



1986



2004



2016

From FAPIA to ICMA

What was a “free ad paper”?

Free Ad Papers were sold print publications where people could place classifieds free of charge. Most were originally published on weekly bases but as some became very successful their frequency increased to twice a week, then three times a week and in some cases even daily.

Revenues were generated through copy sales and trade advertisements.

The first Free Ad Paper in the world was launched in 1971 in Vancouver by Mike Abbott



1985



- On the initiative of Charles Wardell, a young free ad paper publisher in Vienna, a meeting was organized.
- Several free ad papers owners from all over the world agreed to meet and openly discuss their business.
- 32 people showed up.

“I was the initiator of that first meeting and I spent a disproportionate amount of time convincing people to come.

We did actually have an agenda and some formal presentations (I tried hard -- but, alas, with limited success -- to enforce an IBM-type of conference discipline) but the greatest value was just getting to know each other and seeing that publishing free ad papers can be really successful.

A lot of information was exchanged about ad taking systems, typesetting, printing, distribution and commercial ads.

There were completely different approaches and different environments but people harvested lots of ideas just by listening to other people's stories.

All papers that attended that meeting went on to become FAPIA members.”

Charles Wardell



1985 in Klosterneuburg (near Vienna)





- ➊ Except for Mike Abbott who was already a multimillionaire, most of the people who attended this gathering were still struggling.
- ➋ By openly discussing his strategies and numbers, Mike then set the example for what is still to this day the most valuable reason to attend such meetings.
- ➌ Mike kept on telling everyone that giving free classifieds was the best invention after toasted bread and that they would all become millionaires.

The best part of the story is...

they did!



“Mike was an inspiration.

His Free Ad Paper in Vancouver was a huge success and it reassured everyone that the concept could work he was enjoying life while most of us were struggling to get started.

He was great fun and very grand. He insisted on having a suite at the hotel; many participants just wanted the smallest, least expensive room. Some people from Germany came to the meeting but slept in their cars because they were on such a tight budget.

Anyway, Mike showed us that, yes, it can work!”

Charles Wardell

- After the meeting, Mike Abbott in a true militant style went on a road trip across Europe to convince more free ad papers to join the newly born association.
- In the early 80's, Luciano Cervone from Milan had launched one of the first Free Ad Papers in Europe copying the concept from Los Angeles (Recycler). His early and almost instant success sparked an unprecedented "gold rush" enthusiasm for more Free Ad Papers to appear all over Europe. Luciano was an obvious choice for becoming the first FAPIA chairman.
- During the first few years of its existence Fapia was actually hosted by Luciano in his Milano office.

Luicano Cervone



Franco Giuffrida



1986 FAPIA was born

- Free Ads Paper International association
- A club of selected members with only one lucky member per city or country.
- Right to veto competitors
- There were no competitors, just colleagues who became close friends
- The association was like an incubator for young entrepreneurs like me.

FAPICS

- At the first FAPIA meeting, the members agreed to launch an international ad service for their readers which they called FAPICS
- The idea was that each member would print a special coupon which the readers could use to place an ad in any member country or city around the world. No one in the world offered such unique service!
- The very first ads were sent using fax machines!
- “It was just a dream because most of us never made any money out of it but it was fun and it made us unique.”*
David Landau, Loot London

Amsterdam 1987



Swopping international ads during the stone age

The whole idea of an international ad exchange was sparked off at the first meeting in Klosterneuburg (near Vienna) in 1985.

Had it not been for a few visionaries like Mike Abbott (Buy & Sell, Vancouver) and Luciano Cervone (Secondamano, Milano) the whole thing would not have happened. It was their unabashed enthusiasm and the pioneering spirit of that first meeting (supported by a well stocked bar in the Hotel Martinschlössel) that set things rolling without really worrying about how to actually do it.

Because of my background as systems engineer, it became my role to devise a way to communicate and implement the electronic ad exchange. Initially, we photocopied and snail mailed or faxed coupons with the ad text ...

Note: this was 1985. We listened to stuff like Dire Straits' "Money For Nothing". Telex was still used for sending important messages. Fax machines were still rather exotic and exorbitantly expensive.

This was long before US Robotics modems allowed unbelievable speeds of 14,400 bps; in 1985 we often used modems capable of 1200 or 2400 bps!



We quickly realized that besides doing the ad exchange we needed a fast and inexpensive way to communicate. Remember: email did not exist and international phone calls tended to be expensive.

The decision was made to use an IBM proprietary messaging system called "Screenmail". The technical and admin obstacles were quite a challenge; modems had to be purchased, lengthy legal agreements had to be drawn up with IBM data centers and users had to be trained.

One of the first free ad papers to adopt the system was Secondamano in Milan.

One morning I got a phone call in Vienna about a technical problem that they weren't able to resolve. I took the afternoon flight to Milan, went to the Secondamano offices and helped fix the issue. I was rewarded by a fantastic dinner party in Luciano's splendid new home; charming guests, a seemingly endless supply of Champagne and mouthwatering Piedmont delicacies made for an unforgettable evening.

I deeply regretted having to return to Vienna early next morning!

The first steps in electronic ad exchange were implemented using this same IBM service center infrastructure: ads were transmitted using a procedure called RJE ("Remote Job Entry"), stored in a database on a host and subsequently distributed via a batch system called DEX ("Data EXchange"). The workings of this system were controlled by very specific parameters and statements called JCL ("Job Control Language") based on punched card formats! Because of this complexity, we (BAZAR/InfraSoft) quickly implemented a front end on a PC ... and this eventually became FAPICS ... and later FAPCOM.

These were groundbreaking developments supported by a crowd of enthusiastic users, a guiding FAPIA team (the PTC "Permanent Technical Committee" headed by Dominic Gill of Loot, London) and a bunch of brilliant and very dedicated developers from BAZAR, Vienna (later InfraSoft) especially Klaus Rogetzer and Harald Pichler.

Harald ("Happi") is no longer with us. He passed away in 2014 and I would like to dedicate this summary of early international ad exchange to his memory.

Charles Wardell

Humble beginnings had some
benefits



A color photograph of a street scene in Helsinki, Finland. In the foreground, a man in a dark coat and a white flat cap walks away from the camera. To his right, a woman in a tan coat walks away. In the background, a man in a blue jacket and a dark beanie holds a large yellow protest sign. The sign has red text that reads: "MIJISTA!", "ELINPALSTAS", "ILMOITAT", "ILMAISEKSI", and "SOITA 500002".

The established newspaper
institutions ignored us...

...but sadly so did the
customers...



KOKO MAAILMA ULOTTUVILLAISI

Kansainväliset ilmoitukset PALSTAN kautta



WATER ELEMENTS:
Phosphate:
Най-честото добавление на калорийни вещества е вода и минерални вещества, като съдържанието им е винаги по-голямо от това на съдържанието на въглеродни вещества. Най-често калорийни вещества, като съдържанието им е винаги по-голямо от това на съдържанието на въглеродни вещества. Най-често калорийни вещества, като съдържанието им е винаги по-голямо от това на съдържанието на въглеродни вещества.

Wichtigkeit: Es kommt nicht zu einer automatischen Auslösung des Antritts. Es müssen über 100 Minuten auf die 10 Minutenmarken hinzuaddiert werden.

Autumn 2010, the first year of the new curriculum, the new curriculum was introduced in schools across the country.



FAPIA gave us credibility as well as access to international experience.

In those years it wasn't as simple as Googling t!

ARGENTINA

- SB Buenos Aires (Segundamano)

BELGIA

- AF Antwerpse Krant, Bryssel (U Annonce)
- BF Flamant, Bryssel (Koopjescrant)
- KA Antwerpen (Koopjescrant)
- KB Oost/W (Koopjescrant)

BRASILIA

- BB Belo Horizonte (Balcao)
- BR Rio De Janeiro (Balcao)
- PC Campinas (Primeramão)
- PS São Paulo (Primeramão)

From humble beginnings to becoming classifieds giants

“There were no competitors within the association, we were colleagues who learned from each others an enormous amount...”

“None of us came from the corporate world. We just happily copied each other and the camaraderie was what kept us coming back to these meetings...”

“At the beginning some of us even struggled to pay for our flights to attend the gatherings but eventually some people attended the meetings with their own plane or yacht...”



David Landau
founder of Loot London
Chairman of FAPIA 1988 - 1990

FAPIA and the EU monopoly commission...

In Rome, Felix pressed the wrong bottom...

In Nov 99 FAPIA members voted to change from a club of one member per city with right of vetoing competitors to an “open for all” association.

This was not an easy decision, creating passionate and endless heated debates. Some even decided to leave the association then.

In 2004 FAPIA became ICMA embracing the change from a club of print products to an association of classified medias open for all.



When FAPIA became a shopping basket for corporates...

From 1987 to 2006, John MacBain was the founder, president and CEO of Trader Classified Media.

Starting with his purchase of three small publications in Montreal in 1987, he developed the classified business to include 500 print titles in over 20 countries. After its IPO in 2000, Trader Classified Media was publicly traded on NASDAQ.

With people starting to wear “For sale” shirts while attending meetings, the camaraderie and sharing spirit started to vanish almost killing the association in the process.

**In the meantime, Jack was more worried
about ethics...**

bunker with Donald Burnham Lamborn in Beverly Hills, California.

Jack looks forward to helping FAPLA becoming a more productive entity that will help its members grow, become stronger and more profitable and, therefore, more valuable.

He is a graduate of Harvard College (Al Gore's class) and Harvard Business School (George Bush's class) and claims to have had more than a beer with each. Both are interested in his views, as long as the campaign contribution is attached. Jack and Susan have three daughters that they are trying to raise in Los Angeles.

February 19, 2003

Jack Humphreys is the old man on The Committee, trying to make sure Gerald and others behave themselves in a proper manner. Some say that constitutes being in Harm's Way. Often times that requires late night patrol duty in the bar.

He is also one of the owners (along with Mark Schaffmacher and Susan Humphreys, his very much better half – even his mother says so) of Target Media Partners, owner of Recycler Classifieds in Las Vegas and San Diego as well as numerous other ~~new~~.first ad publications in the USA. He is trying to understand the third party distribution systems used in Europe and the impact on declining circulation. He is also interested in revenue models for classified web sites.

Jack attended his first FAPLA meeting in 1991 and was elected to the Committee

The bad guys...



A photograph of a group of people at a formal dinner table in a restaurant. The table is set with white tablecloth, silverware, and glasses. In the foreground, a man in a white shirt and a woman in a dark top are smiling. In the background, another man in a suit and glasses is looking towards the camera. The restaurant has a warm, dimly lit atmosphere with chandeliers hanging from the ceiling.

Jack “checking”...

Felix in action...



Gerald in action



*Gerald and Felix
in action...*



While Jack is sleeping...



While Jack is still sleeping
Old man... you know...



A photograph of a man in a red sweater signing a document on a table. He is wearing glasses and a white collared shirt underneath. A man in a dark suit and blue shirt is standing to his left, looking down at him. Another man in a dark suit and red striped tie is standing to the right, also looking down. The background is dark and out of focus.

As you can see...

*The day Jack admitted defeat. His own words were:
“It is easier to heard cats than to manage these two clowns”*



60 GM hosted over 30 years across 4 continents
in 22 countries

Rio de Janeiro , Moscow, Vancouver, Cape Town, Cancun, New Delhi,
Istanbul, Paris, Los Angeles...

- May-85 Vienna 32
- May 86 Amsterdam
- Oct-86 Pallanza 56
- Mar-87 Amsterdam 30
- Nov-87 Rio de Janeiro 38
- May-88 Kerkade 45
- Oct-88 Capri 42
- May-89 Amsterdam 49
- Nov-89 Rhodes 52
- May-90 Amsterdam 70
- Oct-90 Sardinia 77
- May-91 Scheveningen 74
- Nov-91 Vancouver 75
- May-92 Budapest 93
- Nov-92 Camogli (Genoa) 84
- May-93 Madrid 103
- Oct-93 Los Angeles 100
- May-94 Seville 109
- Nov-94 Paris 124
- May-95 Calgary 97
- Nov-95 London 130
- May-96 Berlin 161**
- Nov-96 Amsterdam 149
- May-97 Antwerp 130
- Nov-97 Amsterdam 125

Apr-98 Cape Town	110	May-04 Scheveningen
Nov-98 Amsterdam	127	Nov-04 Orlando
Apr-99 Edinburgh	123	May-05 Barcelona
Nov-99 Rome	126	Nov-05 Delhi
Apr-00 Prague	128	May-06 Toronto
Nov-00 Cancun	87	Nov-06 Munich
Apr-01 Copenhagen	116	May-07 Lisbon
Nov-01 Vancouver	78	Nov-07 Amsterdam
Apr-02 Amsterdam	101	May-08 Brussels
Nov-02 Moscow	83	‘Nov-08 Miami
Apr-03 Vienna	99	May-09 Estonia
Nov-03 Dublin	-	

Nov-09 Budapest

May-15 Berlin

May-10 Berlin

Nov-15 Madrid

Nov-10 Vienna

May-16 Amsterdam

May-11 Nice

Nov-11 Dublin

Apr-12 Atlanta

Nov-12 Istanbul

Apr-13 Cologne

Nov-13 Prague

May-14 Helsinki

Oct-14 Athens

Most popular destinations over 30 years

Amsterdam 10

Vienna 3

Berlin 3

Madrid 2

Vancouver 2

Prague 2

Dublin 2

Budapest 2

Holland 13 times

Italy 6 times

Germany 5 times

USA 5 times

Spain 4 times

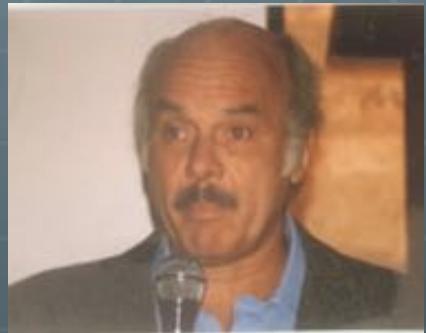
The chairmen



Luicano Cervone
Italy
1986 - 1988



Herber Bohrman
Germany
1993 - 1995



John Fletcher
Brazil
1988 - 1990



Ian Cochrane
Canada
1998 - 1999

Heidi Bergman
UK
1995 - 1998



David Landau
UK
1990 - 1992



Mike Schwartz
UK
1999 - 2000



John Whelan
Ireland
2001 - 2003



Rob Paterson
UK
2007 - 2009



Stefan Anderson
Finland
2003 - 2004



Josef Kogler
Austria
2009 - 2011



Jill Armer
Ireland
2004 - 2007



Martha de la Torre
USA
2011 - 2015

The FAPIA / ICMA office directors



Eleanore Merrill
1986 - 1991



Coraline Govers
1991 - 1995



Lynn Cullimore
1995 - 2002



Lynnelle
Fitzpatrick
(assistant)



Lucie Kenny
2002 - 2009



Shay Klomp
Bueters
2009 -

Hannah
Worrall

30 years...

15 committees







Committee meeting
Cape Town 2004

Rio de Janeiro
FAPIA GM
1987







1988 FAPIA GM in Kerkrade (Holland)



1988

David Landau

Luicano Cervone

Charles Wardell



FAPIA GM Camogli (Sardinia)
1990







Vancouver GM
1991

[s_vancouver_1991.s](#)
united Wizards



BUY-SELL
THE FREE AD PAPER

NOW TWICE A WEEK

SUNDAY
BUY-SELL

FREE AD LINE
OPEN 24 HOURS



FAPIA GM in Paris
1994



FAPIA 10 years anniversary at the Berlin GM
1996



Franco and Gerald celebrating 10 years of international cooperation with appetite!



FAPIA GM Cape Town 1998



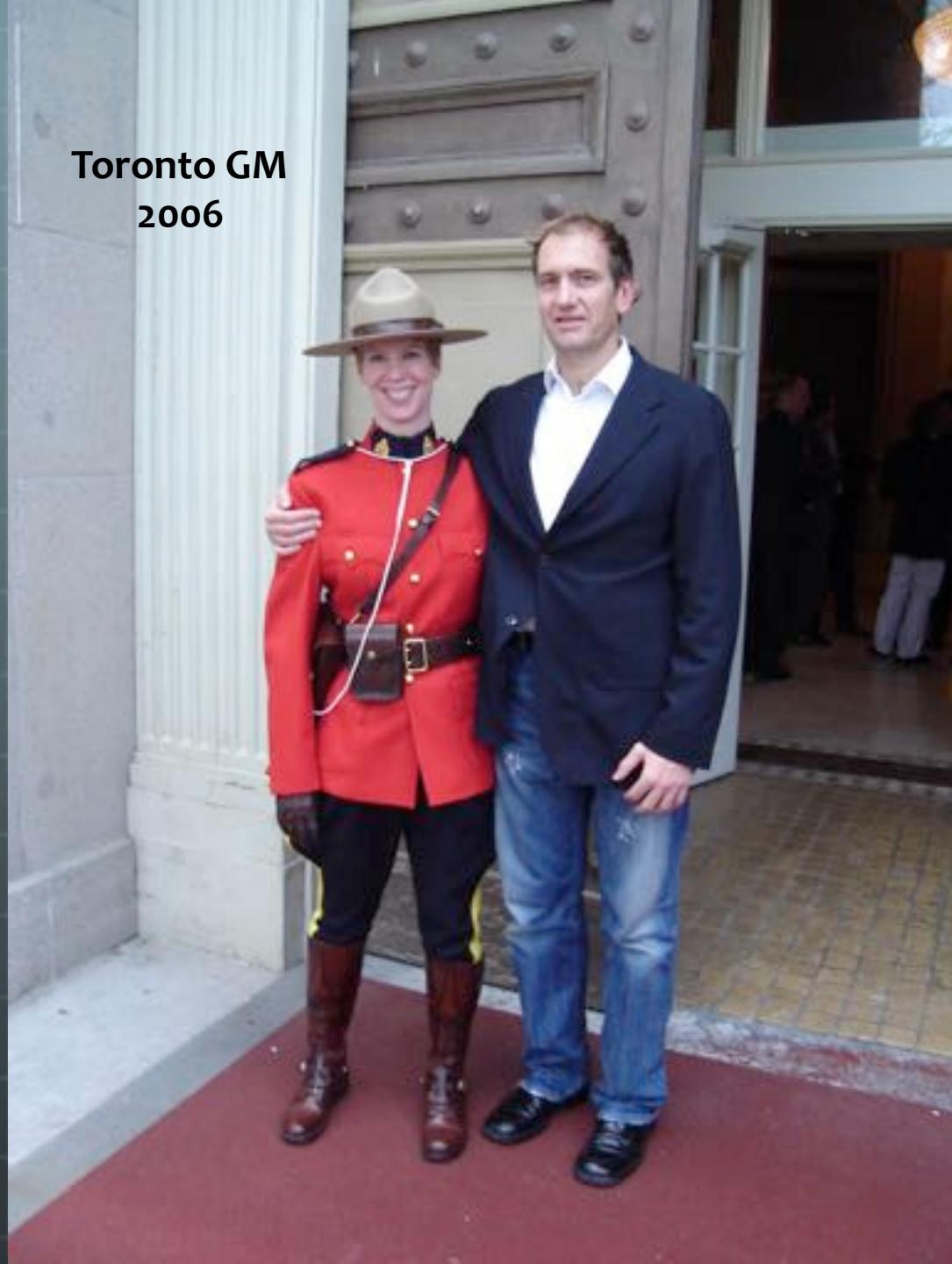


FAPIA GM in Moscow
2002

ICMA GM
New Delhi 2005



**Toronto GM
2006**





Munich GM 2006
ICMA celebrates 20 years



**Lisbon GM
2007**

At ICMA we take the
“work hard, play hard”
seriously!











And then there was
love...

Coraline
Govers

Guy
Spriggs



Met in Vancouver
FAPIA meeting 1991

Married 21 years
2 children



Clara Llamas

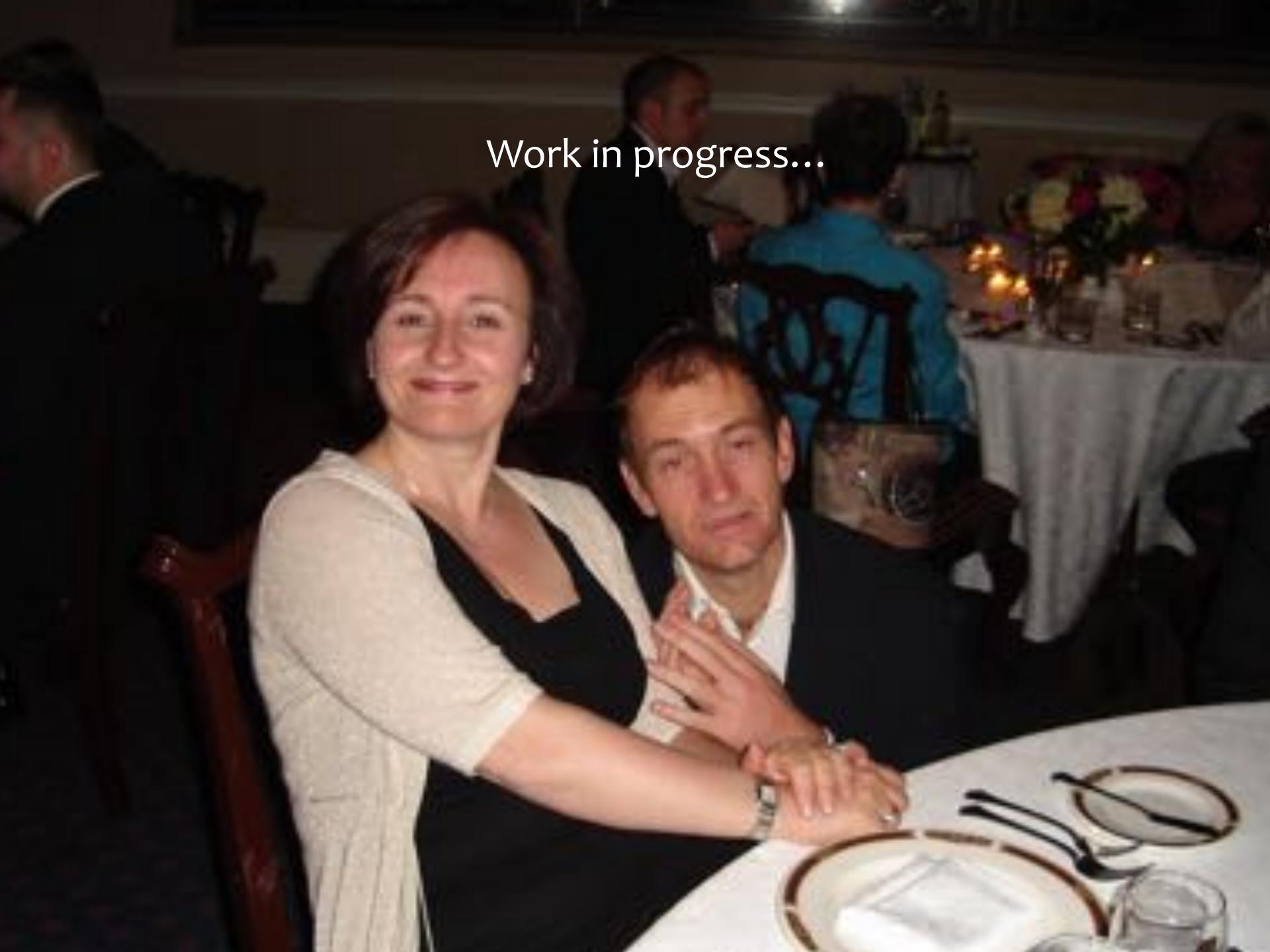
Eero Korhonen

Met in ICMA GM
Lisbon in 2007

Married for 8 years
2 children

A photograph of a man and a woman smiling at the camera. They are seated at a table with plates of food in front of them. The man is wearing a white shirt and a dark jacket, and the woman is wearing a dark sleeveless dress. The background shows a room with a chandelier and a painting on the wall.

Felix and Marlene
ICMA GM Tallinn

A photograph of a man and a woman posing together at what appears to be a formal dinner or event. The woman, on the left, has dark hair and is wearing a light-colored, open-collared sweater over a dark top. The man, on the right, has short brown hair and is wearing a dark suit jacket over a light-colored shirt. They are standing in front of a table with a white tablecloth, which has a plate, a fork, and a knife on it. In the background, there are other people and a large arrangement of flowers on another table.

Work in progress...

Never mind...



Some words of wisdom

Keep the open spirit of sharing knowledge and ideas

Keep learning a great deal from each other

Keep the ICMA bars well stocked



Special thanks for their contribution to:

Eleanore Merrill

Coraline Govers

Lynn Cullimore

Jill Armer

Lisa Natterer

Guy Spriggs

Charles Wardell

David Landau

Mike Abbott

Ken Conquer

Klaus Rogetzer

Bernd Kuebler

Jack Humphreville

Dirk Apers

Franco Ucceli

Ian Cochrane

... and Felix