record and the Rensselaer Republican, Ind. Earlier in his career, he was a congressional aide in Washington and a television reporter and anchor in the metropolitan New York region. He has received numerous professional citations and awards, including the Distinguished Service Award of the national Society of Professional Journalists, a Rotary and Pulitzer Fellowship.

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MONDAY, JUNE 10, 2013

8:15am – 9:25am **Host Paper Panel – cont'd.**



Times Union state editor and columnist Casey Seiler joined the 'New York NOW' team in 2009. Casey previously served as the paper's entertainment editor. In 2011 he was awarded the Hearst Eagle Award, the highest recognition for an employee in the Hearst Corporation. Before arriving in Albany in 2000, Seiler worked at the Burlington Free Press in Vermont and the Jackson Hole Guide in Wyoming. A graduate of Northwestern University, Seiler is a Buffalo native who grew up in Louisville, Ky. He lives in

Albany's lovely Pine Hills.

9:25am – 10:25am **Data Collection and Usage: Building a Database You Can Use – Stonehenge A/D**

Bill Mason, Sales & Marketing Manager, Hearst Connecticut Newspapers

10:25am – 10:30am **NYSCMA, Inc. Officer Nominations – Stonehenge A/D**
 Steve Piersa, Chairman of the Board, NYSCMA, Inc.

10:30am – 10:45am **Break with Exhibitors – Stonehenge B**

10:45am – 11:15am **Advertiser Resource Session with Exhibitors – Stonehenge B**
Best Buy gift card raffle #1 – Must be in attendance to win!

11:15am – 12:15pm **The New York Times Digital Subscription Model –Stonehenge A/D**
 Ray Pearce, VP Circulation and Reader Applications,
The New York Times



Ray Pearce, V.P., Consumer Marketing, *The New York Times* is responsible for all aspects of the New York Times Consumer Marketing and Sales across paid Digital and Print products. In this role, Ray has helped lead the development of The Times' business strategy and marketing as they build and expand their Digital Subscription business. Ray joined the Times in 1985 and has served in a number of roles in the Circulation/Marketing department including most recently, Vice-President, Circulation and Reader Applications.

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 4. Maximize The Opt-In Universe: Provide the most inclusive, current data available. More data IS better!
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 9. Cost: We provide the greatest return for your investment.
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NYSCMA NYNAME
 June 9-11, 2013 - The Holiday Inn Albany, New York



- 12:15pm – 1:30pm **Lunch** – *Courtyard Area*
 NYNPA/Legislative Update with Diane Kennedy, NYNPA
 NAA Update with Mark Vinciguerra, *Times Union*, Albany
 Golf Awards with Dan Denault, *Times Union*, Albany
- 1:30pm – 2:30pm **NYSCMA, Inc. Breakout** – *Stonehenge A/D*
Customer Service and Retention –
 Michelle Giorgianni, *The Post-Star*
- NYNAME Breakout** – *Capital Room*
Customer Service and Retention –
 Pamela Geskie, Ad Director, *Hudson-Catskill Newspapers* and
 Jeff Kiley, DMS Retention Manager, *Times Union*
- 2:30pm – 3:00pm **Break with Exhibitors** – *Stonehenge B*
- 3:00pm – 4:45pm **NYSCMA, Inc. Roundtables** – *Stonehenge A/D*
 - **Single Copy Sales** – Jim Nowak
 - **Market Reach** – Bill Farrell
 - **Open Discussion** – Steve Piersa
- NYNAME Roundtables** – *Capital Room*
Innovative Ideas Session – Presented by Vision Data
Bring samples from your paper to share!
- 4:45pm – 5:00pm **NYSCMA, Inc. Elections** – *Stonehenge A/D*
NYNAME Officer Elections – *Capital Room*
- 5:00pm – 5:30pm **NYSCMA, Inc. Past Presidents Meeting** – *Stonehenge A/D*
- 6:30pm – 7:30pm **Cocktail Reception** – *Courtyard Area*
- 7:30pm – 9:30pm **Banquet and Awards Presentation** – *Phoenix Ballroom*
Best Buy gift card raffle #2 – Must be in attendance to win!
Exhibitor raffle – One attending vendor will win a free room
at 2014 conference!
- 9:30pm **Joint Hospitality Suite** – *Townhouse Suite #302*
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John R. Clarke

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Small Enough to Know You**

TUESDAY, JUNE 11, 2013

- 7:30am – 8:30am **Breakfast** – *Stonehenge B*
- 8:30am – 8:45am **Welcome & Introductions** – *Stonehenge A/D*
Presidents Mary Sawyer and Charmaine Ushkow
- 8:45am – 10:00am **The Challenges and Opportunities of Change** –
Stonehenge A/D
Syracuse Media Group—Syracuse.com/The Post-Standard and
Advance Central Services



Tim Kennedy graduated with a Business Administration degree from Western Michigan and went on to attain his MBA at Northwestern. Tim began his Professional career with PricewaterhouseCooper and then moved to the Tribune Company, where he held various positions; including Director of Corporate Finance, VP of Strategy and Development, and CEO/Publisher of The Morning Call. Tim then became General Manager of Rodale.com and Rodale News Network before working as a consultant and then joining the Syracuse Media Group as President in August of 2012.



Tom Brown graduated with a Bachelor's degree from SUNY Oswego and became a High School Teacher and Coach from 1981 until 1986. He then changed careers, and joined The Post-Standard. Tom worked with Advertising, Customer Service, and Circulation until the fall of 2012, and was then promoted to Circulation Director. Tom is a Past President (2006) of INPUT (International Publisher's Users Team) as well as Past President (2012) of DTI Connect.



Twenty Secrets to Success

- **Keep your temper to yourself.**
- **Give your enthusiasm to everybody.**
- **Be yourself, forget yourself, become genuinely interested in the other guy.**
- **Be fair, honest, friendly – and you'll be admired and liked.**
- **Make other people feel important.**
- **Count your assets and stamp out self-pity.**
- **Meet the other person at his/her own level.**
- **Put your smile power to work.**
- **Keep moving.**
- **Keep trying.**
- **Give the gift of heart.**
- **Get off to a good start in anything you do.**
- **Forgive yourself if you fail.**
- **Be lavish with kindness.**
- **Overwhelm people with your charm, not your power.**
- **Make time for laughter.**
- **Count your blessings.**
- **Keep your promises.**
- **Be an optimist.**
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June 9-11, 2013 - The Holiday Inn Albany, New York

TUESDAY, JUNE 11, 2013

8:45am – 10.00am **The Challenges and Opportunities of Change – cont'd**



Geri Cany's first position at The Post-Standard in 1994 was that of Assistant Classified Manager working with the Non-Contract telephone sales staff and supervising the front counter, advancing to Non-Contract and Contract telephone sales staff covering private party, employment, real estate and special section advertising. She then became Circulation Department Customer Service Mgr, Circulation Operations Manager of Systems and is presently Audience Development Manager for Advanced Central Services offering support services to Syracuse Media Group.



Steve Hodgens, Marketing Manager with The Post-Standard started as an intern while completing a Masters Degree in Advertising from Syracuse University's Newhouse school in 1982. From there he held several ad sales and sales management positions leading to his current responsibilities marketing syracuse.com and The Post-Standard for Syracuse Media Group in partnership with Advance Central Services Syracuse.

10.00am – 10:15am **Refresher Break – Stonehenge B**
*Immediately followed by Best Buy gift card raffle #3 –
Must attend to win!*

PAST PRESIDENTS AND CONVENTION SITES

1917	J.M. Annenberg	August	Schenectady	1952	Charles D. Curry	April	Rochester
		November	Syracuse			September	Inlet
1918	J.M. Annenberg	April	Buffalo	1953	Arket C. Lewis	April	Niagara Falls
		November	Albany			October	New York City
1919	James M. McKernan	April	Utica	1954	Bernard T. Mahoney	April	Syracuse
		October	Watertown			November	New York City
1920	M.J. Burke	April	Binghamton	1955	Howard W. Bishop	May	Albany
		October	Rochester			October	Grossinger
1921	A.W. Cockerill	April	Utica	1956	Russell S. Graham	April	Buffalo
		October	New York City			October	New York City
1922	W.C. Hixon	April	Syracuse	1957	John J. Mullen	April	Elmira
		October	Watertown			October	Rochester
1923	F.S. Levy	April	Albany	1958	Archie C. Clarke	April	New York City
		October	Binghamton	1959	Archie C. Clarke	April	New York City
1924	Charles H. Congdon	April	Rochester	1960	Stephen E. Lovas	April	Niagara Falls
		October	Hudson	1961	C. Clifford Frost	April	Liberty
1925	Frank A. Roberts	April	Albany	1962	Ralph Mizrahi	April	Buffalo
		October	Buffalo	1963	Charles C. Latus	May	Rochester
1926	Charles E. Blewer	April	Binghamton	1964	Orville Hoover	May	Kiamesha
		October	New York City	1965	Robert Wahl	May	Lido Beach, L.I.
1927	Ralph D.M. Decker	April	Syracuse	1966	Vincent Bordash	May	Kiamesha Lake
		October	Niagara Falls	1967	John Knudson	May	New York City
1928	George Erb, Jr.	April	Rochester	1968	Leo Zarin	May	Liberty
		October	Schenectady	1969	Robert McCormick	May	Painted Post
1929	William F. Baldwin	April	Rochester	1970	Donald Davidson	May	Buffalo
		October	Utica	1971	Edward Lynch	May	Olean
1930	Frank J. Clancy	April	Buffalo	1972	Ronald Anderson	May	Rochester
		October	Albany	1973	Donald Thompson	May	Kiamesha Lake
1931	Charles Waterfield	April	New York City	1974	Dominic Liberatore	May	Alexandria Bay
		October	Ithaca	1975	Ronald E. Betros	May	Poughkeepsie
1932	Daniel W. Tanner	April	Gloversville	1976	Dean Harmon	May	Grand Island
		October	Watertown	1977	John C. Haswell	May	Monticello
1933	Louis M. Gautier	May	Binghamton	1978	Walter D. Buyce	June	Glens Falls
		October	Syracuse	1979	John F. Neylan	May	Niagara Falls
1934	Martin A. Miner	April	Buffalo	1980	R. Gary Kruger	May	Syracuse
		October	Rochester	1981	Frank V. DeLollo	May	Lake Luzerne
1935	Ted Edson	April	Albany	1982	W. Frank Gennarelli	May	Binghamton
		October	Jamestown	1983	Barrie J. Hughes	May	Alexandria Bay
1936	Alton H. Adams	April	Utica	1984	Harry P. Ruske	May	Canandaigua
		October	Saratoga	1985	Jerry Babcock		(resigned mid-term)
1937	Charles M. Schofield	April	Olean	1985	James A. Botti	May	Auburn
		October	Schenectady	1986	James A. Botti	April	West Point
1938	H.H. Strong	April	Buffalo	1987	Anthony Muscatello	May	Albany
		October	Glens Falls	1988	John Instone	May	Lake George
1939	Milton J. Picou	April	Syracuse	1989	Herman L. Smith	May	Niagara Falls
		October	Rochester	1990	George W. Stevenson		(resigned mid-term)
1940	Kenneth L. Butler	April	Troy	1990	Denise R. Zernechel	May	Syracuse
		October	New York City	1991	Denise R. Zernechel	May	Rome
1941	Matthew G. Sullivan	April	Binghamton	1992	Brian Donovan	May	Binghamton
		October	Syracuse	1993	Stephen Laird	May	Alexandria Bay
1942	J.J. LaChapelle	April	Albany	1994	William Sara	May	Lake George
		October	Syracuse	1995	Chester Valiante	May	Callicoon
1943	James A. Blanchfield	April	Utica	1996	George Sullivan	May	Niagara Falls
		October	Syracuse	1997	Debra Casciano	May	Syracuse
1944	Mark D. Bohan	April	Buffalo	1998	Chris Christian	May	Lake Placid
		October	Syracuse	1999	Nancy Breault	May	Saratoga
1945	Joseph M. Bauer	April	Albany	2000	Will Kustyn	May	Lake George
		October	Rochester	2001	Claudia Hartz	May	Cooperstown
1946	James H. Gorman	February	Saratoga	2002	Paul Felicissimo	May	Lake Placid
		October	Newburgh	2003	Paul Felicissimo	May	Saratoga
1947	J.T. Kahler	June	New York City	2004	Bonnie Christian	May	Verona
		November	Utica	2005	Bob DiMatties (resigned)	May	
1948	Arthur J. Vaeth	May	Rochester	2005	Bonnie Christian	May	Canandaigua
		October	Niagara Falls	2006	David Parkhurst	May	Lake George
1949	Milton H. Ottman	April	Albany	2007	Bill Farrell	May	Saratoga
1949	Milton H. Ottman	September	Inlet	2008	Julie Cardinali	June	Saratoga
1950	Cyrus H. Favor	April	Elmira	2009	Phil Hudson	June	Canandaigua
		October	Syracuse	2010	Dennis Donoghue	May	Saratoga
1951	T. Garwood Gilbert	April	Buffalo	2011	Steve Piersa	June	Canandaigua
		October	New York City	2012	Mary Sawyer	June	Corning

Sixth Annual
Sales & Marketing Joint Conference
NYSCMA Inc. **NYNAME**
 June 9-11, 2013 - The Holiday Inn Albany, New York

TUESDAY, JUNE 11, 2013

10:15am – 11:15am **Digital First Media/JRC Presentation – Stonehenge A/D**
 Jeannie Parent, Senior VP of Sales, Digital First Media



Jeannie Parent is Sr. V.P. of Sales for Digital First Media, working with Publishers and Regional Vice Presidents for Sales to oversee local advertising and sales initiatives on all platforms. Prior to November, 2012, Mrs. Parent, was V.P. of National Sales for Gannett Corporation, bringing more than 25 years of international experience in multi-media advertising. She was also Senior Sales Director of Major Retail Advertising for the Detroit Media Partnership and Advertising Director for the Observer and Eccentric Newspaper.

11:15am –12:00pm **New York Lottery “2nd Chance to Win” Ad/Circ Promotion – Stonehenge A/D**
 Debbie Hewitt, Director of Promotions,
 The New York Lottery.



Debbie Hewitt is the Promotions Director for the New York Lottery. Debbie has been with the New York Lottery for 23 years starting in the field as a Sales Representative and working her way up to Regional Promotions Specialist for the Albany region before taking on her current position. As Promotions Director, Debbie directs all of the events, sweepstakes and promotions statewide for the New York Lottery. Debbie has a Bachelor’s degree in Marketing from the University of South Florida.

12:00pm – 1:00pm **NYSCMA, Inc. Board Mtg – Stonehenge A/D**
NYNAME Board Meeting – Hudson Room

1:00pm – 3:00pm **Conference Planning Committee Meeting with Lunch**
 – Hudson Room

SPECIAL PRESIDENTIAL AWARD

"For Special, Distinguished Service to NYSCMA"

- 1981 - John C. Haswell, Times Herald, Middletown
Dominic Liberatore, Watertown Daily Times
John F. Neylan, Buffalo Evening News
- 1982 - Phillip Barrancotta, Union Sun & Journal, Lockport
Keith Fegley, Finger Lakes Times, Geneva
- 1983 - M. Orville Hoover, The Observer, Dunkirk
Frank V. DeLollo, Capital Newspapers, Albany
Ronald C. Anderson, Gannett Rochester Newspapers
- 1984 - Walter D. Buyce, The Leader Herald, Gloversville
Harry Ruske, Gannett Rochester Newspapers
- 1985 - Barrie J. Hughes, Watertown Daily Times
- 1986 - James A. Botti, Times Herald Record, Middletown
- 1989 - Gary Kruger, Liverpool
Harry & Ruth Clarke, Delaware, OH
- 1990 - Syracuse Newspapers Circ. Dept., Herman L. Smith, Fingerlakes Times
- 1991 - W. Frederick Craig, RIT
- 1992 - Roy Welch, St. Louis, MO
- 1993 - Denise Zernehel, The Daily Sentinel, Rome
- 1994 - Michelle Giorgianni, The Post-Star, Glens Falls
- 1995 - Bill Sara, The Post-Star, Glens Falls
- 1996 - Chet Valiante, Times Herald Record, Middletown
- 1997 - George Sullivan, The Buffalo News, Buffalo
- 1998 - Debra Casciano, The Oneida Daily Dispatch, Oneida
- 1999 - Bill Sara, The Post-Star, Glens Falls
- 2000 - Nancy Breault, Syracuse Newspapers
- 2001 - Nancy Breault, Syracuse Newspapers
- 2002 - Paul Glaeser, Buffalo News, Buffalo
- 2004 - Julie Cardinali, Post-Standard, Syracuse
- 2007 - Bonnie Christian, Journal News, White Plains
- 2008 - Michelle Giorgianni, The Post-Star, Glens Falls
- 2009 - Bill Farrell, The Poughkeepsie Journal, Poughkeepsie

PAST PRESIDENTS AWARD

*Chosen by Past Presidents for special unrecognized service,
dedication and commitment throughout the years.*

- 1996 - Dean Harmon, Tonawanda, New York
- 1998 - Ken Holloway, Johnson Newspaper Corporation

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NYSCMA CHARLES J. LATUS

Outstanding Newcomer Award

"The Charles J. Latus Outstanding New Member Award shall be presented to a member in recognition of outstanding contributions to NYSCMA, Inc. during his/her first five years of membership"

- 1982 - Patricia Rentz, Niagara Gazette, Niagara Falls
- 1983 - Arthur J. Veronica, Gannett Rochester Newspapers
- 1984 - John R. Instone, The Recorder, Amsterdam
- 1988 - George W. Stevenson, Syracuse Newspapers
- 1989 - Denise R. Zernechel, The Daily Sentinel, Rome
- 1991 - David Sundwall-Byers, Gannett Rochester Newspapers
- 1992 - William Sara, Glens Falls Newspapers
- 1993 - Chet Valiante, Times Herald Record, Middletown
- 1995 - Debra Casciano, Oneida Daily Dispatch
- 1996 - Chris Christian, Press Republican, Plattsburgh
- 1998 - Will Kustyn, Daily Sentinel, Rome
- 1999 - Paul Felicissimo, Journal News, White Plains
- 2000 - Bonnie Christian, Journal News, White Plains
- 2001 - Julie Cardinali, Post-Standard, Syracuse
- 2003 - David Parkhurst, Journal News, White Plains
- 2007 - Phil Hudson, Times Herald Record
- 2008 - Mark Vinciguerra, The Times Union
- 2009 - Mary Sawyer, Watertown Daily Times

THE J. TRUMAN KAHLER

Distinguished Service Award

"The J. Truman Kahler Distinguished Service Award shall recognize a member, past or present, active or retired, living or dead, for outstanding contributions to the circulation profession. One who unselfishly dedicated his or her time, efforts, knowledge and expertise to the NYSCMA, and, or NAA and, or ICMA, and one who's leadership, training qualities and helpfulness to others were outstanding."

- 1977 - Archie Clarke, Rochester Times Union
Donald D. Davison, Buffalo Evening News
- 1978 - Stan Hancock, Pollak's East
- 1979 - Vincent Bordash, Newsday
- 1980 - Ronald C. Anderson, Gannett Rochester Newspapers
- 1981 - Edward J. Lynch, Olean Times Herald
- 1982 - Cyrus H. Favor, Daily Press, Utica
- 1983 - R. Gary Kruger, Syracuse Newspapers
- 1984 - Robert C. McCormick, Corning Leader
- 1985 - Frank Gennarelli, Binghamton Press & Sun-Bulletin
- 1986 - Scott Chisolm, Empire State College
- 1988 - Barrie J. Hughes, Watertown Daily Times
- 1990 - John Neylan, Buffalo Evening News
- 1991 - M. Orville Hoover, The Observer, Dunkirk
- 1992 - Herman L. Smith, Finger Lakes Times, Geneva
- 1994 - Phillip Barrancotta, Union Sun & Journal, Lockport
- 1995 - Denise Zernechel, Daily Sentinel, Rome
- 1996 - James Botti, Times Herald Record, Middletown
- 1998 - Steve Falk, San Fransico Newspaper Agency
- 2000 - Carleton Rosenburg, Gannett Company
- 2001 - Philip K. Hanna, N.Y. Times Regional Group
- 2002 - Bill Sara, The Post-Star, Glens Falls
- 2003 - Nancy Breault, The Post-Standard, Syracuse
- 2005 - Joe Forsee, ICMA, retired

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FUTURE LEADERS SCHOLARSHIP AWARD

The winning newspaper will receive a full-paid trip to send one person to the annual NYSCMA sales conference. The winning newspaper is chosen each year at our annual sales conference. Entries are based on a point system for participation in NYSCMA events throughout the year.

NYSCMA Training Sessions: 1 pt per participating newspaper
Carrier Recognition Program: 1 pt per participating newspaper
Annual Conference Attendance: 1 pt per participating newspaper
Promotional Award Entries: 1 pt per participating newspaper
(3 pts for any paper submitting more than 3 entries)

2008—The Post Standard, Jim Homa
2009—The Oneonta Daily Star, Bill Cooper
2010—Watertown Daily Times, Kendall Hatch
2011—The Post-Standard, David Luibrand
2012—The Albany Times Union, Michelle Wright
2013—The Post-Star, Christine Lewis

*Please visit with our
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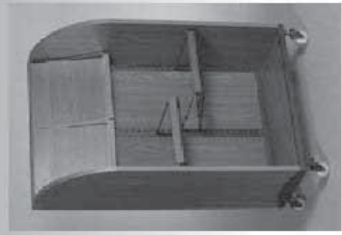
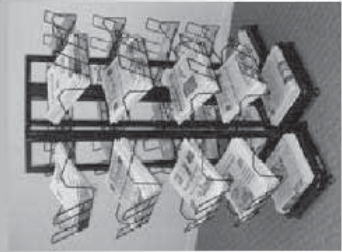
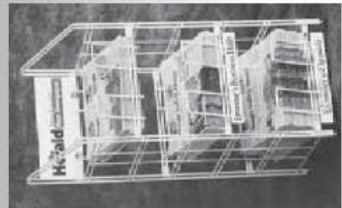
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