

Style

10x Central West NSW

Spring 2009



Eds Letter

It's been a long journey over the last three years for me; I launched this magazine in September 2006 with 48 pages and very little advertising revenue, and right now you're holding in your hands the biggest ever issue we've put together - a whopping 140 pages!

Obviously the team has grown beyond myself and unpaid friends and family members who allowed themselves to be roped in because they felt sorry for me. In previous Editor's Letters you've heard me pay tribute to my parents who had enough faith in my vision to go guarantor on my bank loan, my in-laws (the style magazine cheer squad), my uncomplaining (mostly!) husband, my girlfriends Sarah and Polly - Literary and Beauty Editor respectively - the fabulous sales managers Diana, Louise and Laura who ensure the magazine stays afloat (no advertising = no magazine), and the super talented Dianna who has come onboard designing advertising artwork.

Well, this issue there are a few additions to the team who have made amazing contributions - the three Regional Editors who have joined the style ranks; Jennifer Birchall from Wellington, Julia Andrews from Canowindra and Freda Nicholls from Gundagai. These three women are motivated and inspirational in their own right, and each has been a staunch advocate of the magazine for a long time now. I don't often use the word 'delighted', but I'm pretty delighted to be working with these women!

Someone else who is making a huge difference on the actual business side of the magazine is Karen Saunders - my business coach. Who knew you could even get coaches for your business? But I tell you what, Karen has shown me how far we've come and is ensuring my business is looking very fit!

While it's nice to look back and see the growth of the magazine, it's even nicer to have that acknowledgment come from you, my readers. I recently received a gorgeous, hand-written letter from Wendy McClelland from Temora who was excited at having discovered style magazine and, having been given a pretty notecard set from Polly for my birthday, I'm going to write a thank you note back to Wendy - she made my day.

Enjoy the magazine and enjoy the warmer weather. See you in Summer!

Julia



I'm loving...



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