

The

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Northeast Indiana Chapter
of the Project Management Institute



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The Art of Publishing: Jessica, Richard and Lynette tell the story of Providence Communications, LLC

After a satisfying pork loin dinner, everyone settled in to listen to the story of Providence Communications, LLC. Jessica's passion for promoting the wealth of health care services and expertise available in Northeast Indiana, fueled by her family's connection to the medical profession, inspired her to develop a monthly magazine for women. The magazine is titled Women Connecting Through Health Cares. When Richard and Jessica teamed up, responsibility for one magazine turned in to two! Plus, there were calendars and maps and more. The second magazine, The Fort Wayne Business Journal, published monthly, has a circulation of 10,000 copies. The primary audience is affluent readers over 35 with a household income of \$40,000. Many subscribers are local business owners and executives in the private and public sectors.

So, what does this story have to do with the NEIC and project management in general? A couple things come to mind. The BOD recently placed an ad in the Fort Wayne Business Journal. This, of course, opened the door to ask Jessica and Richard to speak

to our membership. Also, planning, scheduling, deadlines, risk assessment, contingency plans and other project management concepts certainly apply to the publishing and printing industries.

Lynette, the Sales Director, shared many tips about successful advertising. It is clear that she has a passion for making advertising work for their clients.

This presentation, given on a cold, crisp January evening, was certainly another successful program for the Chapter. We hope to see you next month! Thanks for coming.

