From the President

Happy Belated Ground Hog Day!

Here in Pennsylvania, Ground Hog Day is a major day for celebration. Heck, it foretells not only the weather but the attitude of buyers. If businesses believe spring is just around the corner their buying attitude improves. As luck would have it Punxatawney Phil saw his shadow foretelling six more weeks of winter. However, Octorara Orphie did not see his shadow so I’m betting on him. Besides, he lives in market.

I’ve heard from many of our members that 2011 was a year of improvement. I hope that’s your experience as well. While we didn’t break records I’m happy to say 2011 was better than 2010 and 2012 is off to a great start.

New products and events have increased the bottom line for many of us. If you have success stories to share, please email the group. It’s always nice to have the benefit of someone else’s experience.

A true NAMPA member benefit is the sharing that takes place among our members. Be involved – together we can all achieve at a higher level.

It’s been said that 2012 will see the Social Media bubble burst. Are you engaged? Are you seeing a return on your investment of time and talent? Do you plan to expand your engagement in 2012? Social Media is a hot topic for sure. We’ve seen some benefit but our effective yield could be better. Once again, please share your experiences we can learn from each other.

For those of you who weren’t able to join us in Albuquerque this fall, we missed you and you missed a great convention. As always the camaraderie and idea exchange was second to none. We shared practical money making and money saving ideas. Please plan now to join us in Reno. It’s going to be great!

Cheers to a new year and the opportunity to live life to the fullest!

Success Story:

Inside Columbia’s Prime Magazine and The Magazine Manager® Is a Winning Combination for this Missouri-Based Publisher

First published in 1996, the Inside Columbia’s Prime Magazine is the baby boomer’s guide to living in Boone, Cooper and Callaway counties in Missouri. Prime, a long-time NAMPA member, is distributed monthly to subscribers and is available digitally from its website, PrimeMagazineOnline.com. Its sister publications are Inside Columbia Magazine and Inside Columbia’s CEO Magazine.

According to Fred Parry, its publisher, Prime has been so successful because “it captures the essence of life as a Baby Boomer. Prime has emerged as a definitive source for living life to the fullest, whether you’re a new empty nester or recently retired. By offering thoughtful editorial coverage, amazing photography and terrific reader engagement, Prime is the total package in our line-up of publications. Positioning the readers of Prime as the most sought-after consumers in the marketplace is an important part of our philosophy. With extraordinary

See Prime Page 3
From the Executive Director

Karen Zarky

We at NAMPA lost a good friend last year.

David B. Wolfe, internationally recognized consumer behavior expert was first brought to NAMPA’s attention when he wrote *Serving the Ageless Market* (McGraw-Hill, 1990) and was originating what he called developmental relationship marketing (DRM). Many of us were reading David’s book and sharing the information on how to market to seniors with our clients and other NAMPA members. David was some one who really understood how to market to seniors (not at them). David felt, as boomers swelled, many traditional marketing practices were being swept away.

We at NAMPA wanted to hear more. As a small, newer organization with no money, how could we get David to speak at a convention?

It was easy; all we had to do was ask. David spoke at a NAMPA convention in the 1990’s and only asked for travel expenses and stayed for the whole convention so he could talk to all our members one-on-one if they choose.

David had been working on a book with several of “The Society” members. David stayed until the book was finished, then he left us.

Tips From The Publisher

Lester Gingold, *Best Times*, Memphis, TN - For our February Issue we decided early on for the cover art — the subject: Hospice, all type, but impressive — and for the first time used copies in selling advertisers on just how significant the cover story would be in an environment for their advertising message… It worked and we sold additional ads… in the past feature editorial issues like Cancer Month, Heart Month, etc have not been productive,

David started a small group called “The Society” to keep abreast of what was going on in the senior and relationship market. Steve Fish is a member of this group, in part thanks to David.

Many of you may remember David from the 2007 convention in the Bahamas. We contacted David and again he came with only a request for travel expenses and stayed for the whole convention so he could talk to all our members one-on-one if they choose.

Donna, Anderson, 50+ Senior News, Lancaster, PA Have you ever tried the hot key Ctrl-F? Open Internet Explorer (or your browser of choice) and press it. Then type a word or phrase you want to search for and press enter. In most programs, it highlights all occurrences of your search term(s). It works in almost all programs where you’re viewing some sort of text; Windows Explorer, Word, Internet Explorer, Notepad, etc. It’s like the old “cache” from days gone by. Give it a try!
discretionary income and the most precious commodity of time, Prime’s readers are ready to shop, travel, dine out, buy their dream cars, own a second home and spend time with their grandchildren. Our Prime readers fill a niche with age 50+ readers that our other magazines simply don’t reach.”

*Inside Columbia*, the group’s flagship publication and city and regional magazine, serves over 50,000 residents from Boone County with its printed and digital edition and website, InsideColumbia.net, including several special sections published throughout the year. Winner of the 2011 Magazine of the Year Award by the Great Plains Journalism Competition, the group also produced the first digital bridal magazine in Central Missouri in 2011, *Inside Columbia Weddings*. Publisher Fred Parry found himself further diversifying with *Inside Columbia’s Culinary Adventures*, offering cooking classes through the website of the same name. In addition, *Inside Columbia’s CEO*, published quarterly, provides in-depth coverage of key business issues and personalities in Columbia’s business community and is available digitally from its website, ColumbiaCEO.com. Further connecting with its audience, *Inside Columbia* offers readers five free weekly e-newsletters: *CoMoEATS, Columbia Bride, Columbia CEO Update, Inside Scoop*, and *Inside Columbia’s Wine Club*.

With his company’s growth and diversification into new areas, Fred Parry, Publisher, sought a solution to manage the advertising and business operations which multiple publications and websites demanded, and found The Magazine Manager in June 2010. A convention sponsor of NAMPA, The Magazine Manager® by Mirabel Technologies is a web-based multi-media solution for publishers, designed by a publisher. Accessible from PC, Mac, iPad and smart phone, the Magazine Manager allows publishers and staff access to crucial client database information and contracts while in the office or on the road. The Magazine Manager also integrates with Mirabel’s Digital Studio® to paginate and produce digital and tablet editions.

The group’s adoption of The Magazine Manager® web-based software brought *Inside Columbia*’s employees online to an integrated system for sales, ad order entry, production, circulation and accounts receivable management. According to Parry, “The Magazine Manager® has allowed our company to manage the production process in ways we never thought possible. The days of lost ads and running incorrect proofs are long gone. Best of all, I can track the activity of my sales force from 30,000 feet without daily interaction or micromanaging. The Magazine Manager® takes the worry out of the routine stuff so that we can focus on growth strategies and the innovation that will take our company to the next level.”

For more information on The Magazine Manager®, please visit [www.MagazineManager.com](http://www.MagazineManager.com) or contact Cyndy Ryan at (877) 256-0362 to schedule an online demo of the software. For information on Mirabel’s Digital Studio for digital and tablet editions, visit [www.MirabelsDigitalStudio.com](http://www.MirabelsDigitalStudio.com).
NAMPA 2012 Convention

September 29 - October 1

Quote from last year: “Just wanted to let you know how much I learn at our annual conferences. I belong to many different organizations related to my printing business but only NAMPA for the newspaper. I get so much out of attending the conference and networking with other publishers that I’ve already set aside the date for next year. I have several ideas that I will be utilizing and will let you know how they work out. Once again, great job.” Cheryl Adams, Tri-State Senior News, Erie, PA

Publication Name____________________________ Contact Person________________________

Names For Name Tags_____________________________________________________________

Address__________________________ City________________ State______ Zip_____________

Telephone___________________ Fax____________________ Email______________________

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Member Registration Includes:
• All sessions and pre-conference

Non-Member Registration Includes:
• All the above
  Must be eligible for membership

Early Registration Send Your registration by June 1, 2012
and Save $100 per Person

Total Registration

Please make hotel reservations today
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Please complete form and mail with check (made payable to NAMPA) to:
NAMPA, Karen Zarky
1140 Jupiter
Camdenton, MO 65020

If you have any questions contact Karen at 314-630-6607 (Cell) or kzarky@aol.com

Make your hotel reservations today. NAMPA room rates are $85, Friday, $100 Saturday, $50 Sunday and three days Pre/Post convention. Group Code: S09NAMP