

# "Go-To" Team

Steven Silver - 203-775-9122

Vendors, Collections, Promotions

**Need to find new vendors?** From business cards, postcards to software, to online credit card processing.

**Need to collect money from accounts?**

Collection agencies should be your last resort. I have some creative ways to collect back balances without losing the account.

**Want to discuss a sales idea or new promotion?**

Get a second opinion before you roll it out.

Ed Coats - 802-985-2400

Inserts, Mail, Detached Cards

Paul Sciaraffa - 860-875-3366

Sales

**Over 25 years in sales.** With a quarter century of experience, Paul is willing to help with issues regarding sales objections, planning, long-term selling, special projects or any other sales-related questions.

Peter Stevens - 401-821-2216

General Publishing Issues

**Brought up in the press room.**

Peter has been in the industry for nearly 50 years and have seen it grow from hand-cut stencils and mimeographs, to PDFs sent to FTP sites, and everything in between. May not have all the answers but glad to share insights.

Dan Buendo - 413-525-3247 x 102

**Website Based Revenue Opportunities**

Yes, you can make money online. Website design, web directories, pay-per-click Google & Yahoo advertising.

Carol Toomey - 978-371-2442

Saturation Mail

**Are you in the mail? What is happening now and in the future.**

With almost 40 years in the mail - Carol is the one to ask. A member of the Saturation Mailers Coalition, Carol sits on their Steering Committee and meets with post office officials yearly.

Deb Paul - 603-537-2760

Editorial, Community Relations, Marketing

**Started papers from nothing with no background**

Let's talk about Editorial/Content, Public, Community & Civic Relations and Involvement; Town Government; Marketing & Networking; Creativity & Ideas; ability to think outside the norm 'free thought'.

Cheri Mackinney - 508-943-5300

Creative Promotions, "Out-of-the-Box" Ideas and Revenue Producers

**Increasing readership with creative and innovative ideas.**

Engage the community and generate revenue at the same time. Ideas such as contests, selling gift cards, supporting the military, local football teams, etc. are just some ways to generate new revenue.

Renée Tassone - 802-447-3381

Producing Glossy Special Sections

**Get started on specialty stand-alone magazines.**

Dining guides, Seasonal, Resource, Bridal Guides, etc. all compliment your core products.

Deborah Phillips - 802-479-2582

Human Resources

**I have been the co-publisher of The WORLD for 35 years where I manage and research our company benefits.** We have a 14 full-time people and several part-time. We offer health insurance, a Simple IRA and other benefits. I would be happy to answer questions about anything related to HR.

Gus Semon - 203-261-2548

Printing

**Do you have any questions, concerns, suggestions or ideas related to the printing of your publication?**

- \* Production processes
- \* Print problems
- \* Front-end support (hardware, software, file settings, etc.)
- \* Print cost savings opportunities
- \* Vendor options
- \* Product quality enhancement
- \* Or, simply looking to chat a bit or get a 2nd opinion.

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**Please feel free to call on our Experts. If you would like to offer your services on the "Go-To Team" please call Lynn at 877-423-6399.**