



FAPIA'S FUTURE NOW OPEN



John Whelan (left) and Mike Schwarz explain the voting procedure to members in Copenhagen.



It's official! FAPIA is open to accept new types of members to the association, effective from 1 January 2002. The majority of members present at the Copenhagen General Meeting voted in favour of opening up (actual figures in graph below), meaning FAPIA is not only in line with EU Regulations but can position itself for a stronger presence in the classifieds market for the future.

What does 'opening up' mean?

Opening up the association means FAPIA will be able to accept members who are engaged primarily and predominantly in the field of publishing classified advertising periodicals. By classified advertising is meant a promotional description published in a listing of other such descriptions which allows the user to search them in a structured manner. But this is not limited to just free ads papers. Rather we can accept other types of classified publications such as directories and daily newspapers, as well as classified-only Internet sites.

There will be two levels of entry into the association – the first level is for membership to FAPIA where they can enjoy the usual services and benefits currently offered EXCEPT participation in the ad exchange. The second level will be for the ad exchange where access will be limited at this stage to free ads papers only. This will ensure some control over who participates in the ad exchange to maintain the high quality of the system that we enjoy today.

How will this affect current members?

Accepting new and different kinds of members offers fresh input, exchange of new ideas and experiences, and provides an expanding network of contacts which will help to create a bigger and better association. This will give FAPIA stronger global representation to help us not only catch up with today's ever-changing marketplace but ensure that we keep pace with it for the future. FAPIA will also be in line with EU anti-competition requirements so we're no longer breaking any laws.

What happens to your membership fees?

The Committee is looking at the fee structure and will discuss this during their July meeting. The new bylaws make provision for a structure of one member/one fee, where we can move

Article continued on Page 2

IN THIS ISSUE

- FAPIA's Future Now Open
- Catering for Tomorrow's Changes
- FAPIA's Leaders Shaping Your Future
- Executive Director Contract Not Renewed
- Copenhagen General Meeting Follow Up Report
- Welcome New FAPIA Members
- Birthday Buoy B.C.
- Member Viewpoint
- Editor's Note
- Did You Know That...
- Open for Entry...FAPIA Best Coupon Competition
- Live Training Session a Success
- But Seriously...Coupon Check
- Personal Column



CATERING FOR TOMORROW'S CHANGES

From the new FAPIA Chairman

95.1%

Copenhagen Business Meeting
28 April 2001

HOW YOU VOTED

3.9%

1.0%

Yes

No

Abstain

Dear fellow FAPIANS

I joined the FAPIA Committee two years ago in Rome out of a strong desire to contribute to and to help to change FAPIA for the better. A little over a year ago in Prague, you, the members, voted to open up FAPIA membership to classified titles other than free-ad papers. Subsequently the Committee laboured long and hard to create a constitution which would enable this major step forward to happen in a manner that took into account the wishes of the majority of the membership and avoided conflict with European Competition Legislation.

In Copenhagen recently the membership voted overwhelmingly to accept this new Constitution and Bylaws, so painstakingly drafted and re-drafted by the former Committee Secretary, Martin Welker.

To those members who are unhappy about this development, I would say that FAPIA is like any organisation that unless it is growing and developing, it will decline and decay. This association must reflect and cater for the changing needs and nature of our membership and in doing so, we must ensure that every member benefits from the association in a manner that is as fair and even-handed as possible.

This new Committee has been given a clear mandate to implement fundamental changes in the Association and we will do our best to fulfill that by helping to steer FAPIA through the next few years when we implement the new Constitution and "open up". I am very grateful to Mike Schwarz and Thomas Fock of the "old Committee" who have volunteered to stay on after two tough years for another two as they will provide valuable continuity for the new Committee.

I also welcome our new Committee members, Dorthe Eren, Jack Humphreville and Stefan Anderson and look forward to their contribution during the coming term of office. You will find a brief background about each of Committee members on the following page.

I would encourage all members to take every opportunity to let the Committee know your views on the process that we have embarked upon during all stages. It will be very challenging and new territory for the Committee also, and we will need the guidance of your opinions and ideas to help us achieve our targets. I look forward to hearing from you!

John Whelan, *Buy & Sell* Dublin, Ireland
FAPIA Chairman

FAPIA Leaders Shaping Your Future



From L to R: Jack Humphreville, Thomas Fock, Dorthe Eren, Stefan Anderson, John Whelan and Mike Schwarz.

FAPIA Opening Up...article continued from Page 1

more towards a system of "user pays" for things like the ad exchange and conferences, thereby reducing the overall membership fee. The new fees will be voted on during the Vancouver General Meeting in November as part of the 2002 budget.

What happens to your voting rights?

As a result of the flat fee structure, each member will have one vote regardless of the number editions which are published. This is in contrast to the current system where a member gets one vote per UMC.

When can applicants join the association?

Although the new rules and regulations are not effective until 1 January 2002, we will be inviting any potential applicants who are eligible under the new rules to join us in Vancouver this November to apply for membership. This invitation will be on condition that their membership fee is no more than Euro 3000 (as the fee has not been set yet). Their invitation will extend to first level membership entry only and they will not take part in the closed conference sessions such as the Publishers' Meeting.

In 2002, when the fees have been set, they will be able to apply for second level membership for participation in the ad exchange. Members will be required to vote on applications to join the ad exchange.

Full copies of the final Articles & Bylaws and FAPCOM Conditions of Use are available in the FAPCOM Library or alternatively from Head Office. If you have further queries regarding the new Articles & Bylaws, please contact Lynn Cullimore at Head Office by fax (+31-20-6382371) or email (L.Cullimore@fapia.nl).

FAPIA COMMITTEE APRIL 2001 - APRIL 2003

And here they are, the new FAPIA Committee (left) elected during the recent FAPIA General Meeting in Copenhagen, Denmark. There were seven candidates but as you will count, only six represented. Unfortunately one candidate, Serguei Kotchourine of *Camelot*, Russia did not receive the minimum percentage of votes required. FAPIA Rules and Regulations require an uneven number to be represented on the Committee for voting purposes so a vote for the seventh member will take place during the General Meeting in Vancouver, Canada this November.



John Whelan (Chairman)

With over 15 years experience in publishing, John Whelan was Editor and Senior Manager of *LOOT* London from 1985 to 1992. After the acquisition of *Buy & Sell* in 1993, he returned to Ireland as Managing Director and is also a shareholder of the company. John is a member of the Marketing Institute of Ireland, the Publicity Club of Ireland, and the Irish Management Institute. John was Treasurer for two years for the last FAPIA Committee and enjoys a high profile in the free-ads paper business.



Thomas Fock (Secretary)

Thomas Fock has more than 10 years experience in the free-ads industry, working for *Zweite Hand Verlag* in Germany, one of the most innovative and pro-active media partners within FAPIA. It has always been a challenge of *Zweite Hand* to foster good working relations with its partners in FAPIA. He is currently engaged in the launch of a national vertical market online product and a Pan-European niche online publication.

Thomas has served on previous FAPIA Committee's and his key strength lies in the communication area. Thomas says his main focus is on sustaining growth both in quantity of members and quality of services delivered to members.



Stefan Anderson

A new face on the Committee, Stefan Anderson is CEO of Infosto Mediat Oy (member *Keltainen Pörssi*, Tampere), one of Finland's most profitable media companies. Stefan brings, apart from his "*good looks, wonderful Finnish humour and humble attitude*" (he says!), a wealth of experience in international marketing and retail management and comprehensive online knowledge. Previous to Infosto, he has worked at Scandinavia Online, the largest online player in the Nordic region, NetHold International/Multi Choice (now Canal+), the third largest pay-TV operator outside of the US, and Proctor & Gamble Scandinavia, a worldwide producer of fast-moving consumer goods.



Dorthe Eren (Treasurer)

Dorthe Eren has worked in the free ads business for 17 years, with the last 10 years as FCP at *Den Blå Avis*, Copenhagen. Dorthe was FCP Chairman for 5 years and is a part of the FAPIA TOC (Technical Operations Commission). These functions, she says, serve as the base for her commitment to the FAPIA Committee and she hopes to be able to bring the ad-exchange forward and enhance it to include all the kinds of classified publications that will form membership in the future.



Mike Schwarz

With a publishing career spanning 20 years, Mike has been involved in sales, marketing and general management. He is currently the Managing Director of *Bargain Pages*, Birmingham.

As ex-Chairman of FAPIA, Mike says he stood for re-election to the Committee because it is important to ensure some continuity between the old and the new. Having overseen perhaps the most dramatic change in FAPIA's structure over the past two years, resulting in the opening up of the association, Mike looks forward to continuing his efforts with the new Committee.



Jack Humphreville

Jack Humphreville is a director and shareholder of Los Angeles-based Target Media Partners, the publisher of the Las Vegas and San Diego Recycler Classifieds. Jack focuses his efforts on the investments in, and the purchase of, classified publications. Prior to this, he was an investment banker with Drexel Burnham Lambert in Beverly Hills, California.

This is Jack's first term on the Committee and he looks forward to helping FAPIA in becoming a more productive entity that will help its members grow, become stronger and more profitable, and therefore, more valuable.

[Jack is a graduate of Harvard College (Al Gore's class) and Harvard Business School (George Bush's class) and claims to have had more than a beer with each.]

Executive Director Contract Not Renewed

It was unanimously decided by the former FAPIA Committee that the contract of FAPIA Executive Director, Ton Kwerreveld, would not be renewed after it expires in July this year. The following announcement was made to the FAPIA membership by the former Committee confirming the reasons for this decision.

"Dear Fapian

We have decided that the contract for Ton Kwerreveld, Executive Director of FAPIA, will not be renewed when it expires this summer. Although Ton has tried to settle into his role, the reality is that in the view of the Committee,

he is not the right man for the job. The Committee has decided that Ton will not attend the General Meeting in Copenhagen.

Recruitment is always a difficult business, as I'm sure you know. It is always a gamble too, for even if the person you employ comes with good experience and impeccable references, it does not guarantee that they will fit in and be successful. Sadly this has been the case with Ton.

The Committee will do its utmost to make things as easy as possible for the next Committee regarding ending Ton's contract and implementing a new 'working style' for the Head Office.

Therefore, one of the first tasks of the new Committee will be to review the staffing requirements of Head Office, implement the changes and make the necessary recruitment arrangements. The type of candidate we will be seeking will only be known once the vote to open up FAPIA has been taken. Lynn Cullimore has agreed to take day to day responsibility for the running of Head Office in the short term and will increase her working hours accordingly. We hope you will not be inconvenienced in any way by this development."

Mike Schwarz, (former) FAPIA Chairman

COPENHAGEN GENERAL MEETING



A history-making meeting was how one member described the 31st FAPIA General Meeting held in Copenhagen, Denmark in April. Attendance numbers were good and there were a significant number of new faces present, however there was a noticeable decline in the number of papers represented.

Despite some changeable weather, the General Meeting kicked off to a great start with a site visit to *Den Blå Avis* and their auction house, Lauritz.com. Attendees got to see first-hand how this new online venture is successfully making money. *Den Blå Avis* also ensured members felt completely at home during the conference by setting up a special Internet Cafe for them to use at the hotel.

Following is an overview of the meetings that took place in Copenhagen.

Thursday Sessions

The Publishers' Meeting, chaired by Rob Fetherstonhaugh of Trader.com, Canada, was a highly focused and interactive session with four members sharing very specific information about their latest online and print endeavours and insight into what worked and didn't work. Attendees were able to ask questions and provide immediate feedback on these concepts before being divided into small working groups where they could discuss their own individual online and print ideas with others from similar markets and regions.

The **IT Workshop**, which attracted an excellent number of participants, focused on building business on the web and the activities being used to generate revenue. Participants were able to share workable ideas and solutions that they could take back and use in their own working environments.

A number of new FCP's attended the **FCP Meeting** which provided an invaluable afternoon of round-table discussions focusing on issues related to the Ad Exchange and the daily requirements of an FCP. A new FCP Chairman was also elected and we look forward to Johannes Krenn of *Bazar*, Austria chairing his first meeting in Vancouver this November. A copy of the minutes of the FCP Meeting are available in the FAPCOM Library.

Friday Plenary Day

The Plenary Day provided participants with a combination of guest presenters discussing industry-related topics such as Bluetooth technology, SMS messaging and Call Centre Management, and there were real case-studies presented by members on merchandising and branding techniques, and making money from online ventures.

A definite highlight of the day was the Underage Web Users Panel. A group of young 'wired' users shared, through the direction of facilitator Felix Erken, their online web habits, what they like and dislike on the Internet, and what they think classified publishers should be doing to their sites. (Ed - This session was so successful, we are looking to repeat it for the April 2002 General Meeting.)

FCP Special Training Workshop

A special training session was held for administrators of the Ad Exchange programme.

There was a good turnout of FCP's although many of the participants were already experienced users of FAPCOM. There remain a large number of FCP's who require training so we are hoping to offer this workshop again at a future General Meeting. You can find a full overview of the workshop on page 6 of this issue.

Saturday Business Meeting

In addition to the successful vote to open up the Association (see Article page 1) and the election of a new Committee (see Article page 2 for details on new Committee members), results of the other voting that took place in the Business Meeting were as follows:

- The financial statements for 2000 were accepted.
- The auditor for 2001 was accepted (Accountants & Belastingadviseurs Berk).
- It was agreed that FAPIA's reserves (except the legal minimum requirement) should be returned to the members on 30 June 2001 based on length of membership and number of UMC's.
- The new Committee will work out a calculation based on the number of UMC's and length of membership of each existing member and will divide the reserves by this calculation to determine exactly how much each member will receive. A minimum of Euro 100.000 must be kept in reserve to cover any final expenses in case the association must be wound up.
- Two new members were accepted: *I-Sell Classifieds* (Toronto, Canada) and *The Yellow Paper* (Bangkok, Thailand). See article below for details about these papers and what they can offer to FAPIA.

For a complete overview of the Business Meeting, a copy of the minutes are available in the FAPCOM Library. Alternatively you can request a copy by email from Head Office.

During the General Meeting a handful of suppliers exhibited their products and services. We were pleased to welcome two new companies, i-Cell WAP Informatikai Kft. (Hungary) and CoDesCo GmbH (Germany). The exhibition provided attendees the chance to discuss and trial firsthand a range of business solutions to be used for their own operations. We hope to see more suppliers utilise this service for future meetings.

Your View: Opening Up!

It has been a long time coming but finally FAPIA has opened its doors to accept all kinds of classified publication companies. It also means each member pays one fee and has one vote. Access to FAPCOM will remain at this stage limited to free-ads papers only.

We asked a number of members to comment on the recent opening up of the association and what they think it means to them as a member. Not everyone replied but below are some responses we did receive:



"Over the last few years, there have been more and more FAP-friends missing: Mike Abbott, Ken Conquer, Kelley Riley, Ian Cochrane, Joel Cochrane, the Loot-clan, colleagues with whom I could talk with such as the boys from Madrid, the girls from Oglasnik and so on. FAPIA was a fantastic idea and we all have, in our own way, gained much pleasure from it.

But our FAP-friends are disappearing out of sight for different reasons. Also FAPIA as an organisation has a lifecycle. Now through the new ruling we have a better chance to grow. Standing still is going backwards. There must be movement for FAPIA to survive in the future.

Now together we must be committed to take on new chances, new risks and the guts to do it - that challenge certainly appeals to me!"

Helene Spierings, De Vondst, Holland



HAVE YOUR SAY...

Currently we offer an IT Workshop and a Sales Managers' Meeting once a year at the FAPIA General Meetings - April for IT, November for Sales.

Have your say: Do you think one meeting per year is sufficient, or should there be an IT workshop and/or Sales meeting at every conference (i.e. twice a year)?

Send a brief response to Maria Kilgour by email: M.Kilgour@fapia.nl. Your voice counts!

WELCOME NEW FAPIA MEMBERS



***I-Sell Classifieds*, Toronto, Canada**

I-Sell Classifieds was first published in 1975 and is distributed in Toronto and central/southwestern Ontario every second Monday. The population of this distribution area is more than 8 million.

Owned by Trader Media Corporation, *I-Sell Classifieds* has a sold circulation of 49,839 with an average of 8000 ads per issue. The cover price is CDN 2.39 (D1.83).

Trader Media Corporation is not part of Trader.com but collaborates with them to manage the Canadian national sales programme for one of their other publications, Auto Trader.



***The Yellow Paper*, Bangkok, Thailand**

Published by Paibul Publishing House, *The Yellow Paper* was started in December 1999. It is distributed every second Monday to the city of Bangkok which has a population of around 10 million.

The printed circulation is 10,000 with sold circulation around 2,300. There is an average of 3200 ads per issue. The paper is in both English and Thai and sells for a cover price of 20 Baht (D50).

Paibul Publishing House do not publish any other free ads papers or classified advertising periodicals.

PHOTO BOARD

Star "I see no threat any longer. All my possible competitors are already in (the association) and new blood is really welcome!"

Gerald Coniel, Junk Mail, South Africa

Star "Although the FAPIA ad exchange is not open yet - which I'm in full favour of - I think in general we should make sub-divisions or at least sub-sessions in the General Meetings in order to protect typical 'free-ad issues' and 'paid-ad issues' as well as to avoid possible conflicts of interest on a regional basis. For example, I wouldn't want to share all information with my regional competitors.

Assuming that the FAPIA (or APIA) ad-exchange is an extra channel for more content (both directions) for the members, I would say that this should be as omni-lateral as possible (all publications with classifieds in it).

On a larger scale, a mondial ad-exchange system between all classifieds-publications would make sense for all dynamic publishers. Some would use it as a marketing tool. Some would use it as a sales product. Some would use it to enlarge their content. The best of us would use their creativity to generate a 1+1+1=3 result."

Dirk Apers, NV Koopjeskrant/J'Annonce SA, Belgium

Birthday Buoy B.C.

Tie up your schooner in English Bay this fall at the 32nd FAPIA General Meeting taking place in Vancouver, Canada from 1 to 3 November.

We know how to burn the light fantastic in these parts so don't anticipate an early night Saturday 3 November at the Gala Dinner when FAPIA's 15th year and *The Buy & Sell's* 30th will be celebrated - *with a bang!*

Captain George Vancouver's namesake city continues to be one of the world's best kept secrets. Where else (theoretically!) can you sailboard, play tennis, a round of golf and ski in the same day? Then spend the evening gazing across a Martini rim at the North Shore lights flickering in Burrard Inlet, anticipating the symphonic fusion of flavours fresh from the Fraser Valley and Pacific Ocean about to tantalize your taste-buds.

For starters, how about fresh scallop tartare garnished with grated wasabi root, beet and jicama salad followed by a bamboo steamer of vegetable dumplings, fresh prawns and green curry sauce smoothed with coconut and spiked with Thai basil? And for your main course we recommend perfectly roasted wild salmon set against gnocchi in a stew of clams, capers, long slow caramelized onions, pungent house-cured olives and parmesan reggiano...

Ken Conquer, Mike (King of the Classifieds) Abbott, Vancouver, the Pacific Northwest Land of The Haida, and 3500 restaurants await you. Yum, yum!



"SHARING KNOW-HOW ON THE SECOND LEVEL"

FAPIA, or should I now say APIA, is more than just the ad exchange. It is also an exchange of know-how and learning from each other's achievements as well as from each other's failures. I am concerned that FAPIA has a tendency to forget this important mission. However I think it can be solved easily.

I suggest arranging separate FAPIA conferences for the second-level management staff who fight on the battlefields of our businesses. Most of the daily challenges and problems these management staff face haven't changed a lot over the last 14 years, but other new challenges and problems have arisen.

These managers don't have a direct interest in hearing about strategic issues or Association matters. For them, their own papers, web sites and people management skills are what they are concerned about the most. Sorry to say this but a lot of FAPIA Business Meeting matters and some of the General Meeting topics are a waste of time for them. Maybe that is also the reason why many of them do not show up or are not allowed to show up to the FAPIA conferences.

During the coffee breaks they pick up the most interesting and practical pieces of information which they can make use of in their own management jobs. So why couldn't FAPIA organise separate mini-conferences for sales, marketing, IT, Desk Top Publishing, production, editorial, administration and personnel departments?

A central location in Europe would fit perfectly well for that purpose. So for the most of them it

wouldn't take more than a few hours to get there. Two days of meetings, say on a Friday and Saturday, would cover a number of issues so they wouldn't need to spend too much time away from the office and would only have to pay for one night stay.

Our people and our companies would benefit the most from these dedicated mini-conferences if they were open only to the concerning managers in an atmosphere as open as possible with a freedom of speech as the basic principle. No owners or founding fathers allowed.

Neutral speakers and workshops on very specific issues would meet our goals.

The advantages for our companies are very clear. Our managers would no longer have to travel to expensive locations for so many days as required for the FAPIA General Meetings. So less expensive and at the same time, a purposeful and functional incentive for our managers.

In my opinion FAPIA, its' members and our staff people, would greatly benefit from this slightly different approach to our FAPIA meeting schedule.

Ivo Willems
NV Koopjeskrant/J'Annonce SA, Belgium

If you would like to respond to this or submit your own viewpoint on an issue for the next FAPIA Newsletter, please contact the editor by email: M.Kilgour@fapia.nl.

EDITOR'S NOTE

First and foremost, I must apologise for the delay in getting this Newsletter to you. While working on the final pages at home, I was interrupted by the early arrival of my baby son, Benjamin James. I've now found a few spare minutes to finish up where I left off and hope I've managed to include all the information you need in this special post-General Meeting issue.

The opening up of FAPIA certainly deserves a party, especially since it took two attempts to get there! But now it's time to stop and attend to some serious spring-cleaning to get our association into the right shape for our future new members.

This means starting from the inside and working outwards. FAPIA Head Office has already started by adapting a new company culture. With the help of the Committee, a new working style is being implemented to better equip staff to meet the challenges of tomorrow.

The next level is to review and improve the current benefits and services offered to members to enable us to respond to your needs in a more efficient and streamlined manner. This will be an ongoing process over the coming months and will include ways to improve the ad exchange, international coupon, FAPIA Newsletter, FAPIA website, GM programmes, and affiliations with other organisations.

For the long-term, FAPIA will be looking to implement new strategies and collateral to attract potential members and to maintain current membership numbers. This will include, amongst other things, new member recruitment brochures, marketing materials, the personal ads website, regional and/or niche group meetings, and educational and online professional development programmes.

So let's take advantage of this season of growth to help make our association truly synonymous with the classified advertising industry world-wide. If you want to help with our 'spring clean', remember more hands make light work! See you next issue!

Maria Kilgour, Editor

Advertisement



Actually, we had planned to use this ad to tell you how every week more than 140 papers around the world use AVUS 21 software to effectively and smoothly process and manage their publications. But, unfortunately, there's no more room, except to say that it's working pretty well!



AVUS 21®
publishers' software
Competence in classified markets

We definitely have more information for you:

Email: info@avus.de
Call +49 (0)30-53 43 33
Fax +49 (0)30-53 43 34 35
ISV GmbH Berlin

Did you know that...

...Online auction giant eBay has linked deals with two American newspapers.

eBay has linked deals with the St. Petersburg Times (Florida) and Star Tribune (Minneapolis) which will put local-market eBay listings in those newspapers. The idea is that eBay users who place items for sale on eBay will also be given the chance to place the same items in the classifieds section of the newspapers for an extra fee.

Local eBay ads will have their own special co-branded print-edition pages. Ads on those pages will offer item numbers that readers will use on TampaBay.com to find the item auctions. The Times will earn money when its

TampaBay.com users register with eBay in order to bid on or sell items. eBay gets exposure to a print audience, many of whom do not use computers or aren't yet eBay customers.

Ref: www.catchup.ch/emediatidbits.php

...Editor & Publisher's Online Classifieds conference, usually held in September, has been cancelled.

Also cancelled was the Editor & Publisher 1st International Sales & Marketing conference that was to be held in May this year. Cancellation was due to the slow economic situation in the U.S.A. and poor registration numbers. Editor & Publisher hope to run it the same time next year.

Open for entry...FAPIA Best Coupon Competition

It is time again for the Annual FAPIA Best Coupon Competition! Only the best-looking and most accurate coupons need apply with the chance to win the Best Coupon for 2001 to be announced and awarded at the Vancouver General Meeting in November.

The winning coupon will also get full coverage in the FAPIA Newsletter and be included in the marketing pack sent to all potential applicants as an example of our Ad Exchange!

What does it take to create the best coupon? Be aware it is not just a design competition! There are other demands to the FAPIA Coupon:

- ✓ Accurate listings and details
- ✓ User-friendly
- ✓ Marketing flair: does your coupon attract your reader's attention?
- ✓ Creative: is the design smashing and unique? (And actually your own?!)
- ✓ Promotional value to FAPIA

An additional requirement: the coupon MUST BE PUBLISHED at the time of entry submission.

So heat up (or dust off) your ever-present ambition and enter this unique competition. We're talking prestigious! Send your coupon to Head Office **before 20 October 2001**. Good luck!

Live Training Session a Success



Working live on the ad exchange was a highlight in the FCP Training Workshop

The FCP Special Training Workshop held in Copenhagen in April was a useful introduction for a number of new FCP faces. But in reality there should have been more FCP's participating. Some of the attendees to this workshop were the most experienced users of FAPCOM currently part of FAPIA. As useful as the workshop was for them, it is also the untrained user that should be attending these specially-designed training sessions.

The workshop was led by Klaus Rogetzer of Infrasoft, Lynn Cullimore from FAPIA Head Office, and our most experienced FAPCOM trainer, Dorthe Eren of *Den Blå Avis*, Copenhagen.

Participants were able to practise their FAPCOM skills and try out new things on a live system without the fear of messing things up on their own live systems back at the office. This practical approach was definitely a highlight of the workshop. Some of the tips and tricks offered included: shortcut keys for recurring phrases, the use of templates to make the entry of similar ads easier, using FAPMAIL to send and receive external emails, and the ever popular run-through of POPs.

At the end of the workshop, the question-and-answer session gave Klaus and Lynn some food for thought on possible improvements for a new version of FAPCOM. If you attended the workshop and have any comments or suggestions for future workshops, we would certainly like to hear from you. It may not be possible to organise one for the next meeting in November (Vancouver), but we will try if there is enough interest.

Advertisement

COPAN
AdManagement
AdProduktion

Powerful and easy to use AdSystem for economic efficiency and effective workflow. An integrated multilingual system for Classified ads, Display ads and inserts.

From ad taking to invoicing From ad production to pagination

COPAN is customisable to your individual needs and the professional tool for the seamless workflow in a publishing house.

CoDesCo GmbH

Phone +49 (40) 71300130

Email sales@codesco

But Seriously...

Alarming figures arose from the March 2001 Coupon Check: only 47.4% of the papers sent to Head Office contained a correct coupon. This means 75 papers are still to fulfill their obligation as a FAPIA member paper (as stipulated in the Conditions of Use and Participation in the FAPCOM Ad-Exchange programme, art. 8.).

Head Office performs the coupon check on a regular basis as it is crucial to ensure the reliability of our unique system: the FAPIA ad-exchange that brought us all so much success. Readers as well as advertisers must be able to confide in the information offered to them on your coupon. If the information is incorrect, they could find other sources for their projects, proving highly detrimental to our business. It is the responsibility of each FCP to ensure the coupons are correct and presentable. Although this does not have to be a time consuming task, please remember many changes take place at various times during the year from new members to departing members, changes in web marks, etc.

Regarding web warnings, it is your responsibility to warn advertisers that their personal details may appear on the Internet if they choose to advertise in those destinations which offer an online version as well as a printed edition. The FAPIA logo is also indispensable and so is a short explanation about FAPIA to ensure your readers/advertisers understand the ad exchange concept.

To save everyone both time and trouble, it would be best to ensure everything is included on the coupon before sending it to Head Office. You will receive a confirmation of receipt by FAPMAIL, and hopefully accompanied by a big thank you for a perfect coupon!

There are of course consequences for those who do not cooperate with the coupon check. The Committee will be informed about non-cooperating papers at their July meeting and an official warning sent to the publishers of the offending papers. If still no response is received, fines will be given.

You can find the latest member list in the FAPCOM library (filename: membersmay2001.doc). Please download and check for all the latest changes. As you know, we have two new members since Copenhagen: *-iSell Classifieds*, Toronto, Canada (IT) and *The Yellow Paper*, Bangkok, Thailand (YB). They have six weeks to get their FAPCOM systems up and running so from mid-June they should be online and their paper names and codes will need to appear on your coupons (see my FAPMAIL from 7 May).

If you have any further questions, please contact me by FAPMAIL at FAMS. I am looking forward to receiving your coupons!

Marielle Saegaert, FAPIA Administrator

This Newsletter is a members publication for FAPIA.

Free Ads Papers International Association

Editor

Maria Kilgour

Address

Rokin 36/ii
1012 KT
Amsterdam
The Netherlands

Telephone

+31-20-6382336

Fax

+31-20-6382371

Email

info@fapia.nl
www.fapia.com

Printed by:

Drukkerij Broerse,
Amsterdam

Newsletter 93
is due in August
2001. Send
your news and
ideas by email
before 25 July:
M.Kilgour@fapia.nl

PERSONAL COLUMN

FAP-BABIES

n *FAPIA Head Office* - while working on this issue of the Newsletter, Maria Kilgour was surprised by the early arrival of her baby boy in the wee hours of 24 May. Benjamin James, weighing a healthy 7.3lbs, is now enjoying a long-awaited European summer with mum. FAPIA Operations Manager, Lynn Cullimore is expecting her second child, due early October and will be going on maternity leave shortly after Maria's return to work on 3 September.

FAPIA CONTACT PERSON

n *Junk Mail*, Johannesburg - after 3 years as FCP, Sean Brebnor has departed for new pastures. We welcome to the FAP-family a new face, Betsie Bloem.
n *Loot*, London - hats off to Tony Nichols who has left *Loot* to work for a London-based charity. Jill Beasley steps into the FCP shoes.
n *Trade & Exchange*, NZ - more farewells from downunder as Leanne Tamaki departs from the Auckland *Trade & Exchange* office. Her successor is Stacey Wilmhurst. And from the Wellington office, Dora Chapman is on board to replace Vieanna Royale.

FAPIA Committee Members

Chairman

John Whelan, *Buy and Sell*, Dublin
Email: John.Whelan@buyandsell.ie

Treasurer

Dorthe Eren, *Den Blå Avis*, Copenhagen
Email: dorthe.eren@dba.dk

Secretary

Thomas Fock, *Zweite Hand*, Berlin
Email: fock@zweitehand.de

Jack Humphreville, *Recycler*, Los Angeles
Email: jack@targetmediapartners.com

Mike Schwarz, *Bargain Pages*, Birmingham
Email: mschwarz@bargain-pages.co.uk

Stefan Anderson, *Keltainen Pörssi*, Tampere
Email: stefan.anderson@infosto.com