

1 :: Newspaper & Advertiser Summit 3 :: Tips for Handling Change at Work
 2 :: Update Contact Details

THE TRANSMITTER

AdSEND Announces the Newspaper & Advertiser Summit

This fall, AdSEND will bring together newspapers and advertisers to discuss best practices and how each can make the other's job easier. The Summit will feature one day of open forums and lively discussions to share ideas between these two important industry players.

AdSEND/Vio President **Al Edwards** said, "In today's tough economy where businesses are forced to do more with less, it makes sense that newspapers and advertisers have spoken to us about having this dialogue on conducting better business so that each continues to thrive and be prosperous. The Summit is about bringing together two of our largest customers and helping them achieve this important goal."

The Newspaper & Advertiser Summit will take place in three cities across the country, so individuals can attend the one that's most convenient and cost-effective for them.

The dates and locations are:

- New York City: Sept. 15 - 16
- Chicago: Oct. 6 - 7
- L.A.: Nov. 12 - 13

Hotel meeting locations are currently

being finalized, so those interested in attending should watch our web site, www.adsend.com, for details in the coming weeks.



AdSEND is committed to attracting the most attendees possible in order to present high-quality events with

plenty of compelling dialogue.

Therefore, the company is waiving all registration fees.

Besides best practices, we'll have a session about the upcoming move of AdSEND.com off of Associated Press (AP) satellite and servers and onto the Internet. Since we acquired AdSEND from the AP in December 2006, many infrastructure improvements have been made, and this is yet another.

...continued

Newspaper & Advertiser Summit cont'd

This session will detail the replacement product, AdSEND MANAGER PRO, and how it allows for even more powerful automation than newspapers employ currently using the satellite and servers.

Finally, we'll also have a session that explores the growing field of self-service advertising. Some newspapers have been going the route of outsourcing their advertising production, and we'll discuss self-service as a viable alternative.

For example, consider the practice of creating spec ads for small advertisers. Rather than simply moving the cost associated with this from the newspaper to an outsourcing company, perhaps newspapers can eliminate the cost entirely by transferring the responsibility to the customer.

Self-service advertising also allows newspapers to reach those smaller advertisers that previously would not be cost-effective. If 80 percent of advertising revenue comes from 20 percent of the available advertisers, self-service allows newspapers to tap into a new revenue stream with that



The Summit will provide plenty of networking opportunities.

other 80 percent of small, local businesses.

The Newspaper & Advertiser Summit will provide plenty of opportunities for casual networking. We're featuring a cocktail reception the evening prior to sessions so everyone can meet each other. During the day of the sessions, attendees are free to mingle during breakfast, lunch and break time.

Details and registration information will follow in the coming weeks, so check our web site, www.adsend.com, often for updates. If you'd like to join our mailing list, please call us at 609-642-1102 or email usmarketing@adsend.com.

We'd love to hear from you and we are collecting feedback and suggestions for the Summit.

If you would like to participate and offer your opinion, visit this web site and fill out a very quick survey:

<http://www.adsend.com/submitsurvey.html>

We'll see you in the fall!

Update Your Company Details

Are there people on your AdSEND account who are no longer with your company?

Be sure to free up accounts and remove those employees who have moved on.

Please call our customer support team at 1-800-8-ADSEND (1-800-823-7363) or email adsendsupport@adsend.com to provide us with the latest company contact information.

We appreciate your assistance!

Tips for Handling Change at Work

When changes are implemented in the workplace, employees may not know which way to turn. Their job, once enjoyable, can fill them with anxiety.



By now, everyone is tired of the cliché “change is a business fact of life” and maybe even “the only people who like change are busy cashiers and wet babies.” The fact of the matter is, no one is insulated from change any more. The best thing to do is learn strategies to cope, and in the process you may even learn to enjoy the ride.

One of the foremost reasons people tend to resist change is fear. Maintaining the status quo provides employees with feelings of security and predictability. We know what works well for us and how to succeed. Introduce change into the mix, however, and many become fearful that they will fail.

The other primary reason people don't like change is because we are creatures of habit. Predictability breeds comfort whereas change creates anxiety.

Change in the workplace can lead to two defensive reactions from employees – fight or flight. Those who employ flight try to avoid change as much as possible, and it is often done passively. These folks can avoid participating on teams or committees, don't offer suggestions and won't ask questions. They attempt to “cocoon” themselves off and often end up getting left behind.

At the other end of the spectrum are employees who fight, and actively resist change. Tactics may include negativity, destructive criticism and even sabotage in the worst cases.

If change can be seen as an opportunity, instead of a threat, these reactions can often be circumvented. This doesn't happen for people overnight; it is a process that could begin with initial shock over the change, then anger, but then

...continued

Tips for Handling Change cont'd

eventually can lead to acceptance and excited anticipation of things to come.

How do you get to this place as an employee facing change? Experts have offered these suggestions:

1. Get the big picture. Sometimes we feel that change has been thrust upon us with little rhyme or reason. It's important that management provides clarity as to why the change is happening and convey a sense of urgency. If you aren't provided with this information, you should ask. You can speak to your manager, or other trusted mentors and advisors. With this knowledge, you will feel part of the process rather than an outsider just being shuffled around.

2. Find your anchors. No matter how much change is going on, there will always be some things that are stable and won't change. These could include company values, job location, job function and colleagues. Figuring out what your anchors are can help you feel more grounded and secure.

3. Avoid bitterness, grudges and blame. Once you start exhibiting feelings like this, you've got to take

steps to stop them, or you'll never accept your new reality. And if you never accept your new reality you'll start to become miserable, hate going to work, and make life difficult for your coworkers. Perhaps you might think you've been treated unfairly, or you might blame your boss and other managers for the situation. But the more you hold onto bitterness and blame, the harder it will be to move forward to where your company is headed. Instead, you'll use up your time and energy rather than actually dealing with the situation itself. Be aware of this type of destructive way of thinking, choose to move beyond it, and look forward, not backward.

4. Plan to keep changing.

Maintaining flexibility and realizing that change is constant will help you deal better the next time change happens. And it will happen. The better able you are to adapt to change, the greater your chances of being successful.

Change can be frightening and disruptive. However, by incorporating these tips and with the right attitude and actions, you might find opportunities in that change that were entirely unexpected.

AdSEND

101 Interchange Plaza, Ste. 102
Cranbury, NJ 08512

www.adsend.com

Sales/Marketing

1-800-2-ADSEND (1-800-223-7363)

ussales@adsend.com

Technical Support

1-800-T-ADSEND (1-800-823-7363)

adsendsupport@adsend.com