



“As January goes, so goes the year.” This oft-borrowed phrase is typically attributed to Yale Hirsch, a securities analyst and publisher best known for The Stock Trader’s Almanac.

When Hirsch first advanced his thesis, it was mostly true. The data set he examined through 1972 – the year of his first edition – confirmed the axiom with 84 percent fidelity to its premise. More recently, for the past 40 years, depending upon which index you use to generalize about the performance of U.S. stocks, the so-called “January effect” has held at a rate of more than six times per decade. So, the long-term trends affirm Hirsch. Or at least they make for a fortuitous coincidence.

This column is not about securities markets, though. I’m referencing Hirsch to apply his thoughts to broader territory. When I’ve had productive years, I’ve laid a solid foundation for success in the first few weeks. If you let the first quarter pass without putting in the work to propel you through the next three, you never catch up. It’s the implicit sentiment behind New Year’s resolutions. Reset. But a reset without sustained recommitment falls flat.

This year, I’ve done a solid job of analyzing my businesses, building budgets, and deciding which levers I need to push to improve. With this magazine, we often weigh the potential costs and benefits of remaining free to our readers, bearing all production and distribution expenses ourselves. Year after year, we draw the same conclusion: The breadth and depth of our reach are our competitive advantages, and our model links us to our mission.

About once a year, I remind our readers that we are in this together. *The Skinnie* intends to be a community asset, a connector, a forum for our many voices. We have been producing it with “thudding regularity” (as an old acquaintance from *The New York Times* editorial page used to say about his daily), every two weeks since September of 2003. We are a business with no financial support other than the partnerships we enjoy with our advertisers. You, our reader, ensure our continued existence when you patronize the businesses who choose to

connect with you through our pages. You go a step beyond when you recommend *The Skinnie* to prospective advertisers or inform them that you saw their ad in our magazine. This is the time of year when we work with advertisers to secure our mutual success. It’s the perfect moment to mention us when you are out and about.

This happened last week: A friend of mine who lives at Ford in Richmond Hill visited one of our advertisers to buy some clothes. While waiting for alterations, my friend sat in the store and read the most recent issue of *The Skinnie*. He tore out a page with another advertiser’s full-page display and called to make an appointment for services when he returned home with his new outfit in hand. It works. And our audience extends beyond the bridge.

It might seem opaque – the link between advertising and action. We can’t guarantee immediate results, but we promise to enthusiastically collaborate with each of our clients to thoughtfully develop materials that tell the special story about what they do and why you should consider doing it with them. Our team is uniquely excited and able to do this work.

For those who haven’t known us for long, our mission is simple: We strive to have a meaningful, ongoing, entertaining, and provocative (in a good way) dialogue with you. We consider the bond between reader and publisher to be a real relationship, not a transitory encounter. We’ll continue creating quality content; we ask you to remember to support our clients and suggest us to your friends. Thank you.

Scott A. Lawrence

To contact us with your ideas, responses, letters and more, email us at mail@theskinnie.com



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