



Welcome

to *Bloom Magazine*. Over the past nine months, many people have asked me why I came to Bloomington and what motivated me to start a magazine.

The short answer is a love affair. In May 2005, I came here for a visit and was charmed by this magical place—its quaint neighborhoods and vibrant downtown, its extraordinary cultural scene, its warm and friendly residents. By the third day of my visit, I was already out with a realtor looking at houses. The only question was: What could I do here?

The answer should have been obvious. For nearly 30 years, I had been an editor in New York City. Making magazines is my passion. Still, it took some weeks after my return to realize that I had not seen a cultural/lifestyle magazine in Bloomington.

For several months while still in New York, I did research on Bloomington itself and 75 city magazines. Although Bloomington was small, I knew that there would be plenty to write about and an intelligent, sophisticated readership. But would the business community support a new bi-monthly publication?

On Hallowe'en, I made the 14-hour drive from New York City. I rented a student apartment at the corner of 10th St. and Lincoln (that's a story for another time), and feverishly went to work. By early February, I was ready to begin making sales calls.

The response was overwhelming and immediate. In five weeks, I sold half the number of ads required to launch the first issue, and by deadline, 70 businesses had signed on. I hope that this magazine justifies their commitment.

About Bloom

Bloom is a real magazine—one that adheres to the principles and guidelines of the American Society of Magazine Editors. You will not find stories written by advertisers or advertisers receiving preferential coverage. Without exception, all of the businesspeople I called on endorsed this policy.

I do not expect to get rich in Bloomington nor is that my ambition. My sole goal is to produce an excellent magazine—one that reflects the breadth and vitality of this special community.

Many people helped me on the editorial side. I would like to thank three in particular. The first is Carla Miller, one of the country's foremost designers. Carla holds a Masters of Fine Arts degree from Yale University and has designed magazines, corporate



Carla Miller

brands, and just about everything else. She not only created *Bloom's* beautiful look but named the magazine (My suggestion was Bloomington Life. How boring!). The second person to whom I am indebted is Dale Burg, both for her friendship and her tireless work on *Bloom's* behalf. And finally, there is Christine Barbour, whom many of you know from her years as a food columnist for the *Herald-Times*. *Bloom* would not be what it is without Christine's talent, enthusiasm, and unwavering high standards.

On the business side, I want to thank Mat Martin who helped get *Bloom* off the ground, and Pat Bailey, *Bloom's* new associate publisher, who has been an immeasurable help. Thanks, also, to the crew at Mediaworks for their efforts beyond the call of duty.

So, here it is, August 2006. A new school year is starting and I am comfortably settled in Bloomington—with a house and a little dog named Sophie, adopted from the local animal shelter. My love affair with Bloomington continues and the first issue of *Bloom Magazine* is now in your hands. I hope you like it. This is just the beginning.



Pat Bailey

Malcolm Abrams
editor and publisher