

LocalMedia
association

We have audio difficulties.
We will start shortly!

LocalMedia
association

“Innovative R&D Bites: New Ideas in
Just 4 Minutes”



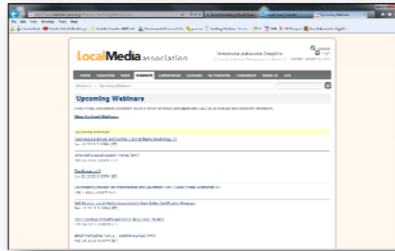
Moderated by Peter Conti
Sales and Marketing Director
LMA





LocalMedia
association

Upcoming Webinars
Go to - localmedia.org



LocalMedia
association

Follow us on Facebook and Twitter!





Chicago
May 15-17



No questions today.
Please email the R&D partner directly.




Presenter email addresses will be available at the
end of the presentation.

Webinar
powered by
LocalMedia
association

LocalMedia

association

Survey



Innovative
R&D Bites

New Ideas
in Just 4
Minutes






SAXOTECH


*Connect with
SALLY*


INTEGRATED MEDIA SOLUTIONS



SAXOTECH 

Do you really know this reader?





SAXOTECH 

CONNECT WITH YOUR READERS

Targeted content is clicked 43% more than randomly served content

Source: Omniture


Anonymous Readers
Present offers based on the real time users interaction with your site.

Loyal Anonymous Readers
Cookie based tracking, cookies are placed on the visitors computer, these cookies share the actions of the reader

Authenticated Readers
Users that have shared their information with you through registration, their engagement is tracked through their session file, this file tells you what, when and how they consume your content.


Multiple Personas



SAXOTECH 

Enhancing Customer Experience

Who is Sally?





- Sally visits your web site on her lunch break at work
- Reads a story about local schools
- Decides to comment
- She is asked to provide her email address in order to comment
- Her email address is checked to see if she is a current subscriber

Sally's Profile

Email	supermom@email.com
Subscriber	No products
Name	
Age	
Location	
Device	
Interest	

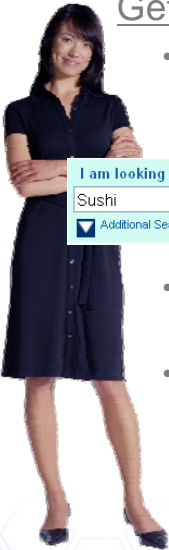
Using SAXOTECH progressive registration you can start to build an understanding of Sally



SAXOTECH 

Enhancing Customer Experience

Getting to know Sally?



- Sally curls up on the couch after work to read your web site from her iPad

I am looking for ... (e.g., Sushi Parker's)

Sushi

Additional Search Settings

Near... (ZIP, City/Town)

Boston, MA

Search


Save as default location? Only Coupons

- Decides to get some dinner
- Searches your web site for local restaurants

Sally's Profile

Email	supermom@email.com
Subscriber	No products
Name	
Device	iPad
Interest	Sushi

SAXOTECH enables you to learn more about your readers, allowing you to better serve their content and advertising needs



SAXOTECH Enhancing Customer Experience

Connect with Facebook

Connect! **SAXO TIMES** with Facebook to interact with your friends on this site and to share on Facebook through your Wall and friends' News Feeds.

Bring your friends and info
Publish content to your Wall

Email:
Password:

Sign up for Facebook **Connect** Cancel

SAXOTECH Enhancing Customer Experience

Connecting with Sally?

- We know Sally is not a subscriber but recently...
- Crain's New York
- metacruz coupon
- free california roll*
with this coupon
1 Love Sushi
Japanese Fusion Restaurant
- 516 Front St., Santa Cruz | 421.0706
Open 7 days a week • validated parking
*w/order of 2 entrees
- a metrosantacruz.com online coupon
- comprehensive and keeps you
description
- the tools to create seamless marketing opportunities
- And of course targeted advertising that is of interest to Sally

The screenshot shows a website interface with a blue header containing the SAXOTECH logo and the title "Presentation Based on Audience Behavior". The main content area is divided into several sections:


- Search:** A search bar with a magnifying glass icon.
- Your Personalized News:** A list of news items with small images and headlines. Visible headlines include:
 - "Nashua Lamborghini Police Car totaled in crash"
 - "Dali museum to host"
 - "Space Shuttle blast off scheduled for Monday"
 - "Tampa Bay Aquatic Masters Marks its Second Anniversary With a Great Start"
 - "All aboard the trolley"
- Advertisement:** A large red heart-shaped graphic with the text "Shop Us First & Save! 99¢ only" and "Open 8AM To 9PM 7 Days A Week!".
- Navigation:** A bottom navigation bar with icons for "Home", "About Us", "Services", and "Contact Us".

Overlaid on the right side of the screenshot is a woman in a dark jacket, and large, bold text that reads "Report", "Target", "Deliver", and "Optimize".

The slide features a blue header with the SAXOTECH logo and the title "The Value of SAXOTECH Connect". The main content is a list of bullet points:

- Increase Revenue
 - **Subscription Revenue**
 - Increase CPM's by more than 100%*
 - Click-Thru Rates Rise Close To 200%*
 - Sign Larger Contracts = Increased Revenue
- Drive Readership and Engagement
 - Monetize Readership by Observation
 - Increased Time Spent On Site
 - More Page Views Per Visit

A bottom navigation bar with icons for "Home", "About Us", "Services", and "Contact Us" is visible at the bottom right.


SAXOTECH 

Contact Information

John Pukas
VP of Business Relations
jpukas@saxotech.com

SAXOTECH

- Founded in 1993, Headquarters Tampa, Florida
- Worldwide reach – Leader in North America
- 5 of top 10 Newspapers for Circulation
- #1 Managed Hosted Provider
- 2010, 2011, 2012 Newsroom Purchase Leader
- Over 1000 newspaper & magazine customers
- Over 20,000 individual users
- 40% of all USA papers run a product in our Cloud
- Over 10 to 20% of the USA population consume content from a SAXOTECH web site each month



**Innovative
R&D Bites**

Brian Gorman
**Wave2 Media
Solutions**



Wave2 Media Solutions

Brian Gorman, Vice President of Sales

Idaho Press-Tribune
Obituaries Self-Service

February 18, 2013

About Us



- Established in 2003 in UK, US since 2006
- Based in Westborough, MA
- iPublish AdPortal - Self-Service Advertising
- Obituaries is our Leading Category
- Print and Digital Display Ads Standard
- Gannett Corporate Agreement
 - AdPortal Running in 80 Markets
- McClatchy, Pilot Media, Advance Publications, Hearst Newspapers, Scripps Howard, World Media, GateHouse and Pioneer News Group
- 200 + Websites and Growing in the US

Idaho Press Tribune



- 28K Circulation Daily Newspaper
- Part of Pioneer News Group
- Publish Print Obituaries and Legacy
- Before Wave2
 - Traditional Call Center Order Entry
 - Fax, Email, Phone
- Looking to Reduce Costs
- Remove the Uncertainty in the Process
- Add-on Revenue was a Plus

Copyright © 2008 Wave2 Media Solutions

Idaho Press Tribune Implementation



- Worked with Stacy Vogel, Ad Director
- ROI Built On Reducing Costs
- Planned to Couple it with a Rate Increase
- 99% of Obits Come From Funeral Homes
- Taking Uncertainty Out of the Process
- Creating Efficiency was Key
- Integration with Legacy.com Important

Copyright © 2008 Wave2 Media Solutions

Idaho Press Tribune Project



- Promoted to Funeral Homes
 - Funeral Home Visits with Training
- Project Took 45 Days
- 100% of Obits to AdPortal on Day One
- Require Funeral Homes to Use AdPortal
- Expanded Template Choices
 - Multi Column and Two Pictures
- Now 100% of Obits are Self-Service

Copyright © 2008 Wave2 Media Solutions

Idaho Press Tribune Results



- 40% Increase in Obits Revenue
 - 2011 to 2012
 - 25% Due to Rate Increase
 - Lineage Increased by 15% per Obit from Using Wave2
 - Wave2's AdPortal Ease of Use was Crucial
- Reduced Staff by .5 FTEs
- Used Wave2 PAGE Contract to License
- 300% ROI on Wave2 License in 2012
- Savings Year Over Year Every Year

Copyright © 2008 Wave2 Media Solutions

Moving Forward

wave²
media solutions

PIONEER
NEWS GROUP
EMPOWERING OUR COMMUNITIES

Brian Gorman

505-366-6383

bgorman@wave2media.com

Stacy Vogel

208-465-8149

svogel@idahopress.com

Copyright © 2008 Wave2 Media Solutions



ROI

FROM A

CMS

? Yes.

Ronnie Willis, product manager
rw@libercus.com

THE BLADE
One of America's Great Newspapers
Libercus

The Toledo Blade's mission:

- **More revenue from digital platforms**
 - Target platform: e-Edition
 - More attractive for readers
 - More valuable for advertisers
- **Minimize vendor management**
- **Reduce costs without reducing headcount**

Libercus

Libercus says: We can do more.

- Streamline newsroom production
- Reduce desktop support needs
- Reduce internal IT infrastructure

Libercus

All platforms, one system.



Libercus

Red Wings win
Detroit slips past
Columbus in a shootout
SPORTS PAGE C1

RECIPES
Soups
Warm, filling, and
diet friendly
PEACH PAGE D1

Winner of the
2004 Pulitzer
for Investigative
Reporting

THE BLADE
One of America's Great Newspapers

\$1.00 • 56 PAGES TOLEDO, OHIO, TUESDAY, JANUARY 22, 2013 UPDATED AT toledoBlade.com FINAL

THE SECOND INAUGURATION OF BARACK OBAMA

'Our journey is not complete'

President says nation must fight climate change, help poor, elderly

Speech offers hints on agenda for 2nd term

By TOM TROY
Staff Writer

WASHINGTON — President Obama launched his second term of office Monday sounding a call to "collective" action that affirmed his well-known support of maintaining government's role of looking out for the least advantaged of its citizens.

"America's possibilities are limitless, for we possess all the qualities that this world without boundaries demands: youth and drive; diversity and openness; an endless capacity for risk, and a gift for reinvention. My fellow Americans, we are made for this moment, and we will seize it — so long as we seize it together," Mr. Obama said.

The weather cooperated but stayed cloudy, with temperatures feeling like the 30s as a wind whipped across the Capitol and the people-filled National Mall.

The speech followed a red, white, and blue swear

Libercus

'Our journey is not complete'

President says nation must fight climate change, help poor, elderly

Speech offers hints on agenda for 2nd term

By TOM TROY
Staff Writer

WASHINGTON — President Obama launched his second term of office Monday sounding a call to "collective" action that affirmed his well-known support of maintaining government's role of looking out for the least advantaged of its citizens.

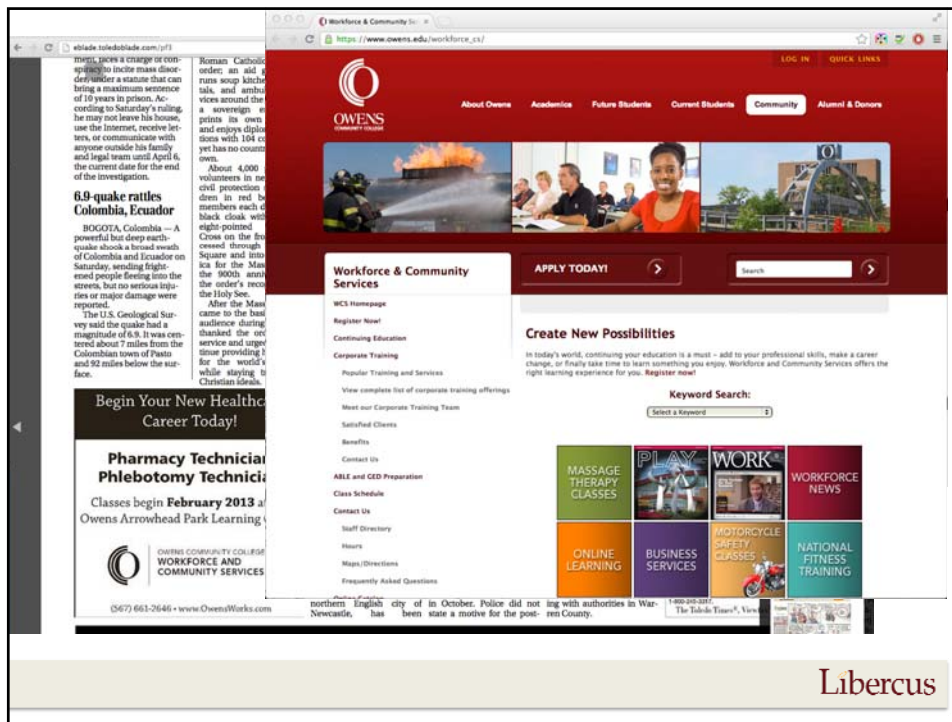
"America's possibilities are limitless, for we possess all the qualities that this world without boundaries demands: youth and drive; diversity and openness; an endless capacity for risk, and a gift for reinvention. My fellow Americans, we are made for this moment, and we will seize it — so long as we seize it together," Mr. Obama said.

The weather cooperated but stayed cloudy, with temperatures feeling like the 30s as a wind whipped across the Capitol and the people-filled National Mall.

The speech followed a red, white, and blue swear

Associated Press

Libercus



The results

- Entire newsroom together on one system
- E-Edition becomes dynamic
 - Updated stories
 - Special e-Edition-only sections
 - Interactive ads
- **More than \$300,000 savings in Year 1**
- **More than \$700,000 in projected new revenue**

Intrigued?

- www.libercus.com
- info@libercus.com
- Come visit the Libercus booth!

Libercus



The Funeral Director Efficiency Tool

2013 Mega-Conference Buzz Session

February 19th, 2013

Presented by Deb Dreyfuss-Tuchman
EVP Sales, Adpay, Inc.



Memoriams[®]



The Power of Your Local Obituaries

- ▶ Key driver of print and digital audience
- ▶ Generally receives three times the traffic and readership than other paper sub-sections
- ▶ Delivers solid and consistent revenue
- ▶ An extremely important community service

Memoriams[®]

Increasing the value of your obituaries



Newspaper Obituaries Are Under Attack



"I am the Founder of Monster.com and successfully transitioned the job classified section of the newspaper to the internet and now we are successfully helping migrate the last standing classified section of the newspaper, the obituaries, to the web."

– Jeff Taylor

<http://www.ycombinator.com/watch?v=PpM0rjHETs>



funeralOne
Experience Success



facebook

Adpay
Media Solutions

An Obituary is Forever, But it Shouldn't Take That Long to Place One

- ▶ Developed in conjunction with hundreds of funeral directors, local media partners, and Legacy.com. Adpay has created a new vision for obituary order entry to meet your attackers head-on.
- ▶ Memoriams is the only Funeral Director efficiency tool that solves the #1 challenge with obituary placement, and it creates an unparalleled sales force for the industry.

Memoriams[®]

Adpay
Media Solutions

Designed by Publishers and the Funeral Director Partners You Serve



- ▶ Simple 4 step process
- ▶ Custom upsells
- ▶ Paginated preview
- ▶ Direct imports of print and online data
- ▶ One payment for all markets
- ▶ Keep 100% of your local revenues



Adpay
Media Solutions

Memoriams Case Study

**THE DAILY
SENTINEL**
GRAND JUNCTION, COLORADO

23,602 daily / 26,616 Sunday

Grand Junction, CO

Five local funeral homes

Before Memoriams: Obituaries from funeral directors were received from faxes and e-mails, then rekeyed and sent back for proofing and pricing.

With Memoriams: Properly rated orders, with paginated previews, are placed directly through web order entry with custom upsells and local market configurations.



Adpay
Media Solutions

The Daily Sentinel Results

- ▶ Increased average order size by 32%
- ▶ Increased revenue per obituary order by \$54
- ▶ Decreased internal resources on category
- ▶ 60% of obituaries placed also had at least 2.5 out-of-market newspaper insertions
- ▶ Virtually eliminated errors and make-goods for participating funeral director accounts
- ▶ Ease-of-use generated funeral director satisfaction



Adpay

Creating Happy Funeral Directors

- ▶ "Memoriams.com has made my job as a Funeral Director easier and now I no longer spend hours contacting out-of-state newspapers to post obituaries. I can now say with confidence to a family "I'll take care of all of the obits for you."
– Miles Hartford, Apollo Funeral & Cremation Services
- ▶ "I would highly recommend Memoriams.com on many levels for other funeral service professionals. This has been a very valuable tool in the services we provide to those who place their confidence in our firm."
– Charles Segal, Segal Funeral Home



Adpay

Getting Started is Easy

- ▶ NO setup fees, per ad fees or revenue shares
- ▶ 30 day go-live
- ▶ Adpay handles all payment processing
- ▶ Sales templates and marketing strategies
- ▶ Newspaper & funeral director training

Memoriams[®]



Adpay

Mega-Conference Special Offer

Sign up and go live by April 1st to receive a
kick-off breakfast for your funeral directors
and an incentive program for your launch.

Memoriams[®]

Deb Dreyfuss-Tuchman
EVP, Sales
847.998.9923
ddt@adpay.com



Adpay



Innovative
R&D Bites

Kreg Peeler
SpinGo




spinGOTM
Event Engine

THE **COMPLETE** EVENT SOLUTION

50,000 Content Sources
33,000 Venues Monitored
28,000 Promoters Registered

Fresh. Local. Verified.

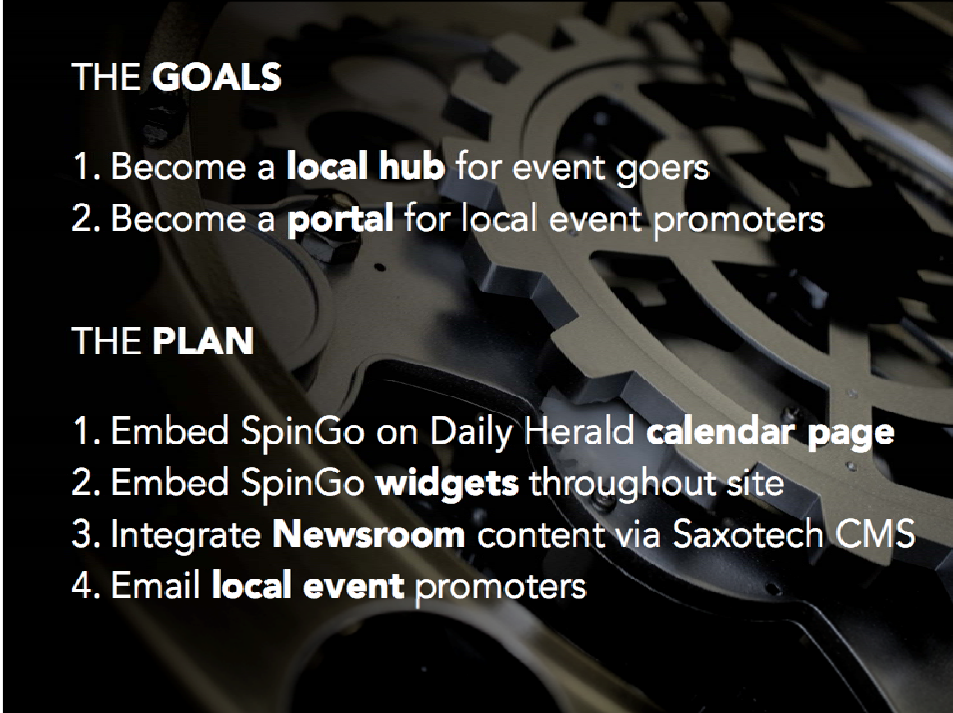


Daily Herald

DailyHerald.com
Chicago metro area
population: **9,461,105**

CHALLENGES

- No mobile calendar
- Few event submissions
- No SEO benefit from calendar
- Hundreds of hyperlocal markets
- Calendar not generating revenue
- No integration with Newsroom content
- Managing event content for print and web was expensive



THE GOALS

1. Become a **local hub** for event goers
2. Become a **portal** for local event promoters

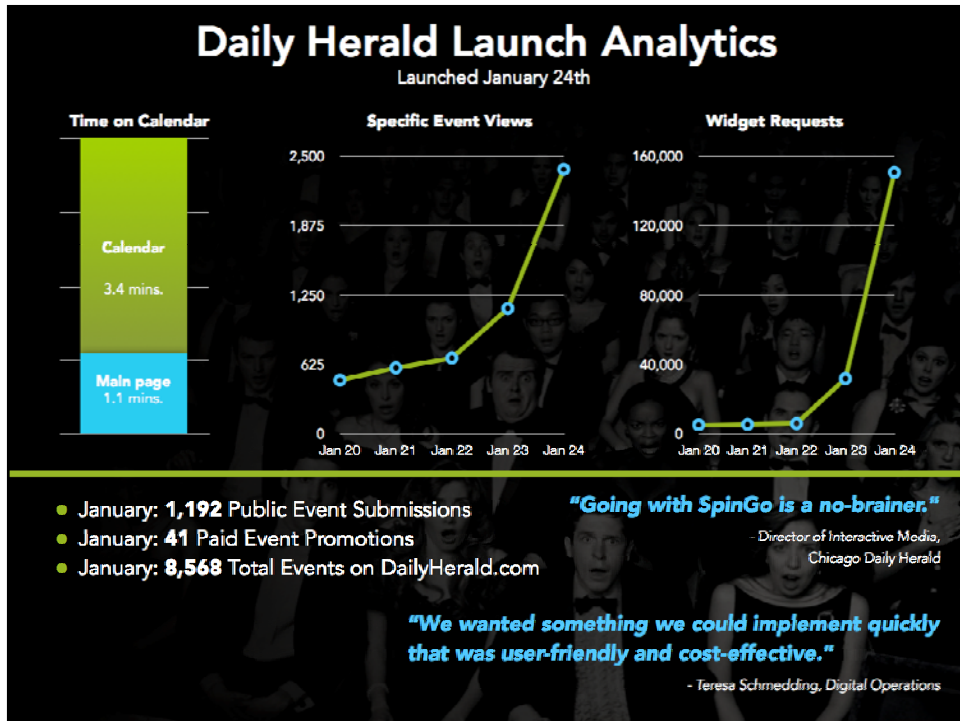
THE PLAN

1. Embed SpinGo on Daily Herald **calendar page**
2. Embed SpinGo **widgets** throughout site
3. Integrate **Newsroom** content via Saxotech CMS
4. Email **local event** promoters

Innovative R&D Bites: New Ideas in Just 4 Minutes

Add Events from every page

50+ Event Widgets





**Innovative
R&D Bites**

Barry Shawgo
salestouch



salestouch
Media Sales CRM



OPUBCO
COMMUNICATIONS GROUP

 Facebook.com/
SalesTouchCRM  @SalesTouchCRM  Our Group:
Media Sales Professionals  Youtube.com/
SalesTouchTV **SalesTouch.com**

OPUBCO Communications Group

NEWSOK.COM


**THE
OKLAHOMAN**


**THE OKLAHOMAN
DIRECT**

CARSOK.COM

HOMESOK.COM

JOBSOK.COM

Spring 2013 Case Study

saletouch

In their own words...



Spring 2013 Case Study

saletouch



salestouch
Media Sales CRM

**Visit us online or
here at the conference**

 Facebook.com/
SalesTouchCRM  @SalesTouchCRM  Our Group:
Media Sales Professionals  Youtube.com/
SalesTouchTV **SalesTouch.com**



**Innovative
R&D Bites**

**Michelle
Mastrobattista
Propel
Marketing**



Propel Marketing Partner Success Story

Presented by Chris Eck
General Manager
Propel Marketing



@MarketingPropel #megaconference

About Propel Marketing

We are an Internet marketing company providing our partners full-service digital solutions to resell to small and medium sized-businesses. We offer turnkey, high-performing solutions to help keep pace with the continually changing industry of digital marketing.



@MarketingPropel
#megaconference



Client Overview

CLIENT:

REMAX Springfield, IL

GOAL:

Find a solution to help with social media

CAMPAIGN CHALLENGES:

- Customer needed education & help with overall social strategy
 - Facebook used as sole social network site
 - Friend page vs. Fan page
 - No company logo present
 - Decreasing engagement



@MarketingPropel
#megaconference

© Propel Marketing 2013



PropelSocial

- We create your social pages
- We write and push out content for you (3 options)
 - You can speak for yourself (DIY option)
- Use your dashboard to monitor ongoing activity



@MarketingPropel
#megaconference

© Propel Marketing 2013



Implementation & Strategy

- Created presence on additional social networking sites
 - Rebuild and redesign Facebook page
 - Local messaging
- Increase fans and followers by generating engagement



@MarketingPropel
#megaconference

© Propel Marketing 2013

REMAX Professionals Springfield, IL – Facebook (BEFORE)



@MarketingPropel
#megaconference

© Propel Marketing 2013

REMAX Professionals Springfield, IL – Facebook (AFTER)

<https://www.facebook.com/SpringfieldHomes>

The screenshot shows the Facebook profile for REMAX Professionals Springfield. The cover photo features a large image of the Illinois State Capitol building with the REMAX logo overlaid. The profile picture is a smaller version of the REMAX logo. The page name is 'ReMax Pros Springfield' with 4,909 likes and 63 talking about this. The 'About' section lists the business as a Real Estate company located at 2475 West Monroe Street, Springfield, Illinois 62704, with a phone number (217) 787-7215. Below the 'About' section are five custom landing tabs: 'Photos', 'Search Homes', 'Open Houses', and 'Join Our Team'. Annotations with blue lines point to the cover photo, the profile picture, the 'Join Our Team' tab, and the overall page layout.

New cover photo design

Improved thumbnail image

Fan page allows for unlimited friends

Custom landing tabs

PROPEL
MARKETING

@MarketingPropel
#megaconference

© Propel Marketing 2013

Posting photos,
questions, advice,
inspiration increases
engagement.

The screenshot shows a Facebook post from 'Remax Professionals Springfield' dated Saturday. The post text is 'Would you live in a log cabin style house?'. Below the text is a large, high-quality photograph of a log cabin interior, featuring a stone fireplace, a wooden balcony, and a chandelier. Annotations with blue lines point to the question text and the photo. Below the photo, the post shows engagement metrics: 'Like - Comment - Share', '86 people like this.', and 'View 17 more comments'. Two comments are visible: one from 'Roberta Ann Pocklington' and another from 'Judy Sealock Crane'.

Question

Photo

PROPEL
MARKETING

@MarketingPropel
#megaconference

© Propel Marketing 2013

Remax Professionals Springfield
February 8

"Like" for Illinois!

Local content

Engagement

PROPEL MARKETING

@MarketingPropel
#megaconference

© Propel Marketing 2013

REMAX Professionals Springfield, IL Facebook Insights October 2012-February 2013

Since October 2012, there has been an **increase in likes, reach, and people interacting** with the REMAX company page

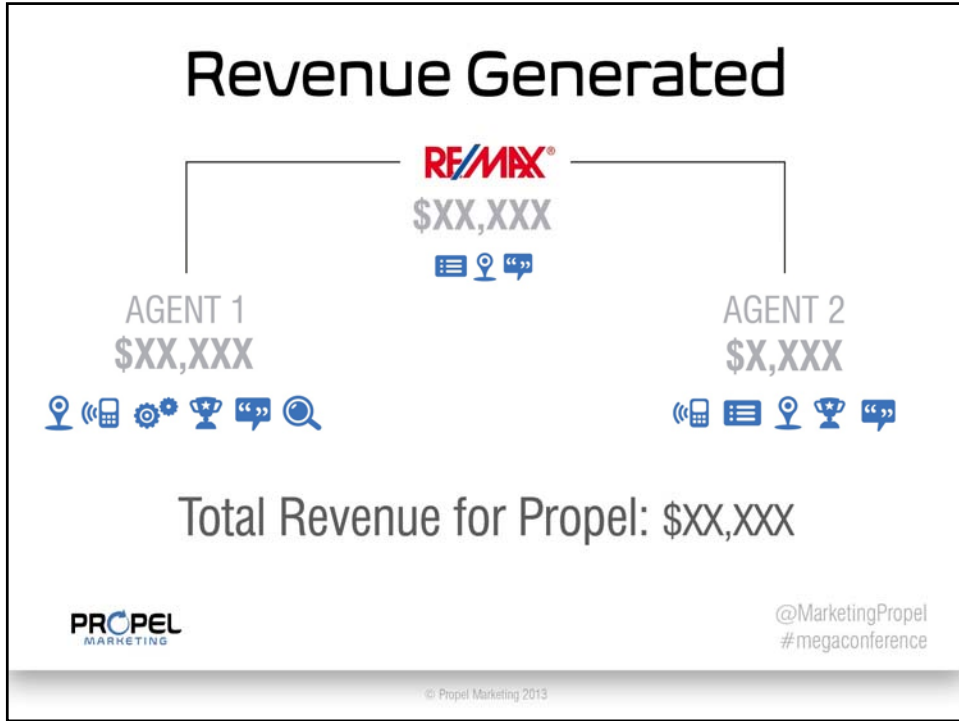
Month	% Engagement
OCT	1%
NOV	6%
DEC	11%
JAN	13%
FEB	17%

53,000 unique people have viewed content since October 2012

PROPEL MARKETING

@MarketingPropel
#megaconference

© Propel Marketing 2013



Thank You!!

Michelle Mastrobattista
mmastro@propelmarketing.com

PROPEL
MARKETING

@MarketingPropel
#megaconference

© Propel Marketing 2013



The Synergy of Strategic Solutions for today's newspaper printers

Synergy for 2013

	Effective Software Solutions for Publishers
	The Color Experts
	Dedicated to Print



The Synergy of Strategic Solutions for today's newspaper printers


Partners' Products

 **prestelligence** Maker of NewsXtreme, Ink Presetting and InkMiser Optimization
Optimization of plates and calculation of ink densities saves production hours and cuts down on waste. Improved print quality

 **x-rite** Maker of Intellitrax News, Capsure and eXact
Featuring press side automated color management scanning of print on press helping achieve faster makeready , reduced waste

 **PANTONE®**

 **Southern Lithoplate** Provider of Prepress and Pressroom Optimization
Includes leading digital thermal and violet offset plates achieving permitting optimum ink/water balance, finer screening/dot reproduction and longer plate run length



The Synergy of Strategic Solutions for today's newspaper printers

Paper Waste, Makeready time savings study

- Examine and quantify production improvement against industry averages for makeready savings and reduction in paper waste for 4-month test period after implementation of press-side scanning and ink presetting applications
- Northeast printer/publisher involved in contract production of inserts, outserts, additional commercial work, averaging seven such jobs per day



The Synergy of Strategic Solutions for today's newspaper printers

Methodology/Assumptions

- Four-color runs on various stocks
- Press operator self-reports filed using TrashTracker™ software
- Study period September thru November (August benchmark)
- Average jobs per press: 7/day
- Working days /year: 250
- Average sheet/page equivalent cost: \$.11
- Press budgeted commercial hourly rate: \$400
- Industry average to 4/C process color OK: 100 pages/sheets PPU



The Synergy of Strategic Solutions for today's newspaper printers

Paper Waste Savings

	Waste Sheets Mean	Ind ave.	Differential	%
September	192	400	208	52.0
October	186	400	214	53.5
November	190	400	210	52.5
Average	195	400	204.5	52.7

Annual projected paper waste savings ROI = \$40,617



The Synergy of Strategic Solutions for today's newspaper printers

Time to Color OK (Makeready savings)

August (pre-installation) benchmark time to color OK: 19 minutes 29 seconds (19:30)
September through November average time to color OK: 15 minutes 20 seconds (15:20)

Avg. time savings per makeready: 4:10



Annual projected makeready time savings ROI = \$46,637



The Synergy of Strategic Solutions for today's newspaper printers

Total Paper Waste, Makeready time savings

	<u>ROI</u>
Paper Waste savings:	\$ 40,617
Time Savings:	\$ 46,637
TOTAL	\$ 87,254



The Synergy of Strategic Solutions for today's newspaper printers

Put our synergy to work for you in 2013!



PANTONE®




Innovative
R&D Bites

**Paul Camp
Content
That Works**



BRIDES 365[®] Opportunity



The, There, all, Bride, all, great, nothing, brides, will, available, is, on, also, does, \$200,000, on, in, vendors, there's, this, year, Wedding

Untie The Knot in your market

- 65% of The Knot's online revenue is LOCAL
- Local ad revenue grew 12.5% in the last quarter
- Local advertisers spend an average of \$2,300



“...the thing we bring to
the table is... local”

— Andrew Walker, Ad Sales Manager, The Elkhart (IN) Truth

How The Elkhart Truth fights back

- 299 wedding vendors in Indiana advertise on theknot.com
- theknot.com takes \$700,000 out of the market
- Elkhart/Goshen alone is a \$30.7 million bridal market
- Local vendors will spend \$1.3 million on advertising annually



The Greatest Local Stories Ever Told



- The Truth made announcements exciting again
- Easy to share via social media
- Wrapped user-posted content in context that changes daily

The Results?

- In one month, bridal revenue increased 126% over *all* of 2012
- The sales team sold 26 different advertisers on the site — the majority as annual contracts
- It used to take editorial 15 minutes to prepare an announcement for publication, now it takes 3-5 minutes

Keys to Success

- Get buy-in from the sales force and involve team in planning the project
- Promote, promote, promote again
- Sell the quality of the audience, not CPM
- Package print and online, but don't cut your rates when you package
- We're more than a newspaper today. . . so don't act like one

BRIDES 365[®] Opportunity



Marry user-generated content with social media wrapped in context and generate new revenue today.



CONTACT US

Name	Company	Email Address
John Pukas	Saxotech	jpukas@saxotech.com
Brian Gorman	Wave2 Media Solutions	bgorman@wave2media.com
Ronnie Willis	Libercus	rw@libercus.com
Deborah Dreyfuss-Tuchman	Adpay	ddt@adpay.com
Kreg Peeler	SpinGo	kreg.peeler@spingo.com
Barry Shawgo	AdMall	barry@sdsinc.com
Michelle Mastrobattista	Propel Marketing	mmastro@propelmarketing.com
Bob Behringer & James Luttrell	Southern Lithoplate	(Steve Mattingly) smattingly@slp.com
Paul Camp	Content That Works	paul@contentthatworks.com





**Innovative
R&D Bites**

THE END