



The *Bloom* crew: (l-r) Kaye Lee Johnston, design director; Ron Eid, associate editor; Malcolm Abrams, editor & publisher; and Erica De Santis, associate publisher. Photo by Lynae Sowinski

As the World Turns

A few thoughts on *Bloom* turning five.

I am one lucky person. Few journalists ever get to have their own publication and do it exactly the way they want. I am also fortunate to be doing it in Bloomington. Not only is this one of the best communities in America, it has an endless supply of good stories and interesting people to write about.

Whenever I flip through a new issue “hot off the press” I always feel positive about the businesses that advertise and support the magazine. There’s no Chili’s or Walmart—mass advertisers, one of bad food, the other of questionable business practices. Rather, all our advertisers are local and most are small businesses. For them, advertising in *Bloom* is a significant and carefully thought-out choice. Many have been with us right from the beginning or shortly thereafter. They stay with us because they get good results and because they like the magazine.

It is a pleasure to come to the office every day. I work with people (and a dog) who are smart, hardworking, personable, of unquestionable integrity, and who care greatly about quality. As well, 99.5 percent of the people I come in contact with—writers, photographers, marketers, educators, and business owners—are honest, well-meaning people. Quite a few have become friends. The other .5 percent who don’t fall into this category, we eschew and keep out of our pages.

The magazine is changing. Compared to books that are unchanging, magazines are a kind of living thing that evolves and grows. For three issues now, we’ve run a new travel department on the last page called *Wish You Were Here* in which readers write in and supply pictures of their recent travels. New in this issue is a page (47) called *Pammy’s Picks* in which writer/artist/fashion-and-design maven Pamela Keech offers a collection of stylish items that can be bought at our local shops. Also new in this issue on page 32 is the wine column *Vine on Wine* by Richard Vine (yes, his name really is Vine and he writes about wine). You will find more changes in upcoming issues.

My affection and admiration for Bloomington continue to grow. I came here because I “fell in love” with the town during a three-day visit. In retrospect, that was infatuation. Half a decade later, it’s the real thing. Which brings us to the subject of this issue’s cover story, “It’s A Wonderful Town: 50 Reasons to Love Bloomington.” Hope you enjoy it. Hope you feel the same sense of pride that we felt putting it together. I’m sure you will have some dissenting views and some favorite things of your own that we’ve left out. E-mail your thoughts to us (editor@magbloom.com), type “Love” on the subject line, and remember to sign your name.

Finally, thank you all for your loyalty to the magazine. Please support the local businesses that advertise in these pages. Without them, there would be no *Bloom*.

Malcolm Abrams
editor and publisher