

E-CIRCULATOR

August 2008

Message from new CMC President - Tuppy Blair



Henry Ford (July 30, 1863 – April 7, 1947) was the American founder of the Ford Motor Company and father of modern, mass production assembly lines. He is quoted as saying, "Coming together is a beginning. Keeping together is progress. Working together is success." The 2008-2009 CMC board is not planning on creating assembly lines, nor do we have any intention of building cars. But we would like to duplicate his teamwork model.

For those who do not know me, my name is Tuppy Blair and I have been elected as the new CMC President for a 2 year term. Since 2000, I have been the Circulation Director at CCMC Sports Group, that publishes SCOREGolf, SCOREGolf Quebec, Links for Women, the official NHL Yearbook and the CHL's Prospects hockey magazine. I joined the CMC board as a volunteer in 2002 and was elected in 2003. For the last 4 years, my portfolio has been the Social where my responsibilities have been the CMC parties and the CMC "day" at MAGNET.

Let me introduce you to the new CMC board.

To start off, many thanks to Ron Sellwood (Coast to Coast Newsstand Services), the CMC Past President, for his 3 ½ years of Presidency. The CMC has moved in a positive direction under his watch and his shoes will be hard to fill. Thankfully, Ron has agreed to take on the Communications portfolio – so you can be guaranteed that we have not heard the last from him!

Congratulations to Tom Johnston (Rogers Publishing), Ian McKelvie (Canada's National History Society), James Zammit (CLB Media) and Dimitry Epelbaum (BIG) who remain on the board for their 2nd year. Their portfolios are Scholarship/Awards; Treasurer, Sponsorship and Website respectively.

We also welcome Alex Cooper (House & Home Media) back to the Board after a 1 year absence. She has brought Kate Mills, also from H&H, as a volunteer. Alex's portfolio will be Membership as well as being our main liaison with Magnet. Kate will help out with various portfolios along the way!

The CMC welcomes Chris Purcell, V-P Consumer Marketing from Transcontinental publishing. Chris is going to take on a newly established portfolio of Seminar Development.

Last but not least, thanks to Stan Synowicki (Disticor), Lisa Shea (Citilogistics), Tony Danas (Cornerstone), Mike Marcos (Rogers Publishing) and Mary Garufi (BIG) who have all graciously agreed to volunteer to help out wherever needed.

Brian Gillett (Tami) is the CMC administrator and we thank him for his assistance.

In 2006, I was responsible for creating the Environmental portfolio to make circulators more aware of the "environment" and the fact we all need to make a difference now. Markets Initiative has been writing articles for this portfolio which are posted online at www.circ.org.

In my role as President (must be an election year in the US!), my hope is to move the CMC forward by increasing membership, creating more seminars throughout the year, re-vamping the CMC website, finding a Fall sponsor Social, expanding the Environment portfolio, continuing to strengthen the speakers at MAGNET conference, and to get more circulators in Canada to submit entries for the ACE Awards and Karen King Scholarship.

The CMC board is grateful to our 5 long-time sponsors: Canada Post, Coast to Coast Newsstand Services, Cornerstone, CDS Global and Disticor.

My biggest goal, as I said at the beginning, is for all of us to work together as a team so that we can have a very successful year. Our next meeting is set for August where we will be bringing seminar ideas for 2009 Magnet. I would love to hear from you and am open to suggestions. So please e-mail me at tuppy@scoregolf.com with your ideas.

I truly hope that all of you enjoy the summer and thank you.

CMC recommends the following industry links:

Magazine Publisher of America (MPA) are encouraging publishers to down load logos to add to their mastheads, along with a "Please recycle this magazine" campaign.
<http://www.magazine.org/environment/21345.aspx>

And some industry news -
<http://www.cds-global.com/canada/media/brunico.htm> - announcing Brunico
<http://www.cds-global.com/canada/media/gesca.htm> - announcing Gesca

Until next time.

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