



CEO'S COLUMN

Membership has its _____. (fill in the blank)



BY GARY
BLAKELEY

If you mentally plugged in the word, “privileges” to complete the sentence, it is more than likely American Express issued you a charge card years ago with your name on it, or you are a student of advertising slogans and promotions. Either way the tagline is indeed memorable.

And if nothing came to mind for filling in the blank, not to worry, because I have some new takes on this tagline... that have real meaning for PAGE membership (and PAGE suppliers).

Another area that helps PAGE Cooperative contain costs (and ultimately your costs), is by keeping our accounts receivable current. Our commitment to all our members and suppliers is to proactively and diligently bring any members’ balances that have exceeded 21 days, into timely compliance. Your cooperation with these efforts is much appreciated – not just by PAGE staff and management, but also by your fellow members.

And because every additional member PAGE yields even greater benefit for all our members and suppliers, the bylaws change passed by the board last summer to open PAGE membership to commercial printers has already started to bear fruit. We encourage you to promote and endorse your commercial printer associates’ consideration of membership in PAGE.

PAGE Membership has its advantages.

Now that’s obvious, right? You would not have joined PAGE Cooperative if you didn’t see the potential benefit. Those who have been members for years, certainly have to agree and find that PAGE continues to deliver value. Those who join for the first time, do so for that reason, too.

We believe the advantages are well documented every time you purchase newsprint through PAGE or secure services from PAGE Preferred Suppliers. Best pricing, great service, dependable sourcing. Plus, there is a camaraderie, or you might say, an affinity among fellow members that comes with belonging to an organization of peers. Plus there’s a comfort in being able to share common problems and solutions with like-minded enterprises. It is gratifying for us to see members connecting with one another and more fully utilizing more of what PAGE has to offer.

At the same time and as we move forward we believe we can offer even more for our members, as we expand the advantages of membership, expand the number of members, ultimately improving our buying power and delivering better prices and better service.

We are pleased to report that since April, last year, newsprint costs for members had dropped significantly by January 1. Good news. Absolutely. But at the same time, we want you to know we are continually investigating and evaluating additional ways to secure even better pricing for you.

Our lobbying, in concert with allied paper suppliers, along with your encouragement and support, helped contribute to the removal of costly newsprint tariffs, and further cemented our collaborative spirit with the paper industry toward keeping costs low and mills productive.

PAGE Membership has its obligations.

As members, whether new or long-standing, you understand and endorse the idea that looking to PAGE Preferred Suppliers as your first option for products and services is what a cooperative is all about.

One of our primary functions is to make sure you are informed of new PAGE suppliers and vendors and regularly reminded about doing business with current and long-term PAGE suppliers, too, that can provide the goods and services to meet your needs on a timely and affordable basis. We screen all prospective new PAGE suppliers to verify their commitment to and history of honest, dependable operations that are worthy of our members’ trust. So please make an effort to get to know PAGE Preferred Suppliers and remember them next time you need products and support.

On the flip side of that, we encourage PAGE suppliers to work closely with PAGE members to provide them with the best possible quality at the lowest possible cost. We’re proud to say that PAGE suppliers embrace the PAGE Cooperative standard of fellowship and fairness with PAGE members.

As I mentioned a few paragraphs ago, Members’ obligations for prompt payment of their PAGE invoices are a condition that must be met for us to continue to provide the service that is the cornerstone of our cooperative. We understand that cash flow and the vagaries of business can be challenging, but cannot stress enough that Member balances must be resolved on a timely basis. Paying your PAGE bills on time enables us to negotiate the best prices for you. Contact us immediately if you expect to encounter issues that affect your fiscal obligations to PAGE and PAGE suppliers.

(Continues on Page 3)

About PAGE Cooperative

CELEBRATING **35** YEARS

Thirty-five years ago, a misdirected ink invoice landed on the desk of Pete Eyerly, then publisher of the Bloomsburg, PA “Press-Enterprise”. What Pete noticed is that the much larger “chain newspaper” was receiving far more favorable pricing than he. And thus, PAGE (Publishers Association to Gain Economy) Cooperative was born. Now, in 2020, PAGE boasts over 1,400 newspapers in its membership ranks. PAGE purchases newsprint in conjunction with Cox Newsprint Supply and together, they are the largest buyer of newsprint in the nation. To join PAGE, members must receive approval from the PAGE Board of Directors. For additional information please contact the PAGE office at 800-468-9568.

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PAGE

Membership has its _____. (fill in the blank) *(Continues from Page 1)*

In that same vein, we have weathered the bankruptcy of two of our members. We understand fiscal failure occurs, but all the more reason for us to insist on strict adherence to PAGE's payment terms. To that end, too, you will be hearing from our Accounts Receivable team, who will be asking members for current W-9s to confirm accuracy of information so that our credit insurance is up to date and our coverage is where it should be.

One more obligation deserves special notice as well.

A handful of suppliers has billed at least one of our members directly instead of following the required billing channel through PAGE. If you are a PAGE member and receive a bill from a PAGE supplier, return the billing to the supplier and direct him/her to send the billing to PAGE accounting. Fortunately, only a small number of suppliers were involved and we have been in touch with them about this. We are sure these circumstances were just an oversight or the result of new bookkeeping staff among the suppliers not being fully aware of standing procedures.

And if you are a PAGE supplier, please make sure that your accounting folks comply with these conditions. Thanks for your cooperation with this, too.

PAGE Membership has its expectations.

Finally, let's talk about member expectations. You join PAGE. You invest in that membership. And with that investment and affiliation, you have expectations of us as an organization, because, yes, the door does indeed swing both ways. One thing you expect is that PAGE Cooperative will be available to you when you need us. We also know you expect a high level of privacy and security from PAGE.

Today, we are pleased to report that PAGE has installed and integrated a new, comprehensive IT structure that significantly improves our server and network functionality, affording us a greater efficiency in managing the operation. Because it is also our mission to meet your expectations, we want to thank you for your understanding and patience if you experienced any disruptions in our service during this transition.

As part of the process of updating some of the hardware and software along with procedural changes to our IT structure, we also dramatically ramped up PAGE Cooperative's privacy and security measures to a level that has the entire board of directors fully satisfied that we have one of the most secure and stable systems of

any organization like ours in the country.

We also have installed full, 2- and 3-tier system redundancies with solid backup procedures and leading edge technology to assure complete and immediate data access in the event of power outages, natural disasters or other emergencies.

What else should you expect of PAGE?

You should expect regular and effective communications about all PAGE activities and services so that you can more fully take advantage of PAGE membership benefits. To that end, we are announcing the launch of a new, more interactive and user-friendly web site that will become live sometime between the first and second quarter of the year.

The site will simplify navigation, afford simpler access to the information you need, including member and supplier news, webinars and special events and benefits. It will be mobile-friendly and will provide a better interface when viewing it from your desktop computer, laptop, tablet or smart phone.

And because as members, you likely have ideas about how PAGE might better provide the service and performance you expect, the 'Virtual Suggestion Box' idea I mentioned in the previous issue of this newsletter is in the planning and programming stage as we speak. It may interface with the new web site; it may include outreach to you via email, text, print and mail. No matter how we present it, we want you to know that asking for and hearing your expectations is a high priority for the PAGE board and staff.

And of course, you can always reach out and call me, or any one of our staff with your ideas or concerns, too.

With that, I expect you have heard enough about PAGE membership! Best wishes for a prosperous 2020!



PAGE's Newest Members

HD Media Company, LLC

Charleston Gazette-Mail: Charleston, WV
The Herald-Dispatch: Huntington, WV

The Korea Daily New York, Corp

Long Island City, NY

Purdue Student Publishing Foundation

dba The Purdue Exponent: West Lafayette, IN

Invoice Problems? Give us a Call.

If you ever encounter a PAGE invoice that does not look correct, and you are in disagreement with what has originally been billed by the supplier, please get in touch with our accounting office as quickly as possible. This includes discrepancies having to do with price, sales tax, returned items, cancellations, etc.

Our team can then immediately begin the dispute process which begins with putting the specific invoice on hold in our A/R system to avoid future finance charges. We will then research the issue, and follow up, with the appropriate people both on the member and supplier side. If a three-way conference call is needed, between all parties, we will facilitate that as well.

PAGE makes all payments to our suppliers within terms, even taking early pay discounts; therefore, it is of the utmost importance to attempt to catch any inaccuracies before payment is processed by our A/P Department.

As most of you are aware, all supplier invoices should first be sent to PAGE and then we, in turn, bill you (usually within 48 hours). A copy of the original supplier invoice is always included as backup. Any invoices you receive directly from a supplier should be brought to our attention as this could affect future rebates and/or dividends.

We are always here to assist our members, especially when problems occur, so please don't hesitate to reach out. The PAGE office number is **800-468-9568** or you may send an email to **Marcy Emory, CFO**, at marcy.emory@pagecooperative.com.

PAGE Credit Policy

We understand that in these challenging economic times members' cash flows may not be as positive as they have been in the past. However, it is important with millions of dollars flowing in and out of the cooperative, on a monthly basis, that our credit policy be consistent and followed.

Since a cooperative cannot maintain a sinking fund (all annual dividends/margins are 100% assigned to all participating members either with cash dividend checks, credits, or deposits to their equity accounts), we cannot operate as a bank would by extending credit terms. There are two major issues that we regularly address:

- **Cash Discount Terms** – PAGE, when paying supplier invoices, takes all available cash discounts and passes those terms to members. However, to take advantage of those discounts, members must submit payments within the discount period. This is usually within 10 days of the date of the PAGE invoice.
- **Late Fees/Penalties** – On any non-disputed invoice, if payment is received more than seven days past the due date, a penalty fee is assessed. If an invoice is to be disputed, please let us know as soon as possible.

If you have any questions on our credit policy, please contact CEO **Gary Blakeley** (800-468-9568, ext. 196; gary.blakeley@pagecooperative.com) or CFO **Marcy Emory** (800-468-9568, ext. 182; marcy.emory@pagecooperative.com).



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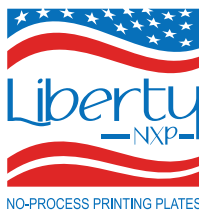
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A PAGE Cooperative Staff Profile

Sharon Shifflett
Accounting/AP

**Meet Sharon Shifflett,
Accounting Coordinator for Accounts Payable**

Sharon's primary responsibilities at PAGE include, but are not limited to, resolving billing issues, processing payments and insuring both members and vendors are in agreement with their payment transactions. Working closely with CFO Marcy Emory, Sharon also administers rebates, oversees disputes and assists in AR.

"I enjoy the diversity of my position and the flexibility and atmosphere of the PAGE office," says this Delaware County native, who grew up and still resides in the community that borders Philadelphia with her husband and two young children. "We offer purchasing power to the newspapers who make up our membership... we bring newspapers together, extend opportunities to stay competitive and help make a difference in our members' companies," adds Shifflett.

Prior to joining PAGE Cooperative, Sharon spent ten years as an office manager for a chemical company, "which is where I refined my accounting skills and learned to superintend an efficient office," she said.

Since joining PAGE 11 years ago, she has formed an alliance that embodies both members and vendors. "I value these relationships, knowing we are all working towards a common goal, allowing us to work more effectively as a cooperative," she added.

Sharon said her experience affords her latitude to assist within virtually any area of the Cooperative, which she believes is very important. "If an issue arises that I cannot help with, I will find someone who can help," she affirms. "I remain adaptable to new challenges, as I feel it is imperative to roll with the changes within our industry as we continue to support the newspaper and printing community."

Shifflett, who earned her Bachelor of Science degree in Business from Villanova University, is an avid reader and confessed, "I'm a huge Disney fan!"





We salute Sharon and her contributions to PAGE Cooperative!

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Fujifilm's Processless Plate Manufactured in the U.S.



Fujifilm North America Corporation, Graphics Systems Division (GSD) continues to add value in its relationship with PAGE Cooperative with the ongoing support for the SUPERIA ZDN true processless plate. In a June 2017 PAGE Cooperative article, Fujifilm introduced the FDT-527 plate, which commercialized as SUPERIA ZDN and is now manufactured in Fujifilm's Greenwood, SC plate factory.



The key improvement point for SUPERIA ZDN is increased durability, and has also delivered great results for fast, on-press development and fast, clean press restarts, lowering waste costs. The key feature for Fujifilm plates is unparalleled consistency, and this same feature carries over to SUPERIA ZDN.

With more newspaper printers bringing in commercial work—with varied run lengths and stocks—ZDN durability provides more latitude to meet the needs of these diverse production conditions. SUPERIA ZDN supports run lengths for UV/curable inks up to 100,000 impressions and with run length, for conventional inks rated up to 200,000 impressions. ZDN is supplied in 0.2 and 0.3 mm thickness to support plate sizes, common to PAGE members.

Fujifilm GSD is also a full range supplier of many production tools used in the plate making and pressroom departments, typically found in PAGE member sites. For more information, go to www.fujifilmgraphics.com.



Gatehouse Grew Obits by One Million

On September 9, 2019, Gatehouse Media confirmed that they added more than \$1 million in new revenue in 2018 publishing obituary special sections, using iPublish Media's Adportal Tributes software.

Gatehouse wanted to monetize the obituary franchise with a print publication, but they could not overcome operational issues. They turned to long-time SaaS partner iPublish Media to automate the process.

"Obituaries are in the top five traffic producing sections in 80% of our newspapers," said Bob Birkentall, Director of Online Verticals at Gatehouse.

Aside from initial minor resistance to the price increase, "we had a lot of feedback and all of it has been positive," Birkentall said. "It is a highly profitable section, and we have had very good response from the community. Of all our product improvements, AdPortal Obits is the most popular with funeral homes and AdPortal Tributes is the most popular with consumers."

In addition to Gatehouse, today there are more than 50 other independent and group publishers creating success with Tributes

via iPublish Media in nationwide metros of every size. For more information, find the case study at ipublishmedia.com/gatehouse.

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- ✓ Automated Ink Savings

Pre-press deployment options include on-premise, private cloud or NHM hosting/managed services (extra charges apply).

At the end of the starter term, continue using the entire package or select individual modules and continue to receive substantial savings.

NHM has launched AI4Images.com, the Artificial Intelligence for Image Enhancement platform for publishers. Powered by the same image enhancement engine used by major publishers, the AI4Images.com turnkey approach for achieving high-quality image optimization combines cloud-based image processing with predictive enhancement algorithms. Save time on managing high-volume image processing and eliminate manual re-touching of images today.

NHM is offering a 10% discount on the starter term license to all PAGE members who visit this link: <https://www.newshubmedia.com/campaigns/c2/index.html>, then click the 'Interested?' button. All new AI4Images.com subscriptions for PAGE members include an additional 500 image credits. Visit <https://www.ai4images.com/> and then click the 'Try it Now!' button.

For more information, contact **Mark Wasserman** at 215-470-2386 or mwasserman@newshubmedia.com.



Innovative Poly Bags



We know you have many options when it comes to sourcing your plastic bag needs. In this ever-challenging economy, while it seems price is always a very driving factor, price is only important as long as the product itself performs to your expectations.

PDI Plastics, in business nearly 36 years, has proven its commitment to manufacturing high-quality polyethylene bags at competitive rates. PDI Plastics continually looks for innovative products by performing extensive testing, using different high quality blends of resin, the raw material used in manufacturing.

We have successfully been supplying our "poly steel" blend of linear low-density bags for several years now with great success. This "poly steel" blend has exceptional strength and is extremely tear resistant. By combining a strong catalyst with linear low-density

polyethylene, we are able to produce a durable, yet lightweight material, at very attractive pricing. This thinner bag also helps reduce the environmental impact since it takes up less space.

These "poly steel" bags, along with our linear low- and high-density bags, can be found in one of our sixteen warehouses across the United States and Canada. For more information contact: sales@pdisanek.com.



Ponderay - Quality and Service



Ponderay Newsprint Company produces a world class Standard Newsprint sheet for both the domestic and international markets in a wide range of basis weights. Focusing exclusively on the unique demands of the newsprint grade, Ponderay Newsprint provides a superior quality sheet that consistently meets or exceeds pressroom expectations.

At Ponderay Newsprint, we pride ourselves in providing a top-quality sheet, combined with excellent service and customer support. Produced at our highly automated papermill located in Usk, Washington, Ponderay offers various grades of newsprint, ranging in basis weights from 40 to 52 gsm. Ponderay Newsprint consistently provides newsprint with outstanding sheet profiles, high sheet uniformity and among the highest opacity of any newsprint sheet in the market, resulting in outstanding pressroom runnability and print quality. Because Ponderay Newsprint is locally managed and focuses solely on newsprint, we have the flexibility to meet your tightest deadline needs!

To learn more about how Ponderay Newsprint can support your needs, contact **Carole Winchester** at 513-659-9051 or cwinchester@ponderaynewsprint.com. And, of course, visits to our facility are always welcome!



Looking to Sell Your Surplus IT assets?

PAGE supplier Powerhouse Technology Group is looking to purchase technology assets your company no longer needs and may have for sale or trade. This includes desktops, laptops, servers, data storage, networking switches and routers, wireless access points, telephony and printing equipment. For more information, contact **Marshall Ness** at 651-485-6598 or sales@powerhousetg.com.



SmartPublisher is Here for You!

Move your software to the cloud with SmartPublisher! Pre1 Software's cloud hosting provides access to SmartPublisher

from anywhere you have an internet connection—even from a web browser. Our hosting service includes a private, dedicated server, complete setup and configuration, fast modern hardware, fully-managed SmartPublisher backups and top-notch security.

SmartPublisher brings together ad sales, scheduling, production and billing for print and digital publishing in one easy-to-use system. It is a cross-platform ad management software suite—cloud or on-premise—that also offers online customer payment portal and ad proofing modules to simplify collections and ad trafficking. For more information and to arrange a free demonstration, contact us at **971-244-8888** or email sales@pre1.com.



The Digital Assembly Line at Advance Local

Advance Local has been investing in cost-saving prepress and production strategies over the past few years. However, all printing locations and markets were still operating independently using local hardware, different systems and workflows.

Advance Local decided to centralize and optimize workflows by introducing enterprise-wide standards for all locations. The installation of ppi Media's Digital Assembly Line started in 2018. The eight Advance Local print sites are now managed by an (AWS) cloud-based centralized EPWS (Enterprise Publishing Workflow System). There are also four, third-party print sites set up to receive completed ppi-created pages. The process includes edition planning, imposition schemes, preflight validation, ink presets and optimization, and proofing solutions in combination with a highly automated, state-of-the-art output management system across the enterprise.

"For us, the ppi Media system delivered a complete end-to-end workflow that has met our needs by allowing us to consolidate our workflows, improve our business continuity and increase our overall efficiency and productivity" – Advance Local Prepress and Technology Leadership. The full story can be viewed at <http://bit.ly/344N0is>.

Advance Local is a subsidiary of Advance Publications, one of the largest media companies in the USA.



JetBlue Elevates Entertainment with PressReader

As a frequent traveler, the airline industry is a space I've had the privilege of watching grow, shrink and reinvent. If we think back to air travel in the 1950s (well before my time), it was quite luxurious — moreso a social event than a means of transportation. Think passengers in their best digs and lobster dinners. There's a major contrast between that and flying in the early 2000s, where everything was focused on minimization — an ideology that's carried into most of today's airlines.

However, there are a few players doing things differently. JetBlue is considered a low-cost carrier, but still manages to provide

free drinks, snacks, Wi-Fi on every plane, great legroom and an unmatched suite of onboard entertainment — most recently offering PressReader to every passenger. By adding PressReader, they are demonstrating that low cost doesn't mean poor service. Passengers should have access to premium products and ample choice.



If there's anything we've learned from the history of air travel, it is that passengers aren't asking for the world. All they want is comfort, kindness and killer entertainment options. Airlines don't have to empty their wallets to give passengers the best.

For more information, email publishing@pressreader.com.



Ogden Chooses My News 360

Ogden Newspapers will roll out the full suite of My News 360 services to three Ohio newspapers in Tiffin, Sandusky, and Norwalk.

The Ogden sites will gain efficiencies in each market's editorial workflows from implementing My News 360 content management system. Stories can immediately be shared and posted to a specific group of newspapers or across the entire Ogden group. Editors can also search the vast database for pieces written in other markets to share in print or online.

Published content will be posted on newly designed websites hosted and powered by My News 360. The web design and layout will be jointly managed by Ogden IT and Prestelligence.

The page tracking allows users to see the status of page production, annotate, approve or request changes as pages are being built. For those sites using page layout systems, a file will be imported to the database so ads will automatically place on the page when opened.

My News 360 enables the Ogden markets to consolidate their news app and e-edition app into one. Readers can request push notifications for daily delivery of the e-edition, breaking news, promotions and subscriber rewards. For more information, visit our website www.prestelligence.com.



WWW.NEW-PROIMAGE.COM

Cloud Solutions to Reduce Costs

OnColor SaaS provides all the benefits of image color toning and correction without having to purchase hardware or software. OnColor is able to automatically correct individual images (jpegs, tiffs) as well as color correct images in a PDF page. This removes the manual process of toning images locally in photoshop or a local toning program. Publishers, editors and photographers can upload a single color image and OnColor can automatically return a color-corrected image, a grayscale image and web-ready image for e-editions, saving valuable time.

In addition, ProImage has over 80 publishers using the OnColor ECO SaaS ink savings software, improving quality while reducing ink consumption. OnColor ECO Ink optimization software is a Cloud software module that accepts PDF files and perform GCR operation to transform "CMY" components to "K", reducing ink consumption while maintaining the highest possible print quality and sharpness. It automatically analyzes PDF files and determines the exact amount of ink needed to produce the best quality. The result is perfect output, using less ink.

No capital investment needed – just pay as you go. Please contact **Rick Shafranek** for PAGE pricing or to learn more at 303-426-7171 or email rick.shafranek@new-proimage.com.



Roosevelt Welcomes 7th Rewinder

Roosevelt Paper Company plans to add a seventh rewinder to its in-house converting capabilities. The newest Catbridge Slitter/Rewinder will be installed early Spring 2020 in Roosevelt's Alsip, IL plant and will be a 100-inch wide workhorse that comes with a 72-inch finished roll diameter and is capable of 6,000 fpm. This machine can handle a broad range of material types, widths and tension range capabilities, making it fast, versatile and another example of our advanced converting capabilities.

The investment of the new rewinder is a part of the company's continued commitment to both its suppliers and to its printing and packaging customers. For more information, call 800-523-3470.



Strapping and Wrapping

When it comes to shipping out products, there are choices to be made – what to use, where to purchase and will it work in my business. Polypropylene strapping is made for strapping machines as well as the hand-grade method to use with hand tools. Stretch film comes in machine widths and the convenient hand applications. There is also the option of a shrink film, which is used in a tunnel or bar sealer.

At Samuel, you may call and ask what is best for your business anytime. You will be provided with pricing and availability of the products you need. We have warehouses throughout the country to service your location. Feel free to call **Susan** at 800-222-1800, x16430 Monday-Friday, 8am-5pm. Thank you for your continued business – we are here to help with your strapping and wrapping.



Generate Revenue for Your Advertisers

As a PAGE Cooperative supplier, we pride ourselves on being a great asset to generating additional advertising revenue for PAGE members.

Site Impact is a Wholesale Digital Marketing Company focused on simplifying email marketing programs. We are a rapidly growing, diverse and dedicated group of more than 100 professionals with 3 offices located in Coconut Creek and Orlando, Florida and Kansas. Our solutions ultimately drive qualified traffic to websites and storefronts. Since 2010, our goal has been to provide one simple marketing solution to target our client's ideal consumers where they engage most, providing the tools and data to acquire new customers and support ROI-based advertising.

We have a database of 150 million opt-in email records that can be filtered by 750 targets and selects. Find your audience and place email campaign orders quickly and easily with unheard of turnaround times. We also offer ongoing FREE demonstrations and trainings via WebEx. Join us for our monthly webinars or schedule a training today. This is a great way to kick off your digital marketing programs that effectively compliment your current marketing plans. Contact **Sylvia Bolivar** of Site Impact today for your special pricing and to set up a free demo: 954-329-3997 or sienterprise@siteimpact.com.



Capital Resources from SLP



Southern Lithoplate (SLP) is pleased to announce a PAGE Member Only, 5%-off invoice rebate available from SLP for any PAGE member that orders and installs a new CRON Thermal CtP with Liberty NXP no process lithoplates or ECRM CtP with Replica Violet lithoplates before March 31, 2020. Should you be in the market to purchase a new or certified preowned prepress CtP or sell your current prepress assets, call your family/friends at SLP. We also have new, certified preowned, buy/sell and potential trade-in resources to support you. For further information, please call **Ted McGrew**, SLP VP Sales, 317-663-3286.



Steel City: A Networking Resource



Another year has passed, and the Steel City Corp. team wishes to extend our appreciation for the opportunities to work with the publishing industry.

Beyond offering an extensive line of home delivery/distribution and single copy supplies, Steel City Corp. also attempts to share industry ideas, best practices and updates. In addition to considering Steel City Corp. for your supply needs:

- Visit the website **www.scity.com** (check out “Been This Saw This”, our ideas sharing page and “exPRESSly Speaking” our blog)
- Follow **@steelcitycirc** on Twitter
- Like “Steel City Corp” **@SteelCityCorp** on Facebook

For additional information or to submit ideas and best practices to share with your peers, contact **Jim Smith**, National Sales Manager: **jsmith@scity.com** or **1-800-321-0350**.

Again, thank you for your support and opportunity to serve your company! Best wishes for success as we are gearing up for an exciting 2020!



A Roadmap for Effective Credit Policy

Developing and maintaining a well-articulated credit policy is a worthwhile investment of time and effort. A well-written credit and collection policy provides a guide for managing by objectives and measures, a map for negotiating the sometimes “rutty roads” of credit extension and collections.

The Periodic Review

Effective credit policy is not static. Every credit policy, regardless of how serviceable over time it proves to be, requires periodic review and adjustment.

The Sales and Credit Connection

Good credit policy allows everyone to “win.” The purpose of credit is to lend money in order to increase sales and profits. A credit manager’s job, therefore, is to promote profitable sales.

The Objectives

Because overall objectives provide the framework for detailed operations and procedures, they should address and reflect the delicate and challenging balancing act between credit extension and collection requirements.

Principles Remain the Same

A well-conceived credit policy provides a valuable road map for sound and consistent management of credit and collections. Periodic review of credit policy—making sure that its objective are reasonable and are supported by well-defined metrics, evaluating results and amending the policy as necessary to improve its effectiveness.

For more information, visit **szabo.com**.



Growing Digital Readership and Revenue



Growing digital readership and revenue, it’s the main topic at every industry conference. Tecnavia has tools to help you achieve both goals.

Mobile readers typically make up over half of your readers and they prefer to use apps. Give them the best mobile experience with Tecnavia’s 2-in-One App. A special mobile-designed interface combines your web content, the digital print replica and more into one total media app. View real-time news. Digital print replicas. Story updates. Video streaming. Blogs. Classifieds. Podcasts. Specials. Events. And, enjoy no jumping between web and apps — on the run.

Payments are part one of the overall experience. Our web paywalls, story meters and single sign-on makes sales a short, simple process. Offer on-line subscription sales and hard or soft paywall strategies. You determine access to all your digital content while retaining your branding, pricing and customer relationship.

Finally, Tecnavia’s Ad Network (TAN) gives publishers a unique opportunity to generate ad revenue from already available eEdition ad inventory — without adding sales resources. As a revenue share service, TAN has no up-front fees, minimums or ongoing participation fees. Each month Tecnavia sends a sales report and a check with your revenue share.

For more information, or to set up a webinar, contact **Diane Amato** at **330-646-1889** or **damato@tecnavia.com**.



Telecom Strategies Expansion of Services for PAGE Members

We are excited to announce our new relationship with Granite Communications (**www.granitenet.com**), a nationwide telecommunications company with over 2,000 employees and offices throughout the United States. We have added them to the list of telecommunications companies we represent in order to provide the best comparison of solutions for PAGE members.

They have recently completed their first “cloud-based” system for a PAGE member in Iowa. With our guidance, the client replaced their telephone systems at two of their locations with a state-of-the-art system linking both. Operational efficiency and cost savings are immediate.

All of this was completed with minimal capital expenditure. They were required to purchase phones, but not a phone system. Their monthly cost for its usage and calling between the two offices going forward is a considerable savings over past expenditures.

Telecom Strategies LLC made that happen and supervised throughout. We are also there for this client going forward, should any issues arise. All of this was done for the client at no cost to them.

Please feel free to contact us at: **contact@telecomstrategies.net** or at our toll free number **844-282-6400**.



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PRESS EQUIPMENT, INC.



TSC Products & Services for PAGE

To better serve our valued PAGE Cooperative customers, the Siebold Company (TSC) is continually increasing our DGM, Smith Dampening and Goss press parts inventory. All parts are stocked at TSC's Harrisburg, PA facility and available by calling **800-452-9481**. Please visit our new parts website: **www.sieboldparts.com**.

We have also developed new **TSC Press Drive Controls** that are ethernet-based for added reliability and feature remote assistance diagnostics. TSC Press Drive Controls information can be found at: **<http://www.sieboldgraphicarts.com/tsc-press-drive-controls/>**. We are now preparing for the installation of three new **TSC Press Drive Controls** at Trib Total Media in Tarentum, PA. Please see: **<http://www.sieboldgraphicarts.com/wp-content/uploads/2019/06/Trib-Total-Media-Chooses-TSC-Press-Drive-Controls-June-2019.pdf>**.

To reduce your overall production costs and improve print quality, we now offer the full-line of QIPC – EAE, including Press Controls and Closed Loop Color. For QIPC – EAE information, please go to: **<http://www.sieboldgraphicarts.com/q-i-press-controls-eae/>**.

TSC has completed over 5,000 successful equipment installation projects since 1989 throughout North America and the English-speaking Caribbean Islands. TSC is the parent company of DGM, Smith Pressroom Products, DR Press Equipment and Lion Web Components. TSC offers press equipment parts and services, including: equipment brokering services, reconfiguring, reconditioning, valuations and equipment scrapping. TSC is also the exclusive distribution agency for QIPC – EAE Press Registration & Controls.

Thank you for your valued business!



Myles Mellor Crosswords on CBS

Myles Mellor, one of the top crossword and puzzle writers in the world, offers easy, medium or hard crosswords, sudoku's, word searches, crypto quotes and cryptograms, Sunday crosswords, giant crosswords, diagram-less crosswords and more to newspapers, magazines and Fortune 500 companies.

After almost 20 years of establishing and expanding a flourishing puzzle business, Myles was recently interviewed on three major TV networks to discuss his life and career. You can view the CBS interview at **<https://www.youtube.com/watch?v=7emsBZqvohY>**.

Myles supplies over 130 newspapers with his syndicated puzzle content and has sponsored the California Newspaper Association

for almost 10 years. **Myles** can be contacted at **themecrosswords@gmail.com** or by phone at **818-522-4126**.



A Division of Sun Chemical

US Ink introduces SunSupportOnline

Sun Chemical /US Ink continues to show further commitment to our customers with a customer facing, on-line support platform called **SunSupportOnline.com**.

SunSupport Online offers customers the ability to place orders, view purchasing history, track shipment and pay invoices. This user-friendly interface, available 24-hours a day and 7-days a week, allows customers to easily navigate a platform and is personalized to each individual user. Customers can allow access to multiple personnel, each created with settings unique to their account and the products in which they use.

Registration for this service is available to all existing US Ink and Sun Chemical customers and sign up only takes a few minutes. Get registered today by going to **www.sunsupportonline.com** and select the "Not Registered" icon to complete your registration. After account validation, a member of the Customer Service team will notify the customer upon completion.

NOTE ON PREFERRED SUPPLIER NEWS

Supplier News articles are submitted by PAGE Preferred and Platinum suppliers and are published on a space-available basis. PAGE does not make a judgment upon or endorse the information contained in the submissions. Members may find additional information on each supplier program by using the PAGE website at www.pagecooperative.com. Each PAGE supplier has a "profile page" that is updated by the supplier with information such as: program details, contact information, and how to purchase from that supplier. Some profiles also include pricing information. Supplier profile pages are made available to PAGE members once they have logged into the PAGE website and can be found under the "supplier & partners" menu.

NNA Building Printers' Directory

As you may have read in a recent Publishers' Auxiliary ("As newspapers consolidate operations, weeklies work together to stay in print") and if you don't own your own press, finding a new printer is no easy task. The National Newspaper Association, representing America's community newspapers, is creating a printer directory as a free member resource. **Contact lynne@nna.org for more information.** Printers and printer suppliers may now become members of NNA and take advantage of the many opportunities to reach member newspapers such as its annual convention, Publishers' Auxiliary, email and web advertising.



IT Built To Scale

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Don't Let Them Crack Your Code



Nearly a decade ago, questions about passwords were at the top of the list, when I explained computer security issues. Now, few people ask. Yet my experience and those of my technicians, bear out the belief that many users still regard the issue of passwords with disregard. Passwords remain the first line of defense for your computer or network. Here is how to create a defensive wall around your computer that provides the security you need.

Password Personality

For digital safety sake, don't be a copycat. That is, don't use passwords everyone else copies. The most common passwords, according to online reports, are:

- | | |
|--------------|--------------|
| 1. 123456 | 6. 12345678 |
| 2. 123456789 | 7. abc123 |
| 3. qwerty | 8. 1234567 |
| 4. password | 9. password1 |
| 5. 111111 | 10. 12345 |

Apparently "iloveyou" almost cracked the top 10, while "monkey" and "dragon" entered the top 20.

Password manager. The U.K.'s National Cyber Security Centre (think a British NSA) suggests using a password manager. They are built into Google Chrome, Microsoft Edge and Firefox, which is why they ask if you want to save the password (you might have to turn on this option). A password manager releases you from memorizing all those oddball sequences by generating and retrieving complex passwords.

Use a two-factor authentication system. To log in to your bank account, for example, they will text (or email) you a one-time code that expires after a specific time (often 10 to 30 minutes). It takes an extra few seconds but greatly expands your security.

Unrelated threes. Another approach is to use three unrelated words that you combined in a phrase that is easy to remember. For example, football, cattle and pink. Don't use "onetwothree". Unsurprisingly, I use "IlovePCS" (kidding). I think you get the idea. A friend who studies jiu-jitsu uses the names of techniques for his passwords. Apparently, "rearnakedchoke8749#" works wonderfully (not his real password), though he breaks the rule of randomness.

Can't come up with original passwords? Visit <https://www.random.org/passwords>. It's free, simple and quick.

Closing Tip. When you conduct your annual IT audit (tell me you do this), revisit your entire IT security system. That simple act can prevent an IT disaster.

Anthony Mongeluzo is the president of PCS, a 150-plus person IT firm, headquartered in Moorestown, New Jersey. Contact him at anthony@helpmepcs.com or Twitter (@PCS_AnthonyM).

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Steel City Corp.	Central Ink Corp.	Fujifilm Graphic Systems, USA	C&W Pressroom Products
Resolute Forest Products	Southern Lithoplate, Inc.	PDI Plastics	MillerBevco
RBP Chemical Technology	Hamilton Circulation Supplies	White Birch Paper Company	TownNews.com
Finzer Roller, Inc	Eastman Kodak Company	Flint Group	

TOP MEMBERS BASED ON TOTAL NUMBER OF PREFERRED SUPPLIERS USED

Press-Enterprise, Inc.	Bloomsburg	PA	Venice Gondolier Sun	Venice	FL
Richner Communications Inc.	Garden City	NY	Daily Astorian	Astoria	OR
East Oregonian	Pendleton	OR	The Indiana Gazette	Indiana	PA
Valley Newspapers	Phoenix	AZ	Prescott Newspapers, Inc.	Prescott Valley	AZ
The Herald	Jasper	IN	Booster/Mohave Valley News	Bullhead City	AZ
Charlotte Sun Herald	Charlotte Harbor	FL	Southeast Missourian	Cape Girardeau	MO
Iowa Information, Inc.	Sheldon	IA	Leader Publishing	Jacksonville	AR
The Greeneville Sun	Greeneville	TN			

TOP MEMBERS BASED ON TOTAL ANNUAL PURCHASING AMOUNT

Valley News Dispatch	Tarentum	PA	The Star Democrat	Easton	MD
ECM Publishers	Coon Rapids	MN	Susquehanna Printing Company	Lancaster	PA
Delaware Printing Co.	Dover	DE	The Santa Fe New Mexican	Santa Fe	NM
The Concord Monitor	Concord	NH	Venice Gondolier Sun	Venice	FL
Charlotte Sun Herald	Charlotte Harbor	FL	The Indiana Gazette	Indiana	PA
Valley Newspapers	Phoenix	AZ	Richner Communications Inc.	Garden City	NY
Northeast Mississippi Daily Journal	Tupelo	MS	The Daily Reflector	Greenville	NC
Prescott Newspapers, Inc.	Prescott Valley	AZ	Companies are listed in rank order.		

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PAGE Primed to Flourish in 2020



BY BRANDON
EYERLY

As a challenging 2019 comes to a close, I'd like to reflect on the substantial progress made by our new CEO Gary Blakeley. As Gary has been adjusting to his new role, he has taken full advantage of this opportunity to test every business assumption and question every business practice at PAGE. The organization is now pursuing new opportunities and challenging operational practices at a pace far faster than we've witnessed in years.

Gary started with us in March of 2019. In his relatively short time as CEO he has discovered new sources of revenue, changed our bylaws to enable us to pursue more growth, overhauled our credit practices, reworked our committee structures, overhauled our IT systems, pursued new

technology for our accounting systems and reduced labor expenses. If you're wondering how he has the time to get all of this done I can assure you that members of the board of directors receive email updates early in the morning as well as most weekends. He is a workaholic who is driven by a passion for PAGE and for seeing this cooperative succeed. Please be sure to read his column in this newsletter for more details.

On behalf of myself and the board of directors we are very pleased with all of the progress Gary has made and approach 2020 with a sense of optimism and enthusiasm for our cooperative's future.

PAGE