



Member Newsletter
April 2007

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April President's Greeting

By
Everett G. Knapp III

Change of Positions

Raymond Coppola recently called a special teleconference meeting to inform the NAPR Board that Executive Director Armand Villiger is resigning as of the end of April 2007. Ray suggested that he assume the position of Executive Director and he nominated me for President. The NAPR Board unanimously approved this proposal. Raymond has worked with four NAPR executive directors and is familiar with the job requirements. I believe he will make an excellent executive director.

I want to thank the entire Board for electing me President and I promise to continue the growth of our Association. Our goal is to increase the number of members from 192 to over 300. We all know that there are many independent reps who are not currently members and who would benefit from membership in NAPR. If you know of anyone, please let us know and we will contact them immediately.

TELECONFERENCE

Our next teleconference is April 18 at 4 P.M. EDT. The speaker will be Harry Wolhandler, a leading guru for online marketing. Please plan to chime in. I'm sure you will learn how to sell more ads by using his top-level research techniques.

Good Selling!
Everett G. Knapp III

Notes from the Executive Director

By
Armand Villiger

Greetings and felicitations, my colleagues!

New Member:

Doug Tanger
Shelter Reps
Brookline, Ma.
dtanger@aol.com

Teleconferences:

You still have time to sign up for the teleconference Wednesday April 18th at 4:00pm EDT with Harry Wolhandler. His subject is "Selling with Research" Drop me an e-mail and I'll get you the toll free number you should call.

Goodbye

This will be my last Newsletter. I am resigning the position of Executive Director at the end of this month. My involvement with NAPR has been a great experience. I have spoken with and met several of you and it has been stimulating. It is time for me to move on to other challenges. I believe the role of the independent advertising representative, while not easy, is a great career and wish each of you much success.

You are in good hand with my successor, Ray Coppola. As you know Ray was the president of NAPR and has agreed to become the Executive Director while resigning the position of president. Ray brings great energy and hands-on experience to his new position. I, as I know you do, wish him all the best and offer my help if needed.

Warmest regards,

Armand Villiger



“SUB-REPRESENTATIVE AGREEMENTS – REVISITED #1”

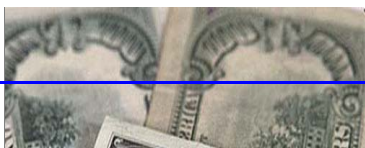
By Herbert W. Solomon, Esq.

In this article and in my next several articles we will get into a discussion of Sub-Representative Agreements. NAPR has at its offices a standard form of a Sub-Representative Agreement, but you should be aware that this issue and the use of the Standard Sub-Representative Agreement is more complex than that involving the use of the Standard Publishers’ Representative Agreement. The latter agreement will be utilized by the NAPR member as a party acting as a representative of a publisher. However, the Sub-Representative Agreement may be utilized by the NAPR member who is being retained as a sub-representative to one who has previously been retained as a representative or it may be used by the NAPR member who is the sub-representative. With the foregoing in mind, we will get into our discussion of this relationship and the provisions to be employed in the agreement to be used by the parties. The Standard Sub-Representative Agreement of NAPR should not be used without a complete analysis of the relationship between the parties.

Foremost, one must determine whether an actual sub-representative relationship exists as opposed to an employer-employee relationship. I have written on this issue a number of times and there are various tax issues involved, there are differences if one is an employee as compared to a sub-representative. If an employment relationship exists, withholding taxes must be put aside and social security taxes paid. Such withholding is not applicable in a sub-representative situation. Your accountant will advise you of the differences. Whether one is a sub-representative or an employee will also depend upon many factors. These include issues of control and independence. Even if the party has other accounts, he might still be deemed a part-time employee. To be a sub-representative, as opposed to an employee, the sub-representative should work independently, utilize its own resources and have its own employees, determine when and where it will perform, including working out of its own facilities and have a variety of publications that it represents. These are some of the factors. An examination of the total relationship must be examined.

In my next article we will review what provisions are important in the Agreement and will assume that a sub-representative relationship exists.

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Money Talk

By Michael J. Kelly

Traditional vs. Roth IRA

From Jenny McKinney & Patrick McKinney,
Your Guide to Retirement Planning.

What is an IRA?

An IRA or Individual Retirement Account is a plan that allows you to contribute a portion of your earned income each year. If you are 50 or older, you can contribute even more to your IRA.

Anyone can contribute to an IRA if they have earned income for the year at least equal to the amount of the contribution. There is a maximum contribution limit per year and those who are 50 years of age or older can make additional "catch up" contributions.

Annual Contribution Limits for IRAs per Individual

- Tax years 2006 - 2007, \$4000 for those under 50 and \$5000 for those 50 and over
- Tax year 2008, \$5000 for those under 50 and \$6000 for those 50 and over

Married couples can each contribute to an IRA even if only one had an http://retireplan.about.com/od/definitionsam/g/def_earndinc.htm for the year if the working spouse earns enough to cover the IRA contributions for both.

There are two common types of IRAs, the traditional IRA and the Roth IRA. All accumulated interest, dividends, and capital gains on a traditional IRA are tax-deferred until the money is withdrawn. All accumulated interest, dividends, and capital gains on a Roth IRA are tax-free if you meet certain requirements.

Difference Between a Traditional and Roth IRA

A Traditional IRA is primarily an individual savings plan. Contributions are made up to a specified limit with the contribution tax deductible. Money invested and earned in a traditional IRA are subject to income taxes at time of withdrawal. Withdrawals can be made without penalty once you reach the age of 59 1/2 years of age and you must begin withdrawing from your account when you reach the age of 70 1/2.

A Roth IRA is also primarily an individual savings plan. Contributions can be made up to a specified limit on a non-deductible basis. This means, you can make a contribution to your Roth IRA but not take a deduction on you income tax for the contribution like you can with a traditional IRA. Withdrawals are tax free within certain limitations. Withdrawals can be made without penalty once your reach the age of 59 1/2 provided the funds have been in the account for 5 years. Unlike a traditional IRA, you can continue contributing to a Roth IRA even if you have reached the age of 70 1/2.



Send your financial questions to:

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