



Anderson ends 'customer-first' career at The News-Enterprise

By Jeff D'Alessio
The News-Enterprise

On his first day of retirement Wednesday, Feb. 22, after more than 45 years as an advertising sales representative, first with the Elizabethtown News and for more than 42 years with The News-Enterprise, Bill Anderson will pack up decades of memories and throw away some desk clutter.

He's not sure what will occupy his time Thursday.

"Reality will set in then," Anderson said last week. "I've been coming in that same door for a lot of years."

Anderson, 69, has been a staple of the newspaper advertising department with a passion for the product and a "customer-first" work agenda.

He said he has been considering retirement for about two years and the timing now, more than ever, seemed appropriate. But the decision brings with it many question marks.

"I'm not the kind of person to just sit around and do nothing," he said. "I don't really have any hobbies. I'm just stopping what I'm doing."

Anderson, who graduated in 1965 from Elizabethtown High School and in 1970 from Western Kentucky University, arrived in the newspaper business with a mandate from his late father, Charlie, to apply for a job at the Elizabethtown News after the newspaper's ad rep for his father's gas station mentioned the paper had an opening.

Anderson already had told his father that after a year of working at his Texaco station, he wanted to do something else.

"I interviewed and I thought, 'Well, I went down there like Dad wanted,'" Anderson recalls.

Within hours, he received a phone call from Floe Bowles, the newspaper's general manager, that the job was his on two conditions: He must cut his shoulder-length hair and trim his mustache.



Bill Anderson, who was number 2 in LCNI seniority, retired Feb. 21 after more than 45 years as a sales rep at the Elizabethtown News and The News-Enterprise.

That was on a Thursday or Friday, Anderson recalls. He started to work the following Monday, with a fresh hair cut and a trimmed mustache.

"October 4, 1971," he said of his start date. "I've never forgotten that day."

He won't forget Feb. 21, 2017, either.

"I don't want to do it, but I've got to do it," he said of retiring.

He said he enjoyed the newspaper business from the start. He not only sold advertising, he met people and he served as a sports photographer for the twice-weekly paper.

"I got to go to the games for free," he said.

When the Elizabethtown News and

Hardin County Enterprise merged in 1974 to form The News-Enterprise, Anderson stayed with the company. He's the second longest tenured current employee with Landmark Community Newspapers.

"Bill is one of the absolute true professionals in the industry," said Judy Martin, who worked alongside Anderson for about 30 years as a sales representative at The News-Enterprise. "He knew it was important to put his accounts first and help his accounts grow their business."

Since May 1999, Anderson's sales focus has been on real estate.

"I have a lot of great customers," he said.

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Bill Anderson retires after 45 years

Continued from front page

It was rare for a day to pass when Anderson didn't find himself in the office, driven to make sure every detail was just right.

He said he learned his work ethic from his father and grandfather, E.L. Anderson.

"Back then, everybody stayed in their jobs," said Anderson, who is married and has a son. "You took a job and you were there forever."

Erin Hahn, advertising director for The News-Enterprise, said Anderson's "the customer comes first" motto is more than that.

"That resonates through his cherished relationships he has with his advertisers and the respect he receives from his colleagues," she said. "He is an institution in our business and has embraced our evolution, but the one constant has always been to make sure his advertisers receive the attention they deserve."

Valerie Serra has been hired as a sales rep for real estate.

Anderson said he's sure he will find odd jobs around his home to take care of. He also has two boats "that haven't been in the water in four years. I want to use them a

little this summer, so I'll get them ready," he said.

He also said he expects to volunteer some of his time with area organizations.

"I'm going to miss people I work with and my customers," he said. "I won't miss the hard work and long hours. This is my life. ... This is my family."



Back in the early days when a requirement of Bill's employment was that he cut his shoulder-length hair and trim his mustache.

LCNI news

LINDA BARNETT, EDITOR

LCNI NEWS MAKERS who submitted news for December, January and February are highlighted in blue

Newspaper	Location	Coordinator
MetroWest Newspapers.....	Brighton, CO.....	Beth Potter
Evergreen Newspapers.....	Evergreen, CO.....	Doug Bell
Clear Creek Courant.....	Idaho Springs, CO.....	Doug Bell
Chiefland Citizen.....	Chiefland, FL.....	Dale Bowen
Citrus Publishing.....	Crystal River, FL.....	Deb Kamlot
Gator Bait.....	Gainesville, FL.....	Marty Cohen
Gadsden County Times.....	Quincy, FL.....	Cheri Harris
Osceola.....	Tallahassee, FL.....	Bob Ferrante
Wakulla News.....	Crawfordville, FL.....	William Snowden
Williston Pioneer Sun-News.....	Williston, FL.....	Carolyn Ten Broeck
Leader-Union.....	Vandalia, IL.....	Rich Bauer
Inside Indiana.....	Bloomington, IN.....	Ed Magoni
Mount Vernon Democrat.....	Mount Vernon, IN.....	Jamie Grabert
Spencer Co. Journal-Democrat.....	Rockport, IN.....	Mark Eisenlohr
Perry County News.....	Tell City, IN.....	Mark Eisenlohr
Opinion-Tribune.....	Glenwood, IA.....	Joe Foreman
Voice of the Hawkeyes.....	Iowa City, IA.....	Todd Brommelkamp
Red Oak Express.....	Red Oak, IA.....	Brad Hicks
Kentucky Standard/PLG.....	Bardstovwn, KY.....	Carrie Pride
Trimble Banner.....	Bedford, KY.....	Dave Taylor
Central Kentucky News-Journal.....	Campbellsville, KY.....	Jeff Moreland
News-Democrat.....	Carrrollton, KY.....	Kristin Beck
Cynthiana Publishing.....	Cynthiana, KY.....	Robin Smiley
Grant County News.....	Dry Ridge, KY.....	Bryan Marshall
News-Enterprise.....	Elizabethtown, KY.....	Paula Evans
LaRue County Herald News.....	Hodgenville, KY.....	Allison Shepherd
Oldham Era.....	LaGrange, KY.....	Melissa Blankenship
Anderson News.....	Lawrenceburg, KY.....	Ben Carlson

Newspaper	Location	Coordinator
Lebanon Enterprise.....	Lebanon, KY.....	Eva Jo Nugent
The Record.....	Leitchfield, KY.....	Rebecca Morris
The Cats' Pause.....	Lexington, KY.....	Darrell Bird
Casey County News.....	Liberty, KY.....	Larry Rowell
Henry County Local.....	Eminence, KY.....	Melissa Blankenship
News-Herald.....	Owenton, KY.....	Molly Haines
Central Office.....	Shelbyville, KY.....	Linda Barnett
Sentinel-News.....	Shelbyville, KY.....	Jacob Blair
Pioneer News.....	Shepherdsville, KY.....	Tom Barr
Standard Publishing.....	Shepherdsville, KY.....	Margaret Mendez
Springfield Sun.....	Springfield, KY.....	Nick Schragar
Spencer Magnet.....	Taylorsville, KY.....	Lynette Mason
Huskies Illustrated.....	Lincoln, NE.....	Darren Ivy
Las Vegas Optic.....	Las Vegas, NM.....	Martin Salazar
Los Alamos Monitor.....	Los Alamos, NM.....	Jill McLaughlin
Brunswick Beacon.....	Shalotte, NC.....	Jackie Torok
Carolina Blue.....	Chapel Hill, NC.....	Shawn Krest
News & Reporter.....	Chester, SC.....	Marissa White
Lancaster News.....	Lancaster, SC.....	Susan Rowell
Pageland Progressive Journal.....	Pageland, SC.....	Kimberly Harrington
Roane Newspapers.....	Kingston, TN.....	Kevin Kile
LaFollette Press.....	LaFollette, TN.....	Jennifer Spradlin
Morgan County News.....	Wartburg, TN.....	Joe King
Bedford Bulletin.....	Bedford, VA.....	Jay Bondurant
The Gazette.....	Galax, VA.....	Newsletter Team
The Declaration.....	Independence, VA.....	Shaina Stockton

Why is participating in the Wellness Program so Important?

While there are many reasons, here are a few:

1. Promotes and encourages wellness and healthy behaviors.
2. Provides free access to tips and resources on improving your overall health and wellbeing.
3. Earn Free Money – Who doesn't like that?!
4. You will avoid paying the \$20 bi-weekly surcharge that applies to 2018 medical plans.

The Wellness Program is free and available to all full-time employees.



What are the Wellness Program Requirements?

There are only two actions needed to satisfy the Wellness Program Requirements:

1. Complete the online Member Health Assessment (MHA), and
2. Complete the Biometric Screening.

The deadline to complete all Wellness Program activities is September 30, 2017.

WELLNESS PROGRAM

What are the incentives?

There are several incentives for participating in the wellness program. Remember all activities must be completed by the September 30, 2017 deadline.

- Earn 2018 Flexible Spending Account dollars. Points earned for completing wellness program activities convert to dollars (up to \$400) towards your 2018 FSA. You must be currently enrolled in a Landmark medical plan and complete the MHA and biometric screening to be eligible.
- A chance to win a Fitbit. There are two Fitbit drawings in 2017 – one random drawing for participants in the fall and a final drawing at the end of the year for the most points earned. You do not have to be enrolled in a 2017 Landmark medical plan to be eligible for the Fitbit drawings.
- A chance to win \$5,000. See page 10 for more details about this exciting incentive!

Where do I go to get started?

- Log onto www.Ask4HR.com
- Select the Wellness Program link on the left
- Click on the MyViverae Wellness Program logo
- Click on Earn More Points for a complete listing of activities.

To Complete the MHA:

1. From your Viverae homepage, a pop up message will guide and prompt you to complete; or
2. Click the link to "Your Health Assessment is not complete. FINISH NOW >" on the menu bar at the top of your homepage

To complete the Biometric Screening:

1. From your Viverae homepage, click on the "Resources" tab.
2. You can either:
 - Print the Physician Lab Form to take to your doctor (must be uploaded on this same page for credit);
 - Select "LabCorp Form" to take your biometric screening at the closest LabCorp facility; or
 - Select "Home Testing Kit" to have a kit mailed to your home address.

Follow me outside of work

Oldham reporter forms support group for autistic young adults

Editor's Note: Glen Jennings, a reporter with *The Oldham Era*, has been very candid with staffers and readers regarding his diagnosis of autism. Recently, Glen took a risk and decided to create a support group for autistic young adults. He sees a need for resources for individuals no longer served in an education or institutional setting who want to live independently and successfully.

By Glen Jennings
Reporter
[The Oldham Era](#)

I've written before about my experiences with autism and how it's shaped my life and thinking. I was eager to say that I wasn't remotely ashamed of it and didn't at all feel like a lesser person because of it. But I've always wanted to do more for the people who still do.

To that end, I'm pleased to announce that I'm forming a group called Magnetic North to help advocate for other people with autism in Oldham County and nearby areas.

I believe that people with autism operate on a different internal dialect – we speak the same language as most people, but there are enough small differences to make us like tourists in some situations. If you're in England and someone tells you to grab something from the boot, you might not realize they're talking about the trunk of a car. It's sort of like that with autism.

When I graduated high school, I had no idea what I was doing in college. I didn't know how to make friends. Adult life had its own challenges. Job hunting was truly terrifying since interviews have their own dis-



GLEN JENNINGS

tinctive etiquette. Dating? A social minefield. It's filled with issues other people simply wouldn't face. For one, when do you tell someone you have autism? Do you just throw it out there early on or wait until you know someone? What if this person chooses to think less of you?

I seriously doubt I'm the only one who has asked the same questions. That's part of what I'm hoping to address with Magnetic North. My goal is to create a group where autistic people like me can meet and discuss the ways to solve these problems and answer these questions. Using the benefit of experience earned, we can help each other navigate our lives.

I'm also hoping my group can help to combat a chorus of negative voices in our lives. It's not always clear to those who don't have

to live with it, but there are a lot of negative voices around us. I remember teachers telling me that I might never make it to college when I was younger. Seeing headlines to the effect of "Sandy Hook shooter had Asperger's Syndrome" was terrifying. I wondered if people would begin to fear the autistic population after seeing such a high-profile tragedy connected to us.

Such a connection wouldn't be worth writing about if it weren't for an existing stigma, and thankfully it doesn't seem to have made it much worse. But that stigma is still out there.

I've said it before and I'll say it again: autistic or not, I'm just as capable as anyone else, and I think most people with autism are as well. It's a message that is critical for the autistic population to hear, too, or else a lot of us might never break through that chorus of negative voices. A lot of us might never believe that we have a right to success or the ability to attain it.

At the current time, the group will mainly serve young adults with high-functioning autism – from people who are about to graduate high school to college students to people searching for or just starting out in a career to those who have been there for a little while. In addition, we hope to provide services for autistic people who still need a little bit more help.

From there, there's no limit. I envision a number of future services that could be added – perhaps a mentorship program that pairs adults with middle or high school students or a service that connects parents of autistic children so they can learn from one another.

Editor's Note: "Follow Me Outside of Work" is a new feature that will run periodically to spotlight employees who are leaders in community organizations, volunteers in community efforts, or who enjoy a special hobby or special activity outside of work. Stories may be sent to Linda Barnett, LCNI News Editor, at lbarnett@lcni.com.

LCNI Employee Service Recognition

40 Years of Service



Chuck Burress
PUBLISHER
Galax Gazette

20 Years of Service



Chris Brooke
EDITOR
Henry County Local

10 Years of Service



Rhonda Laughter
EDITORIAL/
ADMINISTRATIVE
ASSISTANT



Lynette Mason
PUBLISHER
The Spencer Magnet

5 Years of Service



Jessica Adams
GROUP
BOOKKEEPER/
CIRCULATION CSR
Central Office



Aaron Hornbuckle
PRESS OPERATOR
Standard Publishing



Ian Neligh
NEWS EDITOR
Clear Creek Courant



Lancaster route driver

Wanda Rhyne, a former Lancaster News newspaper carrier, is now helping the circulation department distribute the newspaper to single copy locations. She has two boys, Chris and Max, and three dogs. She enjoys spending time outside with her boys and pets.



Takes 2nd place in Soul Food Cook Off

The Lancaster News participated in the 2017 University of South Carolina-Lancaster Soul Food Cook Off to raise money for USCL's Emergency Textbook Fund which helps students afford textbooks. Left to right is Robert Howey, sports editor (hidden from view), Jonathan Edmonds (Publisher Susan Rowell's son), Linda O'Neil, circulation manager, and Greg Summers, copy editor. We served chicken stew, collards, hoe cakes, and coca cola cake to a lunch crowd of hundreds which was all made by Susan Rowell, Debbie Gallien, Becky Outen, Lori Sistare, Linda O'Neil, Brian Melton, Greg Summers and Jonathan Edmonds. This was our first year participating, and we took home 2nd place for Best Bread. Thanks to all! Wait and see what we do next year!

Remember When...

5 Years Ago – 2012

- For the second year in a row The Brunswick Beacon of Shallotte, NC, won first place in General Excellence in its division of the North Carolina Press Association's news and editorial competition. And for the third time in four years, they won the distinguished Henry Lee Weathers Freedom of Information award for all North Carolina newspapers with a circulation of 20,000 or less.
- Susan Collins, bookkeeper at The Spencer Magnet in Taylorsville, Ky., was one of the Mind, Body & Spirit Award winners at the Women's Wellness Affair sponsored by Jewish Hospital. Collins was recognized for her contributions to various associations and benevolent causes in Spencer County over the previous 40 years.
- Susan Rowell, publisher of The Lancaster News, was elected president of the South Carolina Press Association.

10 Years Ago – 2007

- The West Marion Messenger, a free newspaper, made its debut. The paper will be delivered to selected communities in Ocala, Fla.
- LCNI Vice President Max Heath received the National Newspapers Association's President's Award for the second time. Heath was recognized for his service as postal chair and representative on the Mailers Technical Advisory Committee.

15 Years Ago – 2002

- The Leader-Union in Vandalia, Ill. introduced a new marketing slogan – "DISCOVER THE LEADER...Your Hometown Connection" as part of several changes to the newspaper. Changes included a redesign, conversion to a 25-inch web and the launch of its website.

20 Years Ago – 1997

- As part of the division's goal to identify and develop new revenue sources, LCNI acquired The Cats' Pause, a 19,000 circulation national newspaper covering University of Kentucky sports.
- Cynthiana and Shepherdsville, Ky. were two of the hardest hit areas resulting from heavy rains on March 1. A flood relief fund was established to help four employees (two at Cynthiana and two at Standard Publishing) who lost their housing and personal possessions in the flood.

25 Years Ago – 1992

- The Red Oak (Iowa) Express staff hosted an open house to commemorate the 125th anniversary of their newspaper.

30 Years Ago – 1987

- The Citrus County Chronicle supplied newspapers for "The Learn to Read" program as they taught volunteers how to use newspapers as tools in the teaching of literacy.

35 Years Ago – 1982

- Charles W. Mills, publisher emeritus of the Vandalia Leader-Union, was honored as Print Person of the Year by the Illinois Education Association and Missouri Education Association.

40 Years Ago – 1977

- First place winners in the division's first LCNI Writing and Photo Awards contest included Herb Brock, Cynthiana Democrat – Writing Contest for Weeklies; Jack Brammer, Sentinel-News – Writing Contest for Semi & Triweeklies; Bob Watkins, News-Enterprise – Writing Contest for Dailies; and Nick Schneider, Tell City News – Best Feature or Human Interest Picture.



Thank goodness for sister papers

What do you do when you have no electricity at your office and it's production day? You call on a sister paper to help out. After strong storms moved through their county, staffers from the Carrollton News-Democrat set up a makeshift press room at The Oldham Era March 1 in order to get that week's issue to print.

Optic relocates after more than 100 years

For more than a century, the Las Vegas (N.M.) Optic has operated out of its sprawling building on the northeast corner of Seventh and Lincoln, but that has changed.

On Monday, Feb. 13, the staff reported to work at their new location at 720 University Avenue.

Martín Salazar, the Optic's former editor and publisher, said the newspaper's current building was too big and in need of significant renovations.

Part of the building houses a press plant that has not been in use since late 2012 when the Optic began publishing at its sister paper in Los Alamos.

Salazar said it no longer made sense for them to be in that building.

The Lincoln Avenue building will be placed on the market.



Circulation/Advertising Manager Cynthia Fitch stands next to the boxes of files waiting to be shredded. Some of these files dated back to before Landmark purchased the Optic in 2002. A total of 180 boxes of files were collected for shredding.

Optic move stirs up lots of memories



ART TRUJILLO

Copy Editor
Las Vegas Optic

Most of the boxes are packed, the furniture has been moved to our new offices, and the movers have finally gotten my hundred-pound dictionary out the door. About all that remains is junking the unwanted equipment and finding the best place for my Pulitzer Prize. OK, so I don't really have a hundred pound dictionary, much less a Pulitzer, sadly. The closest thing I have to that coveted award is what results when I try to make breakfast and come up with a Pullet Surprise.

As we turn the page on this chapter of the Optic's history, I can't help but think back to the many years I have spent at this decrepit old building, serving as everything from a paperboy to a columnist. I insult the building but I will grudgingly admit that I have a soft spot in my heart for the old place, which has housed the Optic since the dawn of time — OK, so it just feels that way.

I can say definitively that we've been at our current location on Lincoln Avenue for more than 100 years. I respect the history that has played out here.

It's difficult to identify too many local businesses that pre-date the Las Vegas Optic.

Founded in 1879 by Russell A. Kistler, the Optic turns 138 this year. And with its aging have come many changes.

The Optic started as a weekly paper, its first edition published on July 31, 1879. It had several competitors, including the Revista Catolica — a weekly published by the Jesuits at the College of Las Vegas, the Las Vegas Democrat and the Daily Gazette. The Optic quickly gained traction and began publishing daily on Nov. 4, 1879. Records show that the original site for the Optic was at Douglas and Grand Avenues.

'Omnibus' short-lived

The Daily Optic was in reality a six-day-a-week publication, excluding Sundays. A number of New Mexico newspapers with the same schedule also considered themselves dailies. Some of these hex-a-weeklies have since become bi-weeklies; others, such as the Raton Daily Range, have disappeared.

In the 1950s, owners Larry Finch and Tom Wright experimented with a Sunday supplement called "Omnibus," which came bundled as a tabloid. The compromise was the elimination of the Saturday AND the Monday editions — a change that upset many readers.

The Omnibus included a lot of "soft" news, features, the TV schedule, and usually a glamour photo of the latest celebrity.

We were also able to squeeze in local weekend sports. The Optic eventually dropped its Omnibus tab and began publishing Monday through Friday.

Market conditions forced the Optic to become a tri-weekly publication on March 2, 2009. We tweaked our publication schedule in September 2015, dropping our Monday edition and launching a Sunday edition. Of the few extant copies of the Optic in the late-1800s, very little content was local. Virtually all illustrations on its pages came from places with the ability to make wood-cuts or metal cuts that resembled photographs. In the early days of the Optic, drawings of kings and presidents generally came from engravings.

A miracle machine

The Optic also received photos via Greyhound, which had three buses arriving each day. The photos were usually of newsmakers around the country. That service sufficed until the Optic bought a miracle machine called the Fairchild Scana-Graver, which made a plastic sheet that duplicated photos banded to a cylinder — and suddenly, the Optic had local photography.

But the technology for the printing of the paper still lagged. Buried somewhere beneath the floor in what used to be the back shop is an old Goss Cox-o-Type press with a whopping capability of eight pages at the rate of about 30 a minute.

Pete Garcia, Carlos Crespin and Ralph Martinez were the main pressman at the time, the '40s and '50s.

Once, Garcia went into the "pit" under the press to make adjustments and suddenly came scrambling out, yelling, "se comenzo solo," his complaint that somehow the press had started running by itself. Three long-time line casters were Fritz Khronke, Bob Phillips and Bill Parmer, who operated the Linotype machines that — the manufacturers claimed — contained 100,000 moving parts. The equipment used molten lead poured into "slugs" representing the alphabetic characters.

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Optic move stirs up memories

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The back shop included machines for casting larger headlines, some for making “pigs,” those 28-pound cylinders, made in the shop that fed the line casting machines.

The Optic later replaced its flat-bed press with a rotary press, which allowed for a much higher page capacity, greater speed and the ability to run full color photos and advertising.

A press breakdown in November 2012 forced us to start printing the Optic at our sister newspaper’s plant in Los Alamos.

While we were able to repair the press, it became clear that costly upgrades would be necessary so the decision was made to shutter the printing plant and to print the Optic in Los Alamos.

The Little Merchants

Before I became an Optic seller, at about age 11, I’d spent time at the Optic simply watching the machinery. Nowhere else in town was there a plant capable of actually producing a newspaper.

Watching the big, bulky rolls of newsprint traveling through the press provided eye-candy.

We especially enjoyed watching Dan Gonzales working in the Optic’s job shop, where he operated several presses that printed books, magazines, programs and wedding invitations.

Many who worked for the Optic back then have passed on. Dan Gonzales is one of the few who is still alive. He resides with his wife, Ruby, in Las Vegas.

Toward the alley between Lincoln and Douglas was a room that must have accommodated 40 boys, most of them older, waiting to buy their dozen or so copies of the Optic to sell on the street. It was a rowdy bunch of boys — many of them in tattered clothing — jostling to be at the head of the line.

The first boy in line generally sold more papers than the others, so in that regard, one’s place in line was crucial.

I joined the paper as a seller. We paid three cents per copy and sold them for a nickel. My first day earned me 24 cents, and I thought I was Trump himself. Later, my older brother Severino outgrew his paper route and his bicycle and passed them on to me.

Having an established paper route saved us deliverers from turf wars, common among street sellers. But the many dogs along Grand, Railroad, Pecos and Commerce made some of us regret our assignments.

Perhaps envying that I had a new bike, a group of three boys once jumped me, emptied my pockets and stole my papers. Then

one of them made the magnanimous offer: “We’ll help you pick up your money!” That was my first and only day of a forced vacation.

Manuel “Milky” Maese was the ever-tolerant circulation manager. Once he held a promotion in which the team of boys who sold the most subscriptions would get a special treat. Milky divided us into two teams and promised to treat us all to a dinner at the Hillcrest.

A jellybean dessert

Accordingly, after the month-long circulation drive, we all met at the restaurant. Milky urged us all to dress up for the “banquet.” It was surprising how well behaved a group of young men can become when dining at a place like the Hillcrest and dressed up.

The winning team received a chicken dinner with all the trimmings.

The rest of us got a bowl of pinto beans. But that wasn’t all, as the side dish was green beans, and jellybeans became our dessert.

During the Korean Conflict, many troop trains stopped in Las Vegas. Hungry for news, soldiers provided a healthy profit for paperboys who hung around the train station. To no one’s surprise, only the bigger, tougher boys profited from the trains’ arrivals.

I wanted a piece of that pie, but as an 11-year-old, couldn’t muscle my way through

the older Optic sellers. However, as I was heading home one evening, just three blocks north of the depot, I walked an extra block to spend some of my earnings at Poncho’s Grocery on Grand and Washington. As I was leaving, I noticed a motel at the top of the hill, and as I walked north, several more came into view.

I thought, “Soldiers aren’t the only ones who read papers; tourists do too.”

And from that day, I exploited a new area that apparently no other paperboy had seen. That discovery, knocking on every door to every motel, proved profitable. And it seemed as if I had been the only person to discover Motel Row.

I just knew I could make a killing, so even before selling out my current supply of Optics, I ran back to the Optic, bought 25 more copies and sold them all.

My experience of course goes way beyond the years I spent selling or delivering papers. Later, I served as sports editor and photographer, but left the newspaper to attend college.

Fortunately, my experience with newspapers — in Las Vegas, Gallup and in Illinois — helped during my 28-year-tenure as a journalism, English and speech professor at Highlands.

Just push a button

Since retiring from teaching, I’ve put in 17

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Mike Martinez of Frugal Signs installs the new Optic signboard printed for the Company. His wife and business partner Theresa Martinez was a former inserter for the Optic until 2012 when the press shut down.

Optic move stirs up memories

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years at the Optic. These days, all the pagination of the Optic takes place on computer keyboards; the dinosaur-behemoth Linotypes of yesteryear have been relegated to museums or scrap heaps.

The pressing of a button conveys all the newspaper's contents to Los Alamos, and in the time it takes our driver, Gerald Roybal, to reach Los Alamos, the entire press run is ready for pickup — at least it should be.

Suffice to say, I have a lot of memories of the Optic, and nearly all of them are tied to 614 Lincoln Ave.

I've resisted the orders to pack up my stuff as long as I could — so much so that my boss, Martín, the paper's editor and publisher, is about to give me my walking papers.

It's hard to say good-bye to a place that I've known so well, not only as a pre-teen, but also now as a senior. And somehow, one of the closing scenes of "Fiddler on the Roof" comes back to mind.

Toward the end of the movie, residents of the Jewish community are forced to leave their modest village, Anatevka.

Even though the family matriarch, Golda, knows the villagers can't go home again, she keeps going back to the house to make sure she's swept up the place well.

I guess it's time to pack. See you at our new location at 720 University Ave.



Macario Sanchez, left, son of Las Vegas Optic Composition Manager Maria Sanchez, and her nephew Joseph Montaño, right, load up desks and file cabinets heading for the new location. Both young men were hired by the Optic to move and set-up furniture and were given the task of clearing out the old building.



Lancaster news coordinator

Kayla Vaughn has been hired as the new news coordinator for The Lancaster (SC) News. She lives in the Buford community of Lancaster with her husband, Tyler, and three boys, Hunter, Fisher and Tanner. Kayla loves reading, writing and spending time with her family. She is also an avid movie goer of comic book movies, Harry Potter and Star Wars.



Moves to design team

Kyle Camp, who joined The Lancaster (SC) News in November, 2015 as news coordinator, has moved to the design team.



In the classroom

Larry Rowell, editor of The Casey County News, participated in Read Across America Day March 2 at Liberty (Ky.) Elementary School.



2017 NEW WELLNESS INCENTIVE

Would you like to win \$5,000?

In connection with the 2017 Wellness Program, the Company is offering you a chance to win \$5,000!

Eligibility Details:

- **All** full-time employees (30 hours per week or more), **even if not enrolled in the Company's medical plan**, are eligible to participate in the 2017 Wellness Program, hosted by VIVERAE, to win \$5,000.
- You must earn **at least 400 Wellness Points** by the **September 30, 2017** deadline. Get started now!
- You will earn Wellness Points by completing your choice of activities through your confidential VIVERAE member page.

Note: Two activities are required before Wellness Points accrue:

- **2017 Member Health Assessment** (a self-reported questionnaire that you will complete within your VIVERAE member page), and
 - **2017 Biometric Screening** (an exam that records your total cholesterol, blood glucose, blood pressure, height, weight, and waist measurements)
- One eligible employee from Landmark Media Enterprises will be randomly selected and the winner announced in November 2017.

Award Details:

- The \$5,000 award is post-tax and will be pro-rated over your 26 bi-weekly paychecks in 2018, which equates to an **additional income of \$192.30** per paycheck (adjusted if paid weekly). *Payments cease upon separation of employment.*

September 30th will be here before you know it. Access your VIVERAE member page today!

From your ASK4HR homepage, click **Wellness Program** (left menu), and then click **MY VIVERAE LOG IN (SINGLE SIGN ON)**

Please contact Jennifer McCray, at jmccray@lcni.com, or (502) 513-1149 with any questions.

A BIG Reminder: In order to enroll in the Company's 2018 Anthem medical plan (**Standard or Premium**) without the \$20 bi-weekly surcharge, **the 2017 Member Health Assessment and 2017 Biometric Screening must be completed by September 30, 2017.**

The Wellness Program is confidential and HIPAA-compliant.



Recognized for KPA awards

Marion County High School recently recognized senior Gerard Flanagan before a boy's varsity basketball game for the awards he received at the Kentucky Press Association's Excellence in Kentucky Newspapers Awards Banquet in Louisville in January. Flanagan won first place in the Sports Column category. He also received first and second place awards for having the Best Sports Section. And he won first place in the Best Sports Special Section category for the Athletes of the Year section. He beat seasoned sports writers as a senior in high school. Pictured with Flanagan is Marion County Superintendent Taylora Schlosser, left, and Flanagan's mother, Jackie Flanagan. Not pictured is Flanagan's father, Charlie.



Lobbying at the Capitol

Stacey Phelps, bookkeeper at The Kentucky Standard, Bardstown, attended ACS Cancer Action Network Day at the State Capitol on Feb. 15 along with Drew Underwood, American Cancer Society Regional Manager for Mid-South Division. Eighty people from across the state spent the day lobbying trying to get three Senate Bills passed.

Fuller hired as staff writer for Anderson News

Brittany Fuller has joined The Anderson News in Lawrenceburg, Ky., as a staff writer.

Fuller recently moved from California with her husband and three children.

She has a degree in journalism and communications and says she is eager to meet and greet Lawrenceburg residents and get involved with the community.

"Kentucky is like a dream come true for me and my family," said Fuller. "It has been a long road getting here, but now that we have arrived I can't wait to roll up my sleeves, get involved, and meet as many people as I can."

Fuller has experience writing for newspapers and magazines located in Placer County, California.

Here, her main focus will be to provide news and information about the county's five public schools, along with the Christian Academy of Lawrenceburg. She will also focus on writing and producing feature articles.

Editor and Publisher Ben Carlson said Fuller is a welcome addition to the newspaper's staff.

"We are all excited to have Brittany on board," he said. "She brings a level of enthusiasm that matches her talent, and we hope our readers enjoy her work."

In her free time Fuller said she enjoys spending time with her children ages 12, 7, and 4.

She also loves gardening, reading and, most recently, taking time to explore her new home state.



BRITTANY FULLER

Celebrating Dr. Seuss' birthday



The Red Oak (Iowa) Express staff had some fun on March 2, celebrating the birthday of "Dr. Seuss," whose works have launched millions of children into a life of reading and learning. From left, front, are Sierra Petty, Nick Johansen and Peggy Boeye; and back, Charm Carpenter, Laura Schrader, Terri Hoskinson and Trish Deitchler.

An Homage to Theodore Geisel By Peggy Boeye

On a day that was windy, a day without sun,
the Red Oak Express staff just needed some fun.

After hours of planning, and days of phone calls,
Dr. Seuss characters were roaming the halls.

Sneetches, and Cindies, and Thingies, and Maysies
wearing stashes and hair bows and blue wigs and daisies.

The reason, you see, was a promise of cake,
and a costume was needed for one to partake.

It's a thing we'll remember, on every March 2,
Happy birthday, dear doctor, happy birthday to you.



Promoting canine fashion show

Amanda Manning, a reporter with The Oldham Era in La Grange, Ky., recently volunteered to model with a canine co-star for a photo shoot to promote a fundraiser for the local humane society. The humane society will host a derby-style canine fashion show next month, and Amanda's photos will be used in promotional materials.



Welcoming brides-to-be

From left, Kentucky Standard employees Carrie Pride, Randi Mouser and Lizzy Haydon handled the registration table at the annual Kentucky Standard Bridal Fair in February. This year it was held at the Guthrie Opportunity Center in Bardstown.



Think, talk and feel positive!

Let your Employee Assistance Program (EAP) help start your day with optimism

A positive life can't happen with a negative mind. Success is a state of mind. A positive thought in the morning can change your whole day ... We could go on and list dozens of sayings, but do you believe them? Is positive thinking part of your thought process? Positive thinking can have the power to lower stress, fight depression, improve coping skills, make you stronger against the common cold and even increase your life span!¹ Positive thinking is a skill. The more you practice, the better you get at it. Your Employee Assistance Program (EAP) can help you to discover new ways to focus on the positive.

Log on to our website this month to read these feature articles. They're under the *Monthly Promotion* tab in the *Centers* section:

- Mindfulness exercises
- 11 tips for dealing with stress
- Developing optimism
- Changing negative thoughts about yourself to positive ones

Visit our website or call for free, confidential help from our team of EAP experts.²

anthemEAP.com
1-866-621-0554



¹ Mayo Clinic website, *Positive thinking: Stop negative self-talk to reduce stress* (accessed November 2016): mayoclinic.com.

² In accordance with federal and state law, and professional ethical standards, all information you provide is confidential.

Anthem Blue Cross and Blue Shield is the trade name of: In Colorado: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. In Connecticut: Anthem Health Plans, Inc. In Georgia: Blue Cross and Blue Shield of Georgia, Inc. In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): RightCHOICE® Managed Care, Inc. (RIT), Healthy Alliance® Life Insurance Company (HALIC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO benefits underwritten by HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In Nevada: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc., dba HMO Nevada. In New Hampshire: Anthem Health Plans of New Hampshire, Inc. Anthem Health Plans of New Hampshire, Inc. HMO plans are administered by Anthem Health Plans of New Hampshire, Inc. and underwritten by Matthew Thornton Health Plan, Inc. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin (BCBSWI), underwrites or administers PPO and indemnity policies and underwrites the out of network benefits in PDS policies offered by CompCare Health Services Insurance Corporation (CompCare) or Wisconsin Collaborative Insurance Company (WCIC). CompCare underwrites or administers HMO or PDS policies. WCIC underwrites or administers Well Priority HMO or PDS policies. Independent licensees of the Blue Cross and Blue Shield Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association.

Return of the Snowbirds

Every year between the months of November and January, Citrus County, Fla. can count on an additional 2000+ residents that are escaping their cold weather by traveling in to town.

To celebrate our Snowbirds, the Citrus County Chronicle invites them to come to the office and meet over 30 vendors, grab a swag bag, eat a free lunch and get a tour of our facility.

This year we asked our visitors to fill out a brief survey to help us determine what they like about the Chronicle, how we are doing servicing their needs and provide us with ideas they may have. The feedback we received was very valuable and will enable us to respond to our reader's requests.

During our Snowbird event day, it is all hands on deck. We have most employees helping in some way or another. Our Snowbirds love putting a name to a face and they view us as a business that wants to be an important part of their community.



One of our snowbirds was served his special hotdog by (l-r) Ad Manager Trista Stokes, Sales Rep Candy Phillips and Inside Sales Rep Lori Driver. About 600 hotdogs were served that day.



The Citrus County Chronicle in Crystal River, Fla., was inspired by the Perry County News of Tell City, Ind. to create a 9-foot replica paper rack to use for various events, parades and employee functions. It was built from scratch by Dianne Perkins, National Sales Rep, and her husband, Larry. The Chronicle debuted its paper rack during the Snowbird event. Seen inside the rack is 6'4" Tom Feeney, Production & Circulation Director.



Our readers love to meet our employees. At left, Editor Mike Arnold and Advertising Sales Rep Nancy Kennedy took a shift to greet our guests.

Amber Manz, CSR, welcomed our guests at the registration table and answered questions throughout the day.



Chronicle staff enjoys mingling with the Snowbirds



Jackie Lytton, Circulation customer service manager, was the lead coordinator of the event and brought her husband, Matt, to be our Snowbird mascot for the day.



Ben Reynard, CSR, posed with the Snowbird mug that we gave to all of our guests.



Crystal Chevrolet, one of our vendors, showcased a 2017 Camaro which our Sales Rep Jim Fleischer had to pose next to since they matched!



Reporters Julie Gorham and Mike Wright took some time to answer questions and hear ideas from our guests.

Tom Feeney, production/circulation manager, led the tours all day long. It never ceases to amaze our guests that we produce the entire newspaper right here in Citrus County every single day.





E-town copy editor/ paginator

Ashley Smith has joined The News-Enterprise newsroom in Elizabethtown, Ky., as copy editor/paginator. Ashley has 3 children – Jewell, 13; Maria, 11; and Emily, 1. She is originally from St. Louis, Missouri, spent three years as a Public Affairs Specialist in the US Army Reserves and enjoys playing violin, fishing, camping and singing karaoke.



Joins News-Enterprise reporting team

Ryan Alves has been hired as a reporter for The News-Enterprise in Elizabethtown, Ky. He is originally from Lawrenceburg, Ky., and has a BA in Journalism from Eastern Kentucky University. A former managing editor of The Georgetown News-Graphic, he enjoys cooking, playing golf, video games and collecting vinyl records. His hobbies include reading, poetry, art and he is a Bourbon and Craft Beer enthusiast.



E-town reporter

Katherine Knott has joined The News-Enterprise, Elizabethtown, Ky., as a reporter. Originally from Las Vegas, Nevada, Katherine is a graduate of the University of Missouri and interned with the Kansas City Star and Chronicle of Higher Education. She enjoys riding horses and reading books about United States Presidents.



Hello, neighbor!

Cindy Cooke, customer retention specialist, took the lead at The News-Enterprise booth March 8 at the Good Neighbor Expo conducted by the Hardin County Chamber of Commerce at its monthly luncheon. In addition to greeting visitors at the table, she secured six new starts during the midday event.

South Marion Citizen sales rep

The South Marion Citizen welcomes Steve Luhrman as its new advertising sales representative. He has lived in Ocala since 1995, which makes him a great fit to sell advertising for our South Marion Citizen publication. He lives, works, shops and socializes in that territory. Steve spent 13 years as a sales executive with Pitney Bowes. He has been married to his wife Judy since 1989 and they have one daughter, Leigh. They have four grandchildren: Taylor, James, Zachary and Christopher. Steve is an avid golfer and enjoys gardening and cooking.



**Citrus Publishing's
January Employee of the Month
Alan Place
Advertising Sales Representative**

During 2016 Alan Place generated over \$1 million in advertising revenue for Citrus Publishing, which is an increase of 3.2% (\$32,000) over last year. The majority of his account base consists of automotive dealers, which can be some of the most challenging accounts to manage. Alan handles these dealers with ease and professionalism at all times and provides excellent customer service while consistently pushing to increase their advertising budget. Alan is an asset to the company as well as to the auto dealers in Citrus and Marion County. Thank you, Alan, for all you do!



**Citrus
Publishing's
March Employee
of the Month
Annie Bisanti
Accounting
Assistant**



Annie Bisanti always puts in the effort and the time to complete all of the tasks that are assigned to her. As a member of the Business Office, she is committed to learning all processes and ensuring accuracy at all times. Annie displays great enthusiasm to learn and grow professionally. She works hard to gain the maximum benefit from her work. Annie's enthusiasm and interest to work in the company, in spite of difficulties, have made an impact to our success. Annie stepped in to assist with additional tasks during this last month, showing her hard work, sincerity, perseverance and diligence. We appreciate Annie's high level proficiency in handling the tasks assigned and Annie's craving for perfection and communication. Thank you, Annie, for all you do!

**Citrus Publishing's
February Employee of the Month
Michel Northsea
Riverland News Office Manager/Sales Rep**

Michel Northsea has been with the company since 1987. She is responsible for managing the Riverland News office as well as handling inside and outside sales for her territory. Michel has been extra busy this past month handling her regular duties as well as training new sales rep, Steve Luhrman, in addition to helping Jeff Bryan with all day-to-day responsibilities. She's an amazing asset to the weeklies team. Thank you, Michel, for all you do!



March 31st is the deadline to submit flexible spending account (FSA) reimbursement claims for 2016 out-of-pocket expenses

If you have funds left in either the Health Care or Dependent Care accounts for expenses incurred in 2016 and have not submitted a reimbursement claim, you must do so by March 31, 2017.

- **Dependent Day Care FSA** - Any funds left in your dependent day care FSA account will be forfeited if claims are not submitted by the March 31st deadline. There is no carryover allowance for the dependent day care FSA.
- **Health Care FSA** - If you do not have claims to file for reimbursement, but have funds remaining in your health care FSA from 2016, see the rules below for the 2017 carryover allowance:
 - Unused funds up to \$500 will be carried over to your 2017 Health Care FSA. Any funds over \$500 will be forfeited if a claim is not submitted by March 31.
 - If you did not elect to enroll in the 2017 Health Care FSA but earned employer wellness dollars, there is a \$50 minimum rollover requirement. Unused funds under \$50 will not roll over.
 - All carryover balances will reflect on your WageWorks account in April 2017.

Please visit your WageWorks account for more details or to file a claim online:

- From www.ASK4HR.com
- Click **Benefits** (left menu) to select **Flexible Spending Accounts**
- Click **LOG IN (Single Sign-On)** below the WageWorks logo

You can also submit a reimbursement claim via fax, the E-Z receipts mobile app or mail (must be postmarked by March 31, 2017) to receive reimbursement. Supporting receipt documentation must also be provided. Claim forms are also available online at <http://www.lcni.com/employee/hr/forms/index.htm>.

www.WageWorks.com / 1-877-924-3967



Smalley achieves 100th career win

Bernard Smalley collected his 100th career win as a head coach of the Washington County Commanders last month. He is the husband of Shorty Lassiter, Springfield Sun news clerk. Smalley picked up 69 of those wins between 2007 and 2014 as the head coach for the Washington County Command-ettes. He earned the other 31 wins as head coach of the Commanders, which he has led since the 2014-2015 season. Above, Smalley talks with the Commanders before picking up his 100th career win as head coach when his team defeated Hart County 65-53.

April Birthdays

<p>April 1</p> <p>Tim Dawkins Lancaster News Jennifer Wyatt News-Enterprise April Zay Citrus County Chronicle</p> <p>April 2</p> <p>Lovetta Lockart Leader-Union Gary Smith Perry County News Martin Steele Sumter County Times</p> <p>April 3</p> <p>Kimberly Harrington Pageland Progressive Journal</p> <p>April 4</p> <p>Ann Watt Red Oak Express</p> <p>April 6</p> <p>Dan Baker Roane County News</p> <p>April 7</p> <p>Richard Jesse Standard Publishing Melanie Stevens Citrus County Chronicle</p> <p>April 8</p> <p>Keith Holley Citrus County Chronicle</p> <p>April 9</p> <p>Tim Francis The Cats' Pause Chad Heightchew Henry County Local Brenda Lea Central Office</p> <p>April 10</p> <p>Carmine Antonelli Citrus County Chronicle Deborah Garrett News-Democrat</p>	<p>April 11</p> <p>Kim Louis Central Office Tracy Powers Chieffland Citizen Laura Calvert Smith Kentucky Standard Vickie Witt Bedford Bulletin</p> <p>April 12</p> <p>Tammy Burns Citrus County Chronicle Michelle Fisher Roane County News Cheryl Molstad News-Enterprise Sammy Roback Roane County News Robert Robinson Cynthiana Democrat</p> <p>April 13</p> <p>Heather Reese Mt. Vernon Democrat</p> <p>April 14</p> <p>Debbie Gallien Lancaster News</p> <p>April 15</p> <p>Patrick Beam PLG-TV Anne Hewett Brunswick Beacon Ben Martin Galax Gazette Marty Oberhausen Perry County News</p> <p>April 16</p> <p>Patty Graumenz Leader-Union Brian Hart Roane County News Jill Pickett News-Enterprise</p> <p>April 17</p> <p>Eric Hagman Perry County News</p>	<p>April 18</p> <p>Todd Brommelkamp Voice of the Hawkeyes Chris Festo Chieffland Citizen</p> <p>April 19</p> <p>Mercy Lopez Las Vegas Optic</p> <p>April 21</p> <p>Art Trujillo Las Vegas Optic</p> <p>April 22</p> <p>Melissa Lynn Central Office Matt Stivers Kentucky Regional Sales</p> <p>April 23</p> <p>Louie Aldridge Leader-Union</p> <p>April 24</p> <p>Katie Jo Broyles Lebanon Enterprise Dillon Meadows Citrus County Chronicle</p> <p>April 25</p> <p>Amanda Jones E-town Classified Call Center Donny Kininmonth Standard Publishing</p> <p>April 26</p> <p>Jessica Adams Central Office Nancy Gasse Citrus County Chronicle Scott Moore Sentinel-News Becky Striplin Cynthiana Democrat</p> <p>April 27</p> <p>Paulette Crockett Lancaster News</p> <p>April 28</p> <p>Jerry Deese Lancaster News</p> <p>April 30</p> <p>Kristen Flener Standard Publishing</p>
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Another successful Red Heart for Women event

The Kentucky Standard staff attended the Red Heart for Women event Feb. 18 at the Guthrie Opportunity Center in Bardstown. The Kentucky Standard co-sponsors the Red Heart for Women event with the Nelson County Chamber of Commerce Women's Council and KentuckyOne Health Flaget Memorial Hospital each year.

Carrie Pride, community news coordinator, had a PowerPoint presentation regarding living a heart healthy lifestyle, which includes exercise, healthy eating and overall fitness.



Mobile Apps

Accessing your coverage, claims status, ID card, finding a doctor and much more is right at your fingertips! With mobile apps, you can manage your benefits anytime, anywhere. Get started today by downloading these benefit mobile apps through the App Store (Apple or Google Play for Androids) or by scanning the barcodes where available.

Anthem App

Search for the **Anthem Anywhere** App at:

Apple.com (Apple); or

Play.google.com/store (Android)

LiveHealth Online App

Search the **LiveHealth Online** App at:

Apple.com Play.google.com/store




Delta Dental App

Search for **Delta Dental** App at:

Apple.com (Apple);

Play.google.com/store (Android); or

http://delivr.com/2c9vx_qr



Viverae App

Search for the **Viverae** App at:

Apple.com (Apple); or

Play.google.com/store (Android)

Enter your identifier: DOB + Last 4 of SSN (MMDDYY1234)

Registration code: landmark

WageWorks App

Search for **EZ Receipts** at:

Apple.com (Apple);

Play.google.com/store (Android); or

Wageworks.com/myezreceipts