



OHIO CIRCULATION MANAGERS ASSOCIATION

Dear Newspaper Circulation Colleague,

Enclosed is an invitation to join fellow circulation executives and industry vendors in an organization, which is celebrating its 91st birthday this year and supports all of our continued efforts in circulation. Whether you are new or a seasoned veteran in our business, OCMA can benefit you. Please allow me to highlight a few of the benefits for you:

Building a network of fellow circulators to call on for support is one of the largest benefits of OCMA membership and participation. Be it through either expanding your current network or creating a new network, OCMA will assist in lending fresh perspective to our current challenge(s).

The annual OCMA conference provides a valuable and inexpensive opportunity to hear industry leaders and peers share timely ideas and insights into our industry. We offer an opportunity to retreat from the daily challenges for a couple days each year to help you focus on the big picture of circulation and learn from industry best practices. You also will be introduced face-to-face with many industry vendors who provide us the tools we need to retain and acquire our audience in smarter and less expensive ways. Attending the conference alone is worth the membership.

Training is another feature that OCMA has offered over the years. OCMA members receive the opportunity to attend a full day training session on many of our hottest topics. Single copy, management development and district management have been our most recent training topics.

We also recognize the carrier-of-the-year and are proud of the fact we have won the National Carrier of the Year award from NAA in the youth (2) and adult (1) categories for the last three years.

We want to extend a personal invitation to each of you to assist us in celebrating our 91st year as an organization. We thank you for your past commitment and respectfully ask you to once again invest in the Ohio's Circulation Managers Association. An application for membership is included with this letter.

If you have any questions about membership or the annual conference, please contact Brian Barker or myself or visit our website at www.ohiocirculation.com for more details.

Sincerely,

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