

UP front

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Last issue, I wrote about The Tree. The expensive, daunting, cumbersome, messy, annual ritual that we undertake on Black Friday at my house. But The Tree is only one piece of the yuletide puzzle.

There's The Card. The Presents. The Food. The Masses. The Concerts. The Parties. And the Cleanups. The latter five come when they come, the timing is out of my control. The Card and The Presents, though, like The Tree, are mine to complete or defer. If I do the former, pressure abates, sometimes to the point of feeling like I've forgotten something. If I wait, the angst builds to a screeching crescendo, so unbearable at times that I avoid the things altogether (hence, the invention of The New Years Card).

This year – for all intents and purposes - I'm already done. Fini. Which is awesome. Because, this time of year, we squeeze two magazine production cycles into a fortnight, instead of our normal month. This is the second December 2022 installment of the The Skinnie (the first arrived at your home two weeks thence). You'll receive the third about a week from now.

With each year-end comes the opportunity to evaluate ourselves (in all aspects of our lives) and rethink our paths. The same is true for this magazine. One element I'm committed to in the coming year: More great photography. This will include travel photos, human interest shots taken around the neighborhood and across town, your submissions, pics of your families and friends...all of these categories provide rich storytelling tools...as they say, "A picture is worth..."

One thing remains constant: Our commitment to the power of the written word. At our core, this is a writer's magazine. We love writing. And we intend to keep doing it as long as our advertisers (who work with us because of their relationships with you) support us.

We reserve the right to edit letters for clarity and content. We do not print unsigned letters. The Skinnie Magazine is not responsible for unsolicited materials and the publisher accepts no responsibility for the contents or accuracy of claims in any advertisement in any issue. The Skinnie Magazine is not responsible or liable for any errors, omissions or changes in information. The opinions of contributing writers do not necessarily reflect the opinion of the magazine and its publisher.

Our business model depends on word-of-mouth. We don't charge our readers for our content. All our revenue is ad-driven. We succeed when you tell your favorite service providers and vendors about us and suggest to them that they use our pages to reach your community. We thrive when you urge your friends to enjoy a piece from the magazine that you have read and liked. Please, do both, often. It's the gift that you can give us that will keep on giving well into 2023.

This issue includes one of my favorite annual features: The version of our football pool (I encourage everyone to play) that spans the college bowl season. These games are especially fun and challenging to predict. And they are televised each day over the next several weeks, so you have rooting interest through the New Year. If you've never entered our pool before, it's easy to do. Just turn to it inside and follow the instructions in the text. You have as good a chance as anyone to win the special prize.

Thank you to all our readers, advertisers, contributors, staff, and friends. In case don't know it, we're smack in the middle of our 20th year at The Skinnie. September of 2023 is our emerald anniversary (Look it up.) That's a respectable run. I think I'm game for 20 more. We'll see.

Scott A. Laurer

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