

PAPER CLIPS

Midwest Community Publications

Official Newsletter | July 2026

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**What does
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MORE THAN YOU MIGHT THINK.

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President's Corner

Do You Know How to Crochet?

Recently I was attending a baby shower for my daughter-in-law. YES, I am a grandma now! While my daughter-in-law was opening a present from my mother-in-law, she got a huge smile on her face. My mother-in-law had crocheted two pairs of booties and a blanket for baby Miller. My mother-in-law has always been someone who crochets. In fact, Devin, my son, had a pair of the same patterned booties that she made for him. (They are tucked away in the hope chest for boy baby Miller someday.)

When she opened the present, the person sitting next to me stated, "Moms-to-be in 10 years are really going to miss out. People simply don't know how to crochet anymore. It is a special trait that most people won't take the time to learn."

After thinking about traits people haven't taken the time to learn, I wonder what that means for the publishing industry. I can say new employees have definitely not had the experience of melting wax on their fingers when trying to paste up pages. They will never know the feeling of using a typewriter. They won't know the smell of a dark room and don't even mention Linotype.

On the other hand, I remember when the county fair results would take hours and most of the time days to type up and proof for publication. Just this week, I used Quadd.ai to generate the results of two different county fairs. Results were generated in text format newsprint-ready within 10 minutes for the



entire fair. Thank you, Trevor, for creating a tool for today's publications.

Our industry has gone through several changes throughout our lifetimes. I am positive it will go through even more that we won't have the pleasure to experience.

I was recently watching a series on Prime and the actor pointed to an article and said, "Who says print media is dead?" After a small cringe, I did stop and think about what she had said. These were college-age young adults reading print media. I understand this is a television show; however, just the mention means we are still here.

Different than 10 years ago, but here.

We might not all know how to crochet, but we have taken on the changes life has thrown us in this industry. If we didn't, we wouldn't be here. Be proud of what we know and what we have become. Utilize changes to our advantage but don't forget what has brought us to this point.

Go make your publications something to be remembered.

Lisa Miller
MCP Board President



From the Office

Happy New Year

MCP kicked off our new fiscal year on July 1.

You should have already received your renewal packet and 16-page tab in the mail.

Please look through the resource guide, as it has a lot of great information and updates about the association.

Inside, you'll find information about member benefits, ad networks and specials, membership, committees, MVPs, meetups, and much more.

By now, you should all be aware of our bylaws change that allows paid and digital publications to join the association.

When this change was made, the board also updated our dues structure to help organizations with multiple publications—or publications that were

previously ineligible to join—become members.

If you receive your membership invoice and would like to add one or more publications, please reach out, and I can help you with that.

And don't forget: each publication receives two free MCN coupons with its renewal. These coupons are valid through June 30, 2027, but there's no reason to wait until the last minute.

One last thing about dues. When you're mailing in your payment, please use the P.O. Box listed below. Other addresses should still get your payment to me, but the P.O. Box is the most direct and reliable option.

Cory Regnier
Executive Director



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MVP at Work

Getting to Know Yourself

Are you Type A or Type B? Introvert or extrovert? Have you ever taken the Enneagram test? What's your star sign?

Hi, my name is Annika. I'm Type A, an extrovert, Enneagram Type 1, and a Leo with a Libra moon (which, according to my college roommate, "just makes so much sense!").

Now, I understand these questions can seem silly. How much can a personality test or the stars' alignment on the day I was born really affect how I act as a person? While these tests or specific personality types don't totally define you as a person, they can be helpful in understanding yourself, and especially the people around you.

At a recent MVP meeting, we all took the Enneagram test and shared our results. I am a Type 1, The Perfectionist. I was not surprised by the results. I had taken the Enneagram a few times before, and I always get Type 1, which, to me, just makes so much sense! I was, however, interested to hear the results of the rest of the group. It helped me to get to know just a little bit about everyone, which, as a new MVP, was really helpful.

The group was filled with Type 1, Type 3 (The

Achiever), Type 7 (The Enthusiast), and Type 9 (The Peacemaker) — all very good traits to have as an MVP. However, what I found most surprising was that no one scored exactly the same. Even when my coworkers took the test later that day, no one got the same Type or Types.

On paper, this seems crazy. Surely, you would have to have the same personality type as someone else to be able to effectively work as a team, but I think it's our differences that make us truly successful. It can help us challenge ourselves, see things in a different way, and work together towards a common goal.

While it may seem silly, I would challenge you to take at least one personality test — maybe it's the Enneagram, the Myers-Briggs, or even a BuzzFeed quiz — to learn what character from *Friends* you are (I'm Monica). They can actually be quite fun, and while your results don't define you, they can help just a little bit in getting to know yourself.

Annika Gunderson
MVP, Star Publications



Ad-Libs

Meet Them Where They Are

“Meet them where they are” is a popular phrase these days. It is defined as “a concept that emphasizes understanding and accepting individuals without judgment based on their current emotional, mental, or physical state.”

The key word is “current.” We should deal with people as they currently are, not the way they were yesterday or the way they might be tomorrow.

I remember learning this important lesson at a young age. It started when I was 14 years old and my friend David and I saw a comedy film which featured a hospital, some doctors and a lot of pretty nurses. Then and there, we decided to get summer jobs at the local hospital. We were too young to work for pay, so we investigated volunteer work. The good news was that there was an active volunteer program for teenagers.

In those days, female teenage volunteers were Candy Stripers (they wore red and white striped uniforms) and males were Pilots (we wore tan shirts). When David and I went through the pre-work training, we noticed that Candy Stripers outnumbered Pilots by a sizeable margin. Since one of our main interests was to meet girls, this looked like a perfect opportunity.

As it turned out, Candy Stripers and Pilots were too busy to socialize. Most of us were placed in departments with only one or two volunteers. All of us found it to be a rewarding experience in an environment that was focused on helping people.

I was assigned to the x-ray department and it was my job to take a wheelchair to patients’ rooms to bring them downstairs for x-rays. I quickly learned that some patients wanted to chat during their short

ride to the x-ray department. Even at that young age, I figured they might have mixed feelings about their hospital stay or their x-ray. After saying “hello,” I waited for them to set the tone for the conversation. That made our talks go more smoothly. When I didn’t know what to say, I just listened or stayed quiet.

Although I didn’t know it at the time, I was learning how to meet people where they were. If someone had given me that advice back then, I wouldn’t have understood. I had to experience it first-hand.

All these years later, I’ve seen and heard about countless salespeople who are highly skilled in meeting advertising prospects and clients where they are. They don’t rush into a sales presentation at the beginning of a meeting. First, they find out what’s on their client’s mind. If she is worried about the economy, they start with that. If his company is expanding their location, they focus on that. If she has questions about the results of a recent store promotion, they use that as a starting point. Some folks call this “getting in step with your customer.”

It’s a lot smarter – and a lot better for business – to meet people where they are than to expect them to meet us where we are.

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John Foust
Dale Carnegie Training



Ryan Dohrn

Find Your Superpower

Every team has goals. Every team has deadlines. Every team has challenges, meetings, personalities, pressure, and opportunities.

But here is what I believe with all my heart: One person can make all the difference.

You matter to your team more than you may realize. Your attitude matters. Your effort matters. Your energy matters. Your consistency matters. The way you show up every day matters.

The challenge is that many people do not recognize their own value. They are so busy doing the work that they forget to step back and ask, “What do I uniquely bring to this team?”

Read the whole post at: www.360adsales.com

Ryan Dohrn
“Mr. Revenue”



Listen to Ryan's ad sales podcast, *Ad Sales Nation*, on iTunes or on Soundcloud. Keep up to date with Ryan's ad sales training advice on Facebook at: <https://www.facebook.com/RyanDohrnLIVE>

Ryan Dohrn is an award-winning ad sales training coach, a nationally recognized internet sales consultant, and an international motivational speaker. He is the author of the best-selling ad sales book, *Selling Backwards*. Ryan is the President and founder of Brain Swell Media and 360 Ad Sales Training, a boutique ad sales training and sales coaching firm with a detailed focus on ad sales training, internet consulting, and media revenue generation. Ryan is also the Publisher of *Sales Training World*.

80 Prospecting Calls Per Day? Should You Really Make 80 Calls a Day? You Won't Believe This Answer

Kevin Slimp

I've Got a Secret

Let me share a secret. Please don't spread it around. Let's keep this between you and me.

After more than 30 years speaking at conventions, writing columns, and advising newspapers, I sometimes wonder why anyone cares what I have to say anymore. I mean, seriously, haven't I already said everything I have to say?

Somehow, however, the requests keep coming in. Just this week I agreed to speak at two upcoming in-

dustry conventions, one on the East Coast and one in the Rocky Mountains. My inbox continues to be filled daily with requests from publishers. Newspapers still fill my webinars in record numbers.

I've given this serious thought, as you might imagine. Over the years, I've covered just about every subject imaginable to a newspaper audience. Most of you know I developed the PDF printing method in the early 90s and spoke on

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that to audiences across the globe before most people had any idea what they were coming to hear about. When AI was just beginning to become a “thing,” university faculty across the U.S. and industry groups asked me to come help them understand what was on its way. I always liked being ahead of the curve.

These days, when my thoughts turn to how I might possibly be helpful to all of these newspapers requesting my assistance, I realize that much of what I can do for them is to keep reminding them of who they are and the importance of maintaining and improving the work they do.

After posting a message on social media a few days ago, wondering just how much longer I wanted to travel to speak at conventions, the managing editor of a metro daily in the U.S. sent me a note that simply said, “Keep going. The industry needs you.”

This may sound like an 800-word “slap on my own back” essay, and to some extent it might be. But I have a purpose to this column, and I believe most of you will agree it’s important.

I think my friend who wrote to me is right, but not just about me. Your community needs you. We’ve all seen the lists of most trusted news sources in America this year. The Weather Channel (founded by a group of newspaper folks) is often listed as the most trusted. I never watch it, but someone must be. They are generally followed by PBS, various television networks, and others. For my readers in Asia and Europe, you might be interested to know that the BBC ranks between third and fifth among the most trusted news sources in the U.S., depending on the poll. Go figure.

Let me share something I know to be true. I understand that these polls list only major news outlets, because they are obviously most prominent. But I know something most folks don’t know. I’ve traveled throughout the United States in the past year. From the far northwest corner of Washington State to the southeast coastal areas on the Atlantic Ocean, all the while leading focus groups.

I bet you can guess what members of these focus groups, spread throughout the U.S., tell me about their most trusted news sources. You guessed right: their local newspapers.

It always makes me chuckle (internally, of course) when publishers are surprised after reviewing the results of a focus group in their area (I don’t let them attend the actual focus group, so people won’t be afraid of hurting their feelings). Reed Anfinson, reacting to the positive comments concerning his opinion columns in his newspaper in Benson, Minnesota, might have said it best when he told me, “Wow, I thought they hated my columns.”

They loved them. They didn’t always agree with them, but they loved them.

I knew they wouldn’t hate his column. And I knew they would love his newspaper, because that is the case in every local community I visit to host a focus group.

That probably wouldn’t be the case in most large metro areas when asked about their daily newspapers. It might not be the case in areas where the local newspaper doesn’t cover much, if any, local news. But in places where newspapers are serious about their communities and delivering local news to them, they are – without any doubt – the most (and sometimes, only) trusted news source.

As a community newspaper, you offer something no post on Facebook or a radio talk show (do they still have those?) can offer.

Keep it up; we need you.

Well, what do you know? That’s 800 words. I guess my work, for now anyway, is done.



Kevin Slimp
News Guru

ACP Annual Conference Minneapolis | October 7-9

Explore Community Publishing This Fall with Help from MCP

As a member benefit, Midwest Community Publications wants to help send you to the Association of Community Publishers (ACP) annual conference in Minneapolis on October 7-9.

Not an ACP member?

MCP will pay your \$99 ACP first-year membership. For 2026, ACP has a special \$99 first-year membership to join their association which includes registration to the conference.

Already an ACP member?

MCP will cover your admission to the Thursday evening celebration at WhirlyBall Twin Cities, a \$99 value.



HAVE QUESTIONS?

Contact: Cory Regnier
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Limited to one deal per membership.

MCP will coordinate with ACP to issue checks after conference attendance.

