



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)



**SCHLOSSHOTEL**



**MARTINSSCHLOSS**





- 🌐 Except for Mike Abbott who was already a multimillionaire, most of the people who attended this gathering were still struggling.
- 🌐 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.
- 🌐 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



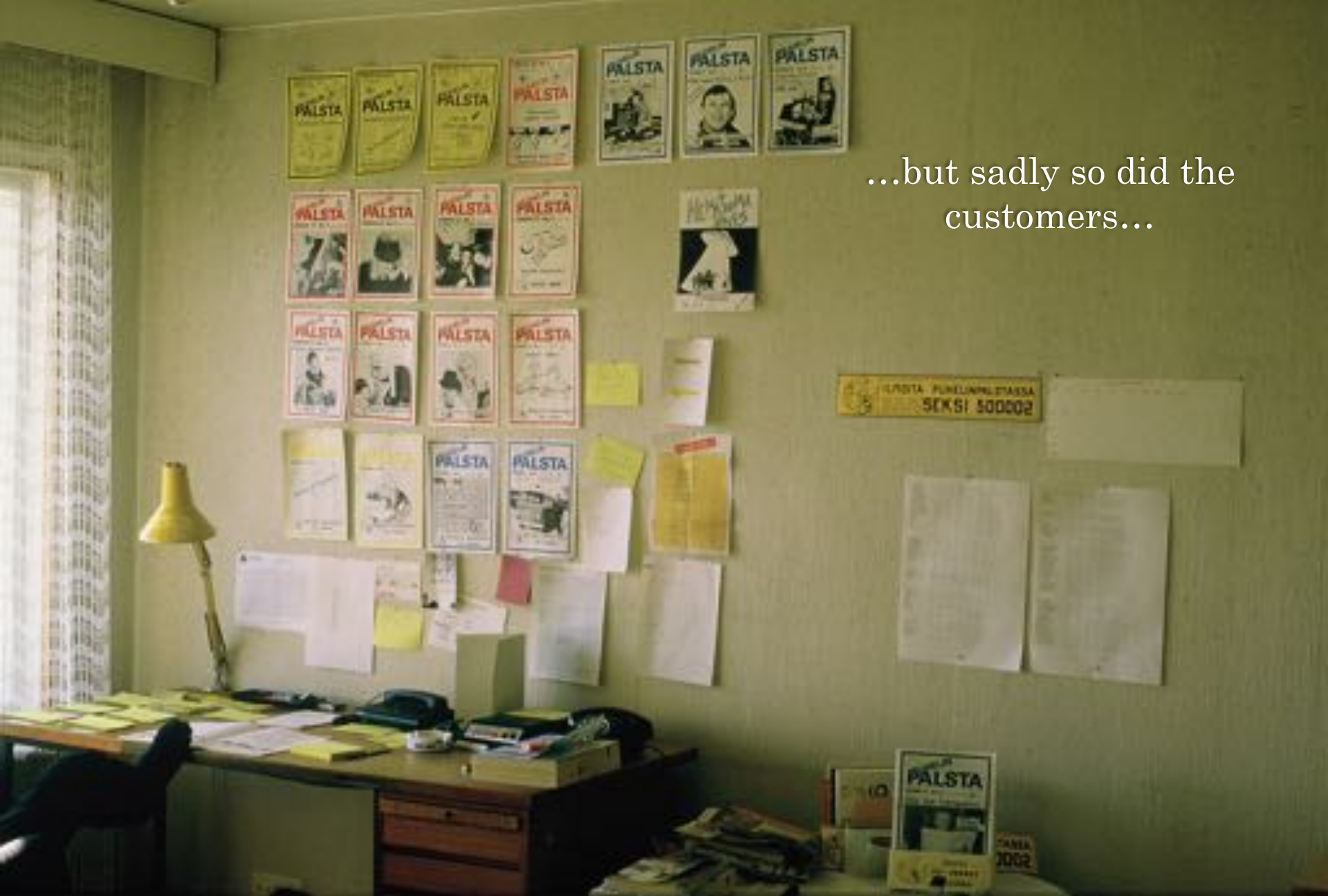
Humble beginnings had some  
benefits



The established newspaper  
institutions ignored us...







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

**Kansainväliset ilmoitukset  
PALSTAN kautta**

1000

**Abstract** The authors examined the effects of a 12-week, 1000 kcal/day energy-restricted diet on the body composition and metabolic profile of 12 obese women. The diet was composed of 25% protein, 40% carbohydrate, and 35% fat. The subjects lost 10.5% of their initial body weight and 12.5% of their initial fat mass. The mean resting metabolic rate (RMR) decreased by 10.5% after 12 weeks. The mean resting energy expenditure (REE) decreased by 10.5% after 12 weeks. The mean resting energy expenditure (REE) decreased by 10.5% after 12 weeks. The mean resting energy expenditure (REE) decreased by 10.5% after 12 weeks.

Alle Informationen sind ohne Gewähr. Die Angaben sind ausschließlich für die Zwecke der Werbung und der Öffentlichkeitsarbeit der Bayer AG bestimmt. Sie ersetzen keine Vertragsunterlagen und können von den tatsächlichen Umständen abweichen. Die Bayer AG übernimmt keine Haftung für die Richtigkeit der Angaben.



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

MEXICO

NETHERLANDS

## ARGENTINA

- SB Buenos Aires (Segundamanã)

## BELGIA

- AF ranskink. Bryssel (J' Annonce)
- BF flaamink. Bryssel (Koopjeskrant)
- KA Antwerpen (Koopjeskrant)
- KB Oost/W (Koopjeskrant)

## BRASILIA

- BB Belo Horizonte (Balcao)
- BR Rio De Janeiro (Balcao)
- PC Campinas (Primeiramanã)
- PS Sao Paulo (Primeiramanã)



# 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...**



...with Target Media Partners and they were introduced to what we call a "banker" with Donal Burnham Lambert 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 Humphreville 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 Harn's Way. Office times that requires late night patrol duty in the bar.

He is also one of the owners (along with Mark Schiffmacher and Susan Humphreville, 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 non-free 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 Paris in 1994 and was elected to the Committee

The bad guys...



*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...



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

Apr-98 Cape Town 110

Nov-98 Amsterdam 127

Apr-99 Edinburgh 123

Nov-99 Rome 126

Apr-00 Prague 128

Nov-00 Cancun 87

Apr-01 Copenhagen 116

Nov-01 Vancouver 78

Apr-02 Amsterdam 101

Nov-02 Moscow 83

Apr-03 Vienna 99

Nov-03 Dublin -

May-04 Scheveningen

Nov-04 Orlando

May-05 Barcelona

Nov-05 Delhi

May-06 Toronto

Nov-06 Munich

May-07 Lisbon

Nov-07 Amsterdam

May-08 Brussels

Nov-08 Miami

May-09 Estonia



Nov-09 Budapest

May-10 Berlin

Nov-10 Vienna

May-11 Nice

Nov-11 Dublin

Apr-12 Atlanta

Nov-12 Istanbul

Apr-13 Cologne

Nov-13 Prague

May-14 Helsinki

Oct-14 Athens

May-15 Berlin

Nov-15 Madrid

May-16 Amsterdam

# 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\_n  
erlet Wardell





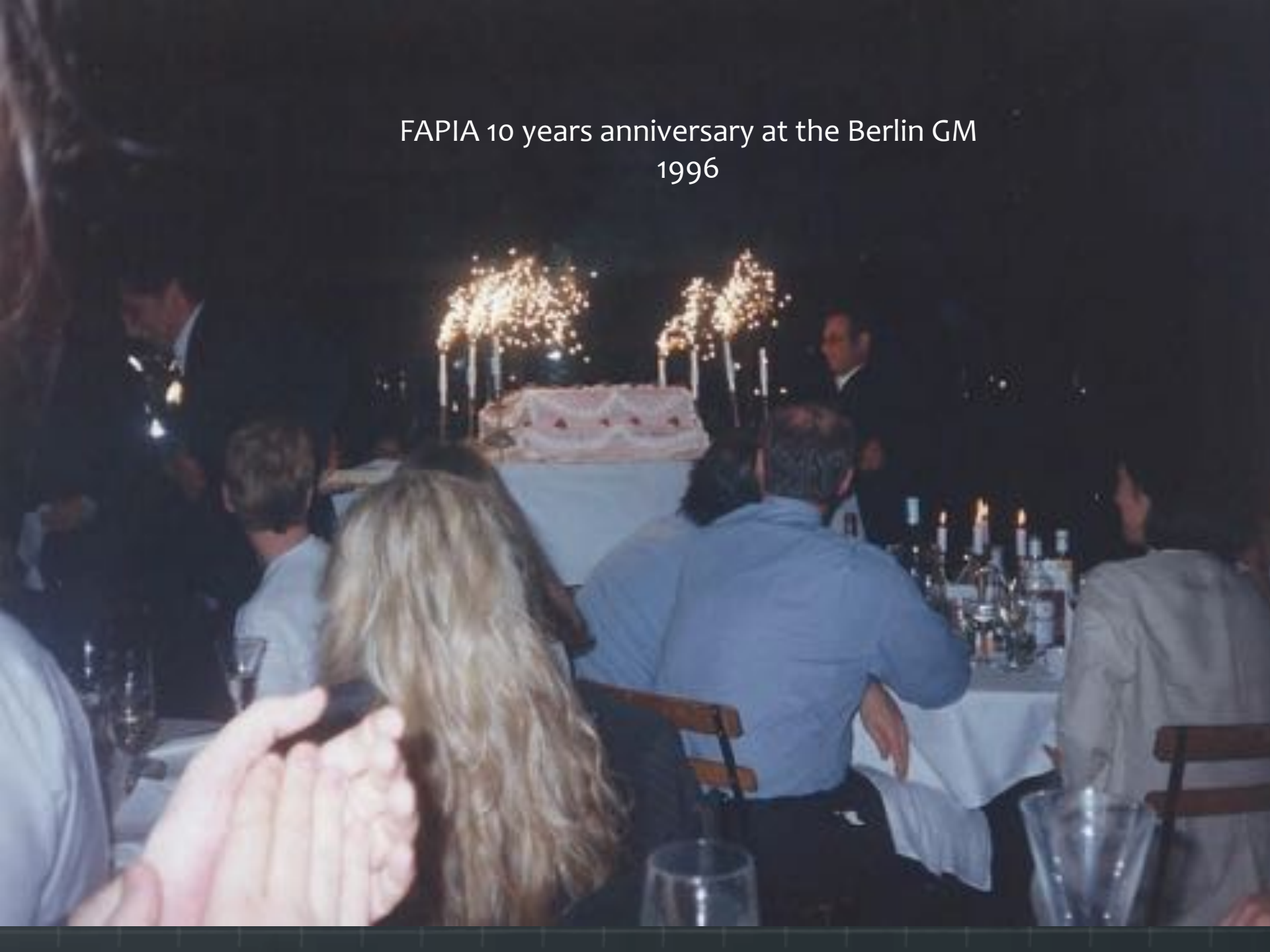




FAPIA GM in Paris  
1994



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

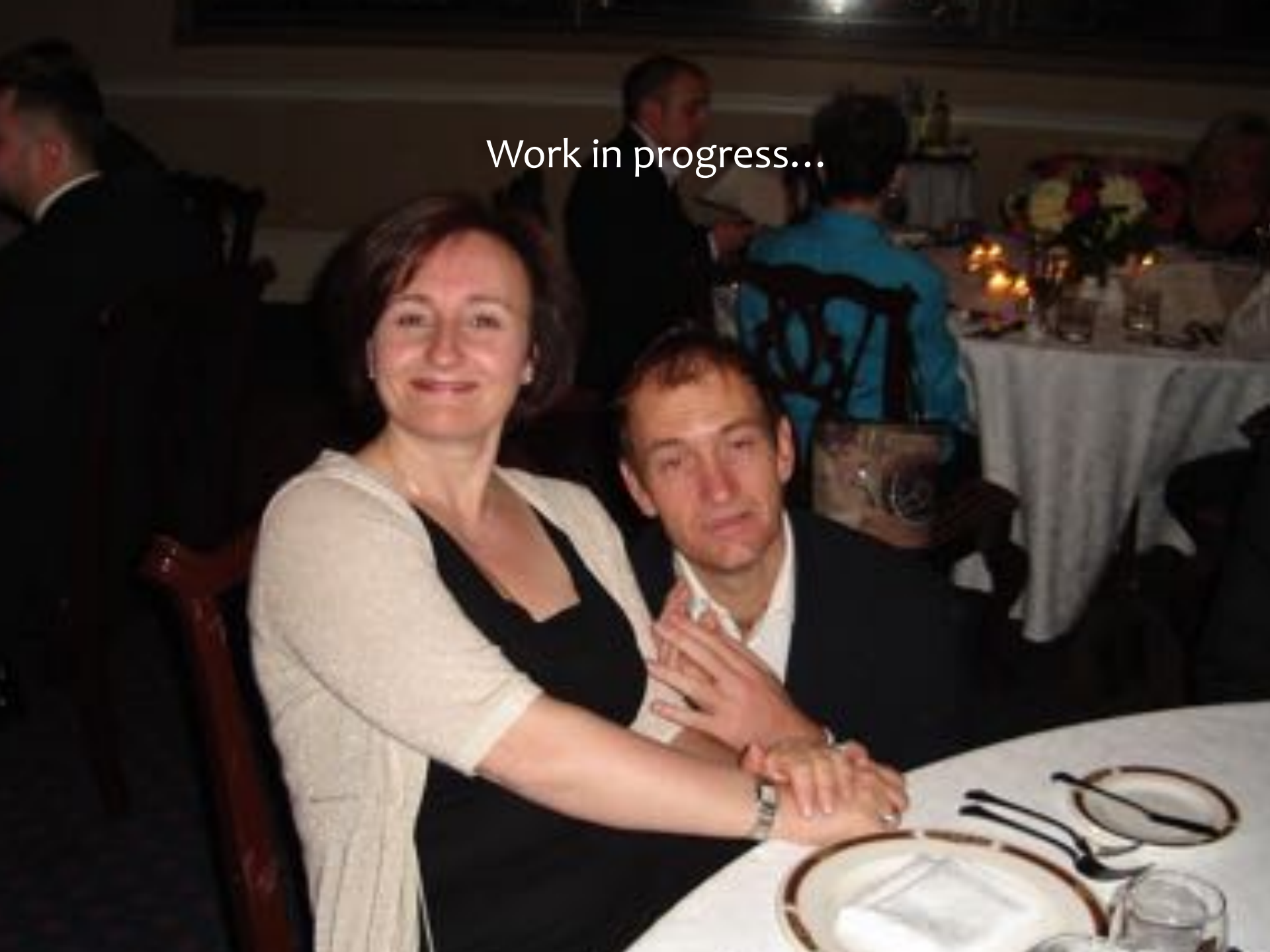




Felix and Marlene  
ICMA GM Tallinn



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