

*The Lindsay Crysler award is one of QCNA's most prestigious honours because it pays tribute to individuals who set the highest standard of excellence which in turn raises the profile of community newspapers. The award is named after Lindsay Crysler, a former dean of journalism at Concordia University who was instrumental in raising the bar for journalists within QCNA, and for recognizing the high impact of community journalism.*

*In the early 1980s it was Lindsay, and then-editorial services coordinator Judith Taylor, who judged all entries in the QCNA Better Newspapers Competition. Lindsay encouraged his journalism students to do a stint, or forge a career, in a community newspaper so they can truly appreciate the impact of what they write.*

*QCNA wanted to recognize his longstanding contribution, thereby creating the Lindsay Crysler Award, first presented at the QCNA gala in 1994. It was Lindsay's wish that the award be presented to an individual who has made an outstanding contribution to the community newspaper industry in general or whose work in a community newspaper has made an extraordinary contribution to the community.*

*The winner of the 2009 Lindsay Crysler Award for outstanding contribution to the growth and development of community newspapers in Quebec is:*

## ANDRÉ CASTAGNIER

*General Manager  
The Gleaner*



**I**t is an honour for me to nominate André Castagnier for the Lindsay Crysler Award. I worked alongside André for 15 years, and I have to give him credit for getting me hooked on newspapers.

André started working at The Gleaner in 1975 as a salesperson, and I can only imagine he gave only his best to his clients. André proved his skills in selling advertisements and he was later promoted to Office Manager, where once again he brought much stability to the department. He put years of work into creating in-house office programs to facilitate many office tasks, many of which we still use today.

In 1996, Les Hebdomadaires Montérégien acknowledged André's talent and dedication and made him General Manager of The Gleaner. In the years that followed, André's main task was the re-structuring of The Gleaner. In a time when cutbacks were being thrown at you from every direction, and with the appearance of new technology such as the internet, André sure had

his work cut out for him.

He truly understands the needs of our readers, whether it be the English-speaking or the French-speaking community, and was able to provide readers from both communities with what they expect from their local paper.

André wasn't only the backbone of The Gleaner, he was also involved in several local organizations. He was President of the Chamber of Commerce, President of the Huntingdon Merchants Association, director of the Chateauguay Valley Historical Society, and was also on the Board of Directors of QCNA (secretary-treasurer) for many years.

André taught me how to believe in our product, The Gleaner. He taught me how to get through tough situations and how to handle difficult clients. "Let an angry customer vent first and then explain your point" was what he repeatedly told me, and to date I still use that one piece of advice more often than I would like.

His contribution to community newspapers, to QCNA and to The Gleaner in particular, shows his true passion

in life is newspapers. André is a great co-worker, a great boss and most of all an exceptional friend who I thank for making me a stronger person.

*Sheri Graham  
The Gleaner*

André has served on the QCNA board for many years and his priorities were always for the betterment of all our member newspapers. His quick wit and 'down-to-earth' comments always served to bring the board's discussions back to the issues that needed to be attended to. André is the perfect candidate to receive the Lindsay Crysler Award for outstanding contributions to our community newspapers. His dedication and knowledge of the Quebec community newspaper industry has been a tremendously valuable contribution to the operation of the QCNA.

*Heather Dickson  
Publisher, The Equity  
QCNA President*

*This award is given to a member of a sales staff who has made a significant contribution to the newspaper through sales performance, dedication, client development and community outreach work that raises the profile of the newspaper. This year's winner is:*

## DAVID SELTZER

*Sales Consultant  
The Chronicle*



**T**his year it is my pleasure to nominate David Seltzer for the 2009 Joan Durnin Award. David has had a long and successful career in the newspaper industry. In his heyday, David, along with his brother, owned and operated the very successful *The Downtowner*. When circumstances dictated that he close the newspaper, David chose to do what he does best, he started selling newspaper advertising.

David was, by far, one of the best sales representatives at The Chronicle, when in the fall of 2007 David fell ill and faced a sales representative's worst nightmare, extended sick leave. David had no choice but to be away from work for four months. Coming back to work, not at his strongest, he had to face the frustrating battle of rebuilding his sales momentum that always takes a beating when you are not continually in the field working on your sales.

So, facing a very tough year in 2008, David worked hard to try to bring back his business to where it was before he fell ill. In 2009, things really started to happen. David put all his energy, enthusiasm and newspaper smarts into his efforts and he slowly but surely started to lead the 'pack' of his fellow sales colleagues! Not only did he work hard to serve his established core of

customers, he cold-called and surpassed his forecasted objectives for new customer development by +50%! Additionally, he surpassed his web sales (which are a completely new market for David) by +\$9,000. And, of course, his outstanding sales were a direct result of his efforts in 2009, David surpassed his 2008 sales by \$201,533, which was \$165,120 over his 2007 results. A stellar performance!

David is having fun. He loves his work and it shows. He always has his customer's best interest in mind. He makes sure that their dollar spent gets them maximum benefits and results.

I like to call David the 'comeback kid' because where some people, following an extended sick leave might decide it was time for retirement, David ignored such nonsense and has come back with a fury, beating sales records he never dreamed of.

It will be my honour to be in the audience and witness the Joan Durnin Award for 2009 awarded to David Seltzer.

*Lynn Brown-Poole  
Sales Manager  
The Chronicle*