

2015

**Press Release
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Steve Learn

The Anderson-Hanna National Circulation Director Hall of Fame



Christie Learn

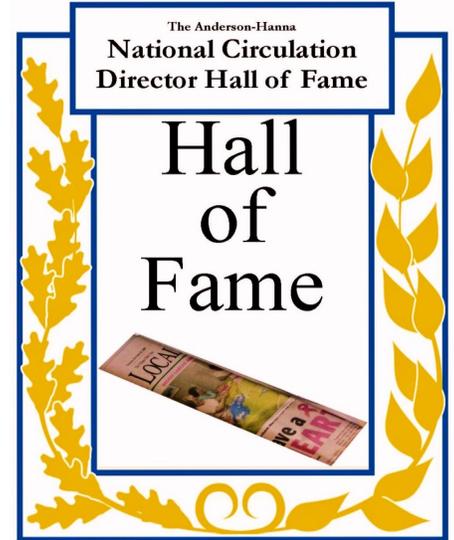
When we created the National Circulation Director Hall of Fame, we had no idea just how many professionals were so deserving of induction.

The Hall of Fame was created to honor the greats in our circulation profession. We set a high level of standards, considering only the best: those that were inspiring, inventive and giving of themselves back to the industry. We wanted the inductees not only to have long distinguished careers, but also to be respected by their peers. We desired them to be more than on the cutting edge of the circulation newspaper industry, but actually creating the edge for others to follow.

We named the award for Ron Anderson and Phil Hanna to establish just the type of professionals we were looking for in future inductees. Ron and Phil continue to be highly respected experts in the circulation industry, and they continue to be willing to help fellow circulation professionals.

Since creating the Hall of Fame, practically every month we receive emails with comments, and suggestions from our readers regarding who they think should be included in this prestigious Hall.

Some of the recommendations from our readers over the years includes: Ken Jefferson, Ray Mack, Cy Favor, Harold Schwartz, Rich Randles, Frank Mastromarino, Don Michel, John Murray, Fred Foutz, Doug Davis, Agatha Pardo, Tim Krier, Tommy Knowles, Carl McCarter, Tony Delmonico, Bill Hertter, Sam Ogle, Don Messick, Rufus Friday, Doug Davis, Chuck Sullins, Frank Hutchinson, Jack Butcher, Faires Kuykendall, Charles Gallagher, Linnie Pride, Andrew Wardle, Don Ragsdale, Vee T. Curtist, Vadis Wylds, Julie Bechtel, Joe Wheeler, Keith, Foutz, Dave Thomas, Bob Bobber, Mark Henschen, Frank Gennarelli and Jim Martin to name a few.



In 2009, we added two top circulation minds of this decade in Joe Forsee and Bill Jardine. In 2010, we added a very impressive group with Ken Jefferson, Ray Mack, Cy Favor and Rich Randles. In 2011, Harold Schwartz, Bill Hertter, Fred Foutz and John Murray were added to our distinguished list of circulation professionals. Then in 2012 we added a very deserving Frank Gennarelli. Gennarelli made a huge impact on our industry that is still felt today.

In 2013 we added a highly respected group with Don Michel, Frank Mastromarino, Bob Macklin and Tom Sherrill with a combined 200 plus years of circulation experience.

Last year, for the first time, we added two that have spent a lifetime helping circulation directors, and giving back to our industry, but were not circulation directors. Last year the honors went to Mike Zinser and Max Heath.

The voting committee includes all of the living members of the Hall of Fame: Hanna, Anderson, Forsee, Murray, Foutz, Michel, Mastromarino, Sherrill, Zinser, Heath and LMCIS owner Steve Learn. We start each year with a blank sheet of paper and go back and forth until we are in agreement. This year, we are adding three very deserving inductees into the Hall of Fame.



Mark Henschen



Booker Izell

It is with great pride that we announce our

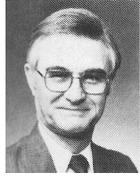
2015 Hall of Fame Inductees

Mark Henschen, Joe Wheeler, Booker Izell

2015 Hall of Fame Inductee

Joe Wheeler

See Next Page For More Details



2009 Inductee



2010 Inductee



2011 Inductee



2011 Inductee



2012 Inductee



2013 Inductee



2013 Inductee



Ron Anderson

Sadly Joe Wheeler passed away in 2013 at the age of 83 after a long illness.

Joe Wheeler's newspaper career spanned 62 years and classified him as one of the circulation legends in California newspaper history.

Born in Reedsburg, Wisconsin, he began his newspaper career delivering the *Reedsburg Reminder* at the age of eight, and then the *Capitol Times* at nine. Then after a move to Long Beach at the age of 10, Joe continued his newspaper delivery, starting with the Long Beach Press-Telegram, and the Morning Independent.

One of Mr. Wheeler's favorite stories was seeing the brief flight of Howard Hughes "Spruce Goose," the largest wooden plane ever built. He had just completed his paper route and witnessed the only time the wooden plane ever flew.

Mr. Wheeler became the youngest to be offered a part-time job as a district adviser for the *Long Beach Press-Telegram*, then after graduating from high school, he went to full-time status and attended college in Long Beach in his spare time.

He worked his way up the management ladder and was made assistant Circulation Director at Long Beach and then Circulation Director at the *Pasadena Star News*.

It was just a few short years later that Mr. Wheeler became General Manager at the California Newspaper Youth Foundation, later to become the California Newspaper Carrier Foundation. Not quite ready to leave newspapers behind after five years with CNYF, he spent almost two years with the Sacramento Union before returning to CNYF.

Mr Wheeler worked diligently for the next decade making CNCF the go-to organization for both Publishers and Circulation Staffers. Later he took on the management of the Cal Western Circulation Managers Association, making CWCMA one of the strongest Circulation sectionals in the country.

Mike Zinser had this to say about Wheeler: "Joe was a mentor to many newspaper professionals throughout the State of California. Several of those professionals have shared with me how Joe helped them in their careers. He loved helping people and was always willing to listen and lend his advice."

Mr. Wheeler loved the newspaper industry and committed his life to making a difference. When he passed in 2013, he left a loving wife of 63 years, Bobbie and a son Steve.



2014 Inductee



Phil Hanna



2009 Inductee



Bill Jardine



2010 Inductee



2010 Inductee



2011 Inductee



2011 Inductee



2013 Inductee



2014 Inductee



2013 Inductee



2015 Hall of Fame Inductee

Booker Izell

Booker Izell directed and honed the vision of newspaper circulation people toward the value of minority participation in marketing the newspaper to the reader. His efforts spotlighted the subject to a large segment of the newspaper industry. He was, indeed, a mover and a shaker.

Mr. Izell joined ICMA in 1978 as circulation director of the Springfield (OH) *News-Sun* and was active in the Ohio Circulation Managers Association where he served as an officer of the association.

Prior to Springfield he was the Circulation Manager at the Dayton Daily News from 1965-1978.

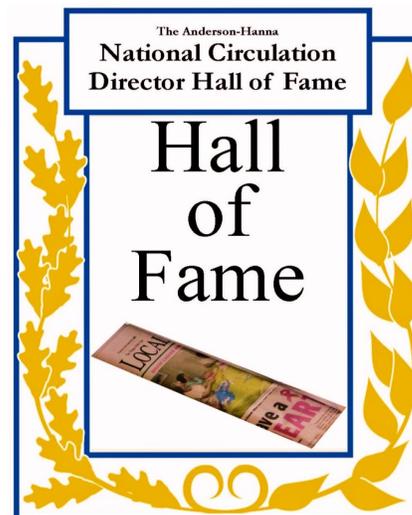
Recognizing his talents, he was appointed chair of an ICMA committee in 1982 and reappointed to various chairs in the succeeding years. In 1985, Mr. Izell was asked to change chairmanships in the middle of the year to initiate and direct the newly formed Minorities Affairs Committee. At the next ICMA conference and at other newspaper venues, he outlined and spotlighted this area of need and of the possibilities, made suggestions for improvements and urged action.

Mr. Booker then left Ohio and moved to Cox Enterprises in Atlanta as Single Copy Manager from 1978-1984. He was then promoted to Manager/ Human Resource Development and later he was promoted to corporate as human resources development manager.

Joe Forsee has this to say about Mr. Izell: "Few have made such a singular impact on our industry as Booker Izell. He paved the way for newspaper diversification."

Born Feb 14, 1940, in Auburn, AL he married the love of his life Birdie M Carpenter in 1962.

Mr. Booker has been active in many organizations... to name a few: NAACP, National Association of Black Journalists, Atlanta Bus Forum, Atlanta Art and Business, Atlanta Chamber of Commerce, Southern Circulation Managers Association, Alliance Theatre Arts, Regional Leadership Found, and Newspaper Association of America.



2015 Hall of Fame Inductee

Mark Henschen

Mark Henschen is currently Vice President of Operations and Circulation for the Arizona Daily Star. Mr. Henschen was the circulation director in Escondido from 1995 to 2011 and also served as group circulation director for 16 properties in Howard Publications from 1996 until the Lee acquisition in 2002. He was voted President of the Central States Circulation Manager's Association and won the Young Circulation Executive of the Year Award in 1992 and the NAA Circulator of the year, 75k to 150k for 2003.

Mr Henschen has been involved in circulation departments his entire life. He went to college on a scholarship from the Gannett Foundation and during college worked as a shortage runner, customer service rep, assistant district manager, single copy assistant, and district manager for the Danville Commercial News.

In 1992, the Central States Circulation Manager's Association awarded Mr. Henschen the "Young Circulation Executive of the Year" Award. In 2004, he was awarded the NAA "Circulation Sales Executive of the Year" for the nation in the 75k to 150k newspaper circulation category.

His dad Clarence (Speed) Henschen, was Circulation Manager at the Danville Commercial-News after Ron Anderson.

Ron Anderson had this to say about Mark Henschen: "I knew Mark to be a very complete circulation professional right from the start. Maybe it was in his genes."

"I am very honored and humbled to be put into the Circulation Director Hall of Fame." Henschen said. "Ron Anderson guided my career for many years, and I consider him, along with my dad, as mentors."



LEARNing More Circulation Idea Service is a trade publication targeted toward newspaper growth, revenue enhancement, and cost cutting. The publication can trace their roots back over 55 years. It is based in Killen, Alabama, own by Christie and 30 year circulation professional Steve Learn. The Learns are also highly sought after newspaper and motivational speakers. Steve is a respected newspaper consultant.

