

*"One of America's Finest Small Market Radio Broadcasting Companies"*

## Heartland All-Company Fall Sales Seminar Set

### Sales Training and Motivation Headline the Event

Heartland Salespeople will travel to Eagle River on Thursday, September 26, 2013, for a full day of sales and motivation training. The one-day event will take place at the Eagle River Inn, Eagle River.

Headlining the sales training

portion of the Heartland All-Company Fall Sales Seminar will be the husband and wife team of Rob and Diane Krieghoff. They have over 50 years in broadcast advertising sales! For 45 years, Rob Krieghoff sold and trained local television salespeople. He has sold for broadcast stations in

Saginaw-Bay City, MI, Rochester, NY, Cincinnati, OH and spent 3 years with both WLUK-TV and 17 years at WBAY-TV where served as Sales Manager.

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The one-day fall sales seminar event will take place at the Eagle River Inn, Eagle River.

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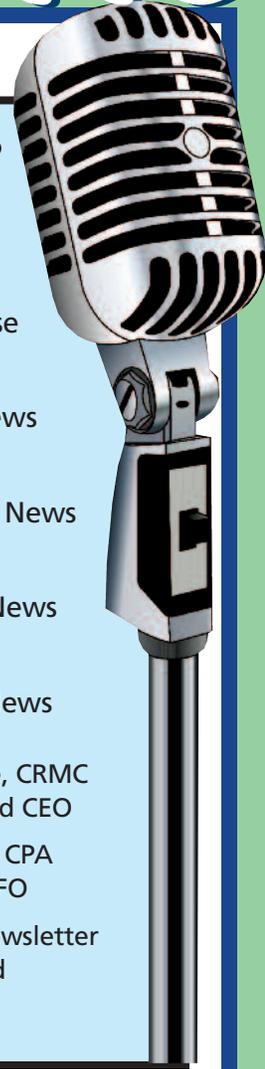
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Jim Coursolle, CRMC  
President and CEO

Deb Josephs, CPA  
Corporate CFO

Wendi Ell, newsletter  
designer and  
publisher

[www.heartlandcomm.com](http://www.heartlandcomm.com)



## HEARTLAND MANAGERS MEET IN EAGLE RIVER

All Heartland Vice Presidents and General Managers met in Eagle River at the corporate offices on Thursday, August 8, 2013. On hand were Scott Jaeger, Ashland market; Darla Isham, Park Falls market; Jim Hodges, Eagle River market and Dan Wheeler, Iron River market. The focus of the

meeting was "Increasing Heartland's EBITDA."

Heartland CEO Jim Coursolle lead the discussion on "EBITDA" (Earnings Before Interest, Taxation, Depreciation and Amortization) and "Broadcast Cash Flow" with the GMs. Coursolle stated that the focus for 2014 and 2014 budget planning coming up this fall, will

be increasing EBITDA which, according to Coursolle, will position Heartland for future growth.

Kathy Wawiora, Heartland Corporate Business Manager, also made a presentation on health insurance options and discussed ObamaCare.

# Pres. Release

**H**ave you ever wondered what the difference is between the word “persist” and “persevere?” I have to admit that I have...actually a few times, but I think I was always too busy to take the time to look up both words. Today, I decided to take the time and get out the Merriam-Webster:



**Jim Coursolle**  
President, CEO

**per-sist**

**intransitive verb** \pə-r-'sist, -'zist\

**Definition of PERSIST**

**1:** to go on resolutely or stubbornly in spite of opposition, opportunity, or warning

**2:** to continue to exist especially past a usual, expected, or normal time

**per-se-vere**

**intransitive verb** \pə-r-sə-'vir\

**Definition of PERSEVERE**

**1:** to persist in a state, enterprise, or undertaking in spite of counterinfluences, opposition, or discouragement

After my little investigation, I came to the conclusion that there really isn't a lot of difference. I noticed that in the definition of the word “persevere,” that the word “persist” is used. And, “opposition” (as in overcoming opposition) also appears in the definition of both words.

There may not be a lot of difference in the two word definitions, but I absolutely have to assert and affirm that either word applied to a person's life will make a **HUGE DIFFERENCE**.

Quite frankly, I can't think of one other single word in the

English language that will have an impact on a person's life any more than the words “persist” or “persevere.”

Long after the folks that drop out or quit a project, mission, undertaking or job, a person that “persists” or “perseveres” will find a way to complete what is at hand in a successful manner. Often time it is that little “extra” time or effort that gets the job done. Some of you have heard me mention that water boils at 212°; not at 211° or 210°. Just one more degree can make all the difference. It certainly takes self-control and discipline to put forth the extra effort to succeed. I am sure success doesn't take more intelligence or skill, but rather more discipline to “persist” and “persevere.”

Discipline is generated by willpower which will ultimately drive one to “persist” and “persevere.” At first, it will seem that you have to force yourself to overcome adversity and opposition. But as your willpower strengthens, your ability to “persist” and “persevere” will become

more natural and will eventually become habitual in nature.

When directed toward acceptable goals, “persistence” and “perseverance” are two of the most noticeable characteristics of successful people in all walks-of-life and certainly in our broadcasting profession. Look around you and please notice the people in Heartland and in your specific market that consistently succeed. The one characteristic that is common and germane to their success is “persistence” and “perseverance.” Failure, problems, adversity, disappointments, troubles, discouragement, obstacles, opposition, detours and tribulations may slow these successful folks down, but this stuff does not derail them. These successful people all share one thing in common: They find a way; they “persist” and “persevere.”

“Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish.” – John Quincy Adams, 6th President of the United States

## July Top Sellers



### Market Managers

Scott Jaeger .....	\$19,475
Darla Isham .....	\$16,512
Dan Wheeler .....	\$15,107

### Sales Reps

John Warren .....	\$29,618
Amber Sarafiny .....	\$18,684
Trish Keeley .....	\$18,695
Sandy Berg .....	\$14,271
Sue Baker .....	\$12,503

## BIRTHDAY “BROADCASTS”

### AUGUST

- 19<sup>th</sup> – Brad Zima – Iron River
- 27<sup>th</sup> – Jim Coursolle – Corporate

### SEPTEMBER

- 3<sup>rd</sup> – Joshua Hawn – Park Falls
- 10<sup>th</sup> – Jim Hodges – Eagle River
- 14<sup>th</sup> – Jim Hedican – Ashland
- 14<sup>th</sup> – Wendi Ell – Corporate
- 24<sup>th</sup> – LuAnne Wroblewski – Eagle River



**Seminar, from Page 1**

Diane Krieghoff cut her teeth as Special Events and Publicity Director for Prange's Department store. She learned the ropes at WNFL Radio, Green Bay, where she quickly became the top salesperson. Later she moved to WIXX Radio and within two years became the leading salesperson at the number one rated FM, WIXX, Green Bay. Her specialty is new business billing.

Rob and Diane will be role-playing as they show examples of overcoming sales objections and closing sales. One of Rob's favorite lines is "There is No Magic When it Comes to Successful Selling!" According to Rob, his "favorite part of the business is teaching people how to be successful in sales."

The Krieghoff's are retired and currently live in Eagle River.

"The Heather Bruemmer Story is one that I truly wish to share with all my fellow workers at Heartland," said Heartland CEO Jim Coursolle. "Many years ago, I first heard of Heather when she was a sophomore at Beaver Dam High School. At that time I was doing a good share of speaking on "Attitude" and wanted to share Heather's experiences with many others; she agreed to join me on several speaking engagements around the state," said Coursolle.

Heather had been seriously injured in a high school softball accident, and, as a result, lost all memory back to the first grade level. She recalls that when she returned from the hospital, she asked her parents where the bathroom was in her family home which was truly shocking to her family. Heather had to start life's education over pretty much from scratch.

Heather's father is a teacher and her mother a nurse/activity director. Along with tutors and some technical school help, her parents were able to re-teach Heather most of what she lost as a result of her devastating accident. She also regained her music skills as a pianist and violin player. As a result of relentless, focus, desire and hard work, two years later, she graduated high school with honors and then headed off to Waverly, Iowa to attend Wartburg College where she also graduated with honors.

Heather has faced much health adversity since her high school softball accident and is currently battling a life-threatening and perhaps terminal lung disease known as Lymphangioliomyomatosis (LAM).

Today, Heather is the Executive Director-State Ombudsman for the State of Wisconsin Board on Aging and Long Term Care with 36 staff members reporting to her. She enjoys speaking on "Living One Day at a Time and Making It a Masterpiece." She is married and has a ten year old daughter.

Heartland is very proud to include one of it's best on the program agenda. "Grateful is the best word I can use to describe my friend and fellow team member Amber Sarafiny who



*Rob and Diane Krieghoff*

is a top Heartland sales rep," according to Dan Wheeler, Heartland V.P. and G.M. Sarafiny has traditionally been a top-rated Heartland salesperson, usually finishing at number two or number three throughout all of Heartland.

Amber was born and raised in Orange County, CA and moved to Michigan in 2002. She has been with Heartland for six years. Amber's life changed dramatically when she learned that her 18-year-old daughter Adriana had been killed by a car on February 17, 2012 as a pedestrian while away at school in CA. The shock was overwhelming and Amber eventually took leave from her sales duties to recover and be with her family in CA. Amber eventually began calling on her advertising clients by phone and email from CA billing as much as some fulltime Heartland salespeople. She returned to Heartland fulltime in June 2013. "It was hard for me to believe how effective Amber could be from over 1000 miles away; she is a very accomplished salesperson," said Wheeler. Sarafiny told the HCGazette that, "customer service and really listening to your client is the key for success as a salesperson and for my customer's success. I want them to know that I am here to help them whenever they need me."

"Very few times in my life have I had the opportunity to know and work with someone of Amber Sarafiny's caliber...she is very special," said Jim Coursolle.

Recovering from the loss of an 18-year-old daughter is impossible, but learning to live life again even though hard, is not impossible, according to Sarafiny. Amber will share her incredible story with her fellow salespeople; her presentation is entitled "Don't Sweat the Small Stuff."

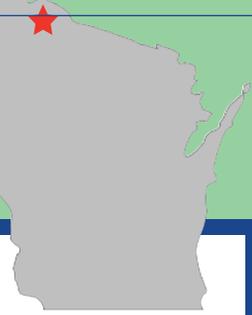


*Amber Sarafiny*

Amber lives in Iron River and has "three girls, ages, 7, 16 and one in heaven who will forever be 18."

Also on the day's agenda is Heartland's Jim Coursolle who will attempt to create – with personality characteristics – the "Perfect Radio Salesperson." Coursolle has done this presentation for over 40 years and says each time he does it, he learns a little bit more from the people that he is honored to be with. He has done this one-hour presentation for WMC's Business World, many junior and senior high schools, colleges, organizations and businesses of all sorts and, of course, radio broadcasting companies as well.

# Ashland



## "By The Big Bay"

### GM NOTES...

By Scott Jaeger, GM  
WBSZ/WNXP/WJH/  
WATW

It's called writer's block. Hmmm. This is all you get. Just kidding. It seems like I just wrote one of these newsletters and here we go again.

We wrapped up July and the Bay Days Festival with a bang! The Battle of the Bands was a huge success! 4 bands gave it their all and rocked Chequamegon Bay with some incredible music! The huge crowd was treated to quite a show. Crescent Moon from Superior, WI won it all! They walked out of the big top tent with a \$3,000 check from us and a headlining gig at Big Top Chautauqua's Big Tap Beer Fest on September 14th!

I would like to thank the staff for all of their hard work, JD Bass Entertainment for some incredible sound work and of course the judges, they had it pretty tough as all 4 bands were incredible!

Into August we go. The first weekend was the Iron County Fair and the weather couldn't have been more perfect! The weekend of August 8th through the 11th was the Gogebic County Fair in Ironwood, MI. They have a lot of great entertainment planned, rides and of course we have to go to get our funnel cakes, corn dogs and my wife's favorite, COTTON CANDY!! August 22nd through the 25th is the Bayfield County Fair

followed up by the Ashland County Fair over Labor Day weekend.

On Wednesday August 21, Heartland Communications along with Memorial Medical Center, Ashland Health and Rehabilitation and UCARE will be hosting the 25th Anniversary of the Senior Expo. The Senior Expo is for Senior Citizens 55 and older and offers a day of health screenings, food, fun and entertainment. There will be free health screenings, CPR training, Yoga and Zumba for seniors, estate planning and social security benefits seminars, plus information on internet security, medicare and more!

There will be a variety show plus a live band for entertainment and of course the grand prize is a trip for 2 including air fare to Branson!! In the next issue, I will have great photos! The sales staff did a great job as we will have almost 50 different exhibitors at the show.

We are also working on the Women's Expo that we host in November and coming in on October 4th, it will be our first annual ROCK-TOBERFEST at the fairgrounds in Ironwood, MI. It will take the place of the Battle of the Bands as we cannot use the Civic Center this year as they are installing a brand new floor in the hockey rink!

This will be designed to be a fundraiser for the Gogebic County Fair.

I hope everyone enjoys their respective county fairs and lets all have a great August!



Crescent Moon – 1st place band



Dungeon Wench – 2nd place band



Scott Jaeger  
Ashland  
VP and General  
Manager

[www.wbszfm.com](http://www.wbszfm.com)

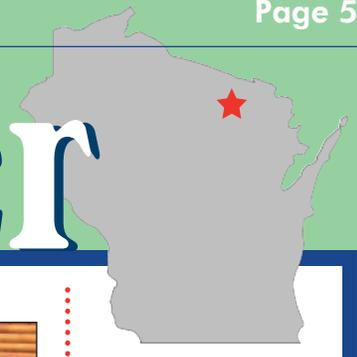
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Skip Hunter  
Ashland  
Program Director

# Eagle River



## GM NOTES...

By Jim Hodges, GM WRJO/WERL

There's never a dull moment in Eagle River and Vilas County. The streets are bustling with tourists, summer residents and visitors in Eagle River, Minocqua, Woodruff, Arbor Vitae, Rhinelander, Conover, Land O' Lakes and other towns in the county. Some sort of event, fair, festival, firemen's picnic or civic celebration is happening every week so there's never a shortage of things to see and do.

WRJO 94.5 promoted and appeared at many of the summer events in the area. The WRJO Thursday night summer street dances are always a treat, but this year Mother Nature has rained out four of our 10 dances. The Vilas County Economic Development Corporation opened its second Incubator and WRJO was there broadcasting live for the grand opening of the EDC's newest location in Manitowish Waters. An Incubator provides businesses with a start up office and shared services to keep costs low as they kick start their dream to own and operate their own company. Lac Vieux Desert Casino is this summer's sponsor of our

"Summer of Winning" slot machine, which is filled with prizes including the chance to win \$10,000. WRJO broadcasted live from the annual Northwoodstock festival at Bent's Camp outside of Land O'Lakes. It was a day of music, food and fun featuring a wide variety of live bands. The 32nd annual Paul Bunyan Festival in downtown Eagle River was packed with people browsing the 75 craft booths and artists, listening to live music and enjoying HUGE roast beef sandwiches. WRJO was there broadcasting. Other events we were at included the Vilas County Fair, Lac Vieux Desert Casino and the Ojibwe Market. Amy Linnett, our morning personality and Mike Wolf, program director and afternoon personality, are wonderful ambassadors with our clients and listeners

With school starting soon it also means the start of our high school sports season. We kick our broadcasts off on Friday, August 23rd with the Northland Pines boy's football team traveling to Wittenberg - Birnamwood. This year, we'll carry eight football games, 20 basketball games and 15 hockey games, broadcasting girl's games, too. Coming up in October, the last big event for the year is Cranberry Fest in Eagle



River and WRJO 94.5 will be there! Come join us and see why many people from throughout the Midwest visit and fall in love with Northern Wisconsin.



Jim Hodges  
Eagle River  
VP and General  
Manager

[www.wrjo.com](http://www.wrjo.com)

**WRJ**oldies  
94.5 fm

**FREEDOM  
TALK 950  
WERL**



Mike Wolf  
Corporate  
Program Director

# Iron River



David Lee Murphy



IRON RIVER—A total of 99 runners took part in the annual Rodeo Run

By Brad Zima, Program Director

July was another great month in Iron River. It was great working with all of the people from the Rodeo. I had the pleasure of announcing the three acts on concert night. The two opening bands

did a great job setting the stage for David Lee Murphy, who put on a nice show. As we reach the home stretch of summer in the U.P. and northern Wisconsin, we have several events to look forward to in the month of August. It should be another good one in the Northwoods.



## GM NOTES...

By Dan Wheeler, GM  
WIKB/WFER

July flew by with UP Championship Rodeo taking center stage. But August really is the busiest month of the summer in Iron County. The Humungus Fungus Fest in Crystal Falls August 7 to 11, The Iron County Fair August 15 to 18. Then The End of Summer Blues Fest August 24 in Alpha, Michigan. The annual event last year was a hit and this year will be even bigger with more bands, more events, more vendors and WIKB's Brad Zima will be broadcasting live from the event. If you love blues music then get to Alpha, Michigan in Iron County August 24 for the End of Summer Blues Fest.



Dan Wheeler  
Iron River  
VP and General  
Manager

[www.wikb.com](http://www.wikb.com)



Brad Zima  
Iron River  
Program Director

# Park Falls



## GM NOTES...

By Darla Isham, GM WCQM/WPFP

98Q Country is a partner with Northwoods Community Credit Unions annual Golf outing to benefit a local charity. This year over \$2,700 was raised for the local area Lions organizations.

As we enter the “Up North Community Festival” events we head out to the 55th annual Pioneer Days Celebration. It is truly a weekend filled with so much family fun this year. During the remote, a huge attraction was “Snakes and Alligators Alive.” I didn’t get a shot of a snake and I wasn’t brave enough like the little guy in the photo to actually hold an alligator, but I did get to interview a little guy who told me all about his experience holding a boa constrictor and he wasn’t afraid either. That’s all I’m going to say on that note.

A station favorite sets the stage for the Park Falls Area Chamber of Commerce 61st Flambeau Rama celebration that took place recently. Starting Thursday, the first day of the festival, we gave away our 98Q Country Back Yard Barbeque...it’s a big deal here in the Northwoods to have the communities favorite DJs come and cook for the winner and 14 guests...and winning a grill provided by South Side true Value, food donated by Fifield Grocery and Super One Foods, beverages by Miller Beer of the Northwoods, is another added plus. 100 people qualified on air for the past month, we invited them all out to the festival grounds then those 100 became 200 people because everyone brings a fan and then we line up candy filled cups on the stage with a prize written on the bottom of the cup. One cup does have a BBQ winner on it with the other 99 some sort of prize from the station or an area business. Numbers are drawn, and one by one everyone gets to select a cup until the winner is drawn. This year lucky number 67 Marlene Setterman from Fifield selected the winning cup.

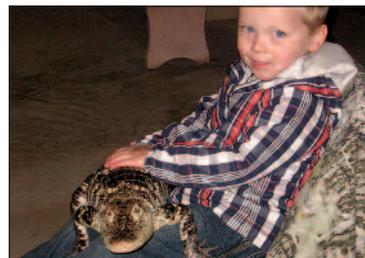
On Friday of Flambeau Rama it’s the 98Q Country “Family Fun Day” the pictures tell all. So many families just don’t have the funds to bring the kids out and spend a ton of money on rides



the whole weekend, though many would say it is the biggest revenue driven event the Chamber puts on every year and it is but it’s important to continue to be good stewards to our community and its people. Northwoods Community Credit union provides the “Saw Dust Dig” and loads up the pool of saw dust with literally 100s of dollars in quarters for the kids of all age groups. Our station provides the cool old time games and prizes that consists of Zoo tickets, water park passes, sidewalk chalk, coloring books, caps, candy, carnival tickets and more and it’s all free to the families who come out and participate with their kids.

On Saturday we host the 98Q Country “Taste of Flambeau Rama” and award a food venter with a beautiful trophy donated by Signature Sign and Graphics that they can display at every event that they travel to. Judging is simple...bring the station crew food to our remote booth, we eat and then judge which food item deserves the trophy. This year the Egg Roll vendor won. They didn’t win just on the egg rolls alone but they served an orange chicken dish that just melted in your mouth it was so good.

Then to finalize our weekend fun, oh, I mean work after eating all that food, someone suggested that I challenge DJ Rick and Joel Karnick our morning guy and program director to climbing this huge rock wall the Army National Guard brought in for the kids, not for us “more mature aged folks.” My husband said “no way he was putting money on me” he didn’t think I would make it to the first peg on the wall. So to keep our listeners happy and the crowd entertained, you don’t have to tell me I can’t do something twice, Let’s just let the photos tell the story. We all made it half way before we slipped off. Now, I can check climbing a mountain off of my bucket list.



Darla Isham  
Park Falls  
VP and General  
Manager

[www.wcqm.com](http://www.wcqm.com)



Joel Karnick  
Park Falls  
Program Director