

AFM July 2011 Letter

Written by Arizona Foothills Magazine

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Keep the Change

Change is one of the best things in life. Most people see change as something scary or as a result that something is wrong. We see change as a way to get better and share what we do with so many more people.

We are now in our 15th year publishing Arizona Foothills Magazine and love every minute of it. Yes, we do have one of the most popular Web sites, AZFoothills.com, that we update every day with original news you will not find anywhere else in the Valley. If you have not taken a look lately, you will be surprised.

A question we get asked often is if we plan to be an exclusively online publication. The answer is no. We do offer paid subscriptions to more and more people each and every month via their iPads and iPhones. There are many people who travel, and we have seen a major increase in this area of our business. You can get the newest issue delivered on the first of each month and all the ads and features have live links to keep you connected. It is easy, and we have been doing this since the start of 2010. We encourage you to visit www.zinio.com to get your favorite magazines.

We have some great new feature ideas and have added new people to our team this summer so get ready for a fresh approach to AFM. We embrace change and love what we do—just check out our new manifesto:

We believe in truffle fries and Champagne.

We believe in beauty, through art, learning and giving.

We believe people will do anything in party photos if there are props present.

We believe a Tweet can go a long way.

We believe in underpromising and overdelivering.

We believe triple-digit weather is far greater than ice on our driveways.

We believe Arizona resorts are problem-free zones.

We believe in making your home your own—from the floorplan to the finishes.

We believe in supporting small businesses and local luminaries.

We believe it is always better to arrive overdressed.

We believe there is always room for dessert.

We believe all jewelry can be upgraded.

We believe in BIG ideas.

We believe in the unsung heroes of our Valley.

We believe in full event calendars.

We believe a pair of shoes can make the world stand still.

We believe everything looks better on high-gloss pages.

Michael S. Dee *President and Publisher*