



A story of cooperation

WEST OAKLAND'S NEWSWEEKLY . BECAUSE LOCAL MATTERS

The Spinal Column

WIXOM • WALLED LAKE • WOLVERINE LAKE • COMMERCE • HIGHLAND • WHITE LAKE • MILFORD

DEFINATION:

co·op·er·a·tion

noun

“the process of working together to the same end.”

What does cooperation mean in business?

Voluntary arrangement in which two or more entities engage in a mutually beneficial exchange where resources are used to accomplish a common goal.

9 month timeline to birth

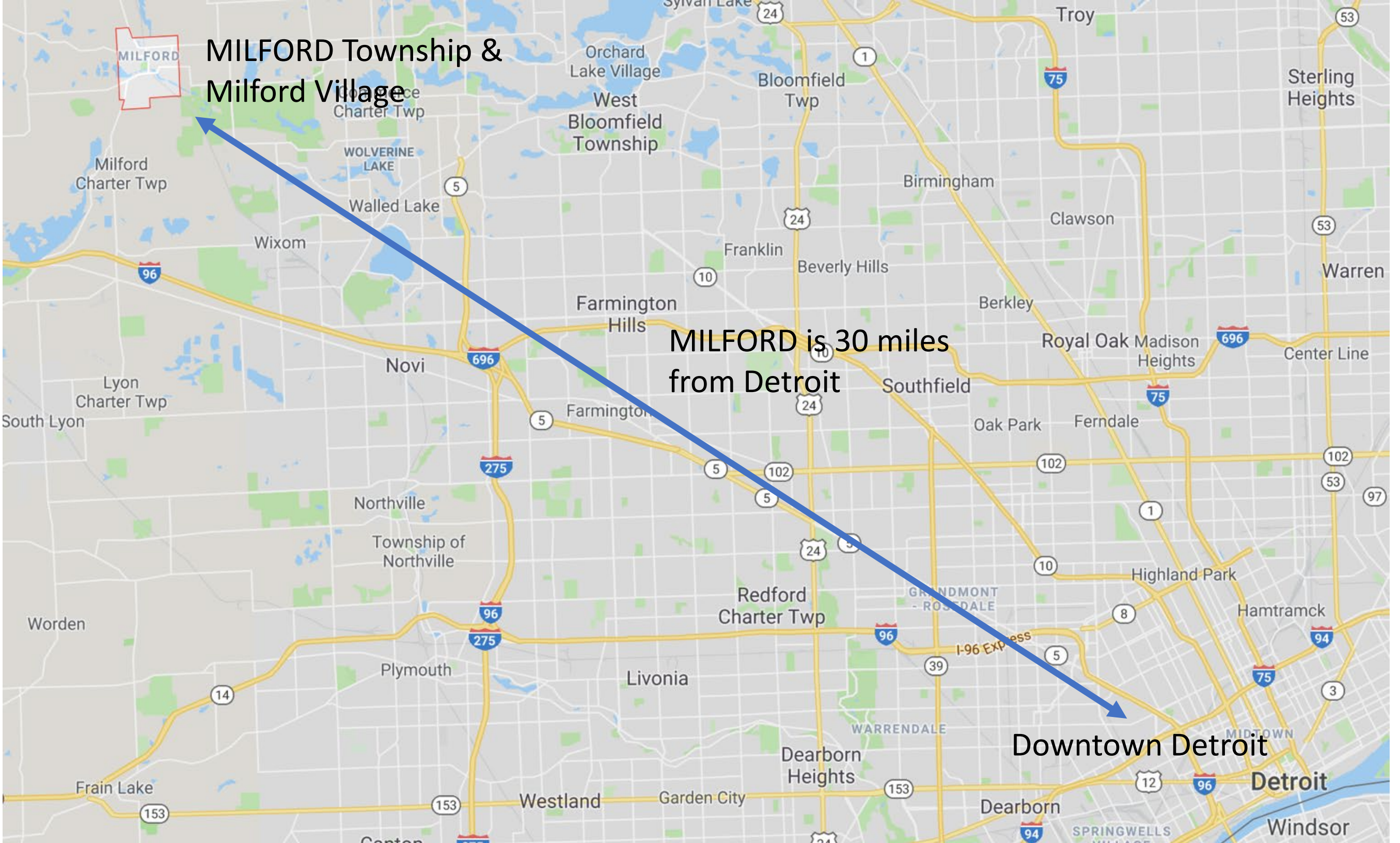




MILFORD Township &
Milford Village

MILFORD is 30 miles
from Detroit

Downtown Detroit



Milford DEMOGRAPHICS



Affluent: Average HH Income: \$106,894.
Average individual income: \$59,795.



Educated: 74% of adults 25+ have at least 2 years of college.



Average Age: Females: 47 Males: 54

INITIAL INQUIRY

March 2018 (month #1)



PROBLEM:

The Milford Chamber of Commerce leadership board felt the community no longer had a local paper. The existing Milford paper simply was not Milford focused anymore. The large corporate publisher had merged 5 suburban weeklies into one edition, with the only difference being the respective mastheads. The corporately owned paper was a subscription based model that had declined from 5,000 subscriptions in 2014 to only 1,600 copies in January 2018.

The Chamber board felt abandoned. So did residents. Prominent business owners and residents wanted something better.

REQUEST by the Milford Chamber Board:

Will the *Spinal Column Newsweekly* start an edition specifically for Milford, and mail it to all 9,000 Milford residents?

They asked: *What will it take to make it happen?*

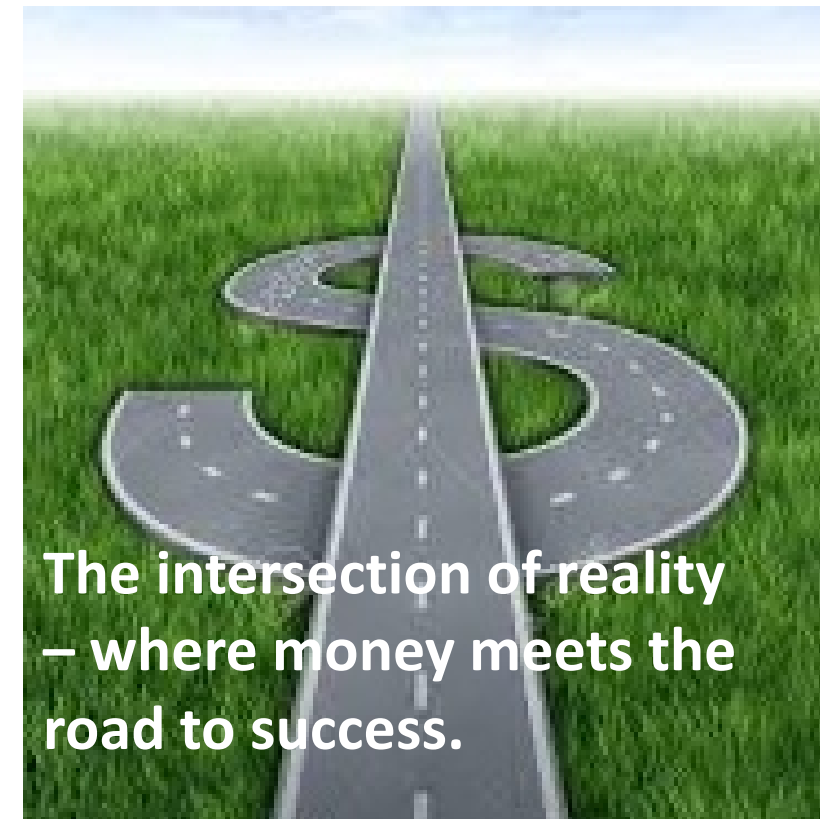


GETTING SERIOUS

April 2018 (month #2)

The **KEY QUESTIONS** presented back to the Chamber Board:

- 1). Would Milford businesses advertise in a new Milford only community newspaper when most didn't advertise at all?
- 2). If the business community could be convinced to advertise, would they see their investment as a benefit or a donation? Would they commit to a full year or more to sustain "their" paper.





VISION and WORKING A PLAN

May 2018 (month #3)

A majority of Milford / Huron Valley Chamber of Commerce board members are local business owners.

Bluntly, they were the **INFLUENCERS** that we needed to play a part in the selling process.

These board members are **RESPECTED** and have “the ear” and “easy access” to their fellow local business owners.



GENERATING REVENUE was challenging

June, July, August, September (months #4 – 7)

The real work was next. Revenue commitments from new customers would make or break the project. Simple scenario.

We used an array of selling approaches:

- ◆ Relationships.
- ◆ Team selling.
- ◆ Phone calls.
- ◆ Personal e-mails
- ◆ Hand written notes to owners
- ◆ Willingness to meet anytime, anywhere. 24/7.



The Chamber and Milford's leaders truly desired to have their own local newspaper – which meant businesses needed to INVEST in the project. Our team referred to the potential advertisers as “**stakeholders.**”

The Chamber knew their involvement was needed to make the project successful. We knew that, too.

**SYNERGIES AND
COOPERATION
BEGAN TO HAPPEN.**



POSITIVE FEEDBACK

The first group of business decision-makers we contacted were those who already advertised in our other editions and we whom we had good relationships with.

These positive business owners were the minority in the beginning.



MORE 'YES' – but not fully committed

The second group were those we had called on before, but had only placed an occasional ad in our other editions.

The common response we received from this group was, **“What’s in it for me”**, but they were at least open to listening. After learning about the potential Spinal Column Newsweekly Milford edition, we got more commitments, but fewer than anticipated. We felt this group agreed to advertise for a few issues to do **“What’s best for Milford.”**



SILENT OBJECTION

The **unspoken attitude** amongst a sizeable portion of business owners was that print advertising didn't get results anymore.

They saw what had happened to the corporately owned newspaper (it was still publishing and had a local masthead, but was only a shell of what it once was) and they honestly felt “print newspapers were dead.”



What these merchants were REALLY SAYING:

“We don’t need to advertise
because people come to
Milford because it’s the
“cool place to shop and dine”
in western
Oakland County.



FINAL SPRINT

October 2018 (month #8)

On October 16 we were still short of the needed goal by about 20%. The **“go or no go”** date was one week away in order to produce a November edition. Yet a sizeable number of businesses were still undecided about committing to advertise.

We kept getting these two responses:

“I don’t need to advertise.”

“I want to see the first few issues.”

So together, we made one last push.



**Although ad revenue was still not at goal,
the decision was made on October 25, 2018
to **move forward with the launch!****

GO!



Inaugural issue
was published
November 15, 2018.

16 broadsheet pages.

\$11,840 in revenue.

Welcome story



Giving back, supporting local are at the heart of holiday events

BY ANNE HEDGECOCK
While The Spinal Column

With a \$200 gift certificate to the downtown restaurant or their choice, consumers of these parties can also win. Sellers will also be able to win a \$200 gift certificate to the downtown restaurant or their choice.

Other, smaller events also will take place throughout the season. For example, Pottery Classes will be held at the Village Center Mall, 400 N. Main, behind the Village Toy Shop, from 10 a.m. to 1 p.m., every Thursday except for Nov. 22, when the town will be on Friday, Nov. 23, and from 11 a.m. to 1 p.m., every Saturday and Sunday, Dec. 22. These who want pictures with Santa need to bring a camera or have a friend take a picture. No professional photography will be available.

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Milford's annual Christmas parade will take place at 1 a.m. on Nov. 24.

Celebrate A 25 YEAR CLOTHING COVE Tradition With Us!

Sundays With Us
OAK POINTE CHURCH MILFORD
8:30 | 10:15 | 12:00
Worship Services • Children • Adult Bible Study • Prayer • Fellowship

Jim Mandeville
Top Selling Agent
248.672.4800
• Milford Resident
• Quality Service Award Winner
• Best Preferred Agent
• Numerous National Awards
Call for your Free Market Analysis

Brewed in Huron Valley

BY ANNE HEDGECOCK
While The Spinal Column

Rick Kitchner is a man of many passions, but nothing quite tops his passion for the Huron Valley Chamber of Commerce.



Rick Kitchner is a man of many passions, but nothing quite tops his passion for the Huron Valley Chamber of Commerce.

"What is Huron Valley to get lost? It's a wonderful place," he says. "It's not like I never want to leave my hometown, but I always want to come back to it."

Kitchner was mostly around the Huron Valley Chamber of Commerce for his career through the business of the community.

Another one of Kitchner's passions is his love for the Huron Valley Chamber of Commerce. He has been a member since 1993 and has served as president for several years.

Kitchner will be honored, along with the other 2018 community award recipients, during the 50th Annual Holiday Gala at the end of the year.

The Spinal Column

THURSDAY, NOVEMBER 15, 2018
West Oakland's Newsweekly • Because Local Matters
MILFORD EDITION
STAFF COORDINATORS: 2
CHAMBER AWARD WINNERS: 2
VETERANS DAY (IN THE HURON VALLEY): PD
MHS BASKETBALL TEAM READS FOR NEWSEASON: PD

Voters approve change road lower

By Anne Hedgcock
While The Spinal Column

The Village of Milford has approved a road change that will lower the road in several areas.

The change will lower the road in several areas, including the road between the village and the town of Milford.

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Maxwell elected to NEW Spinal Column

By Anne Hedgcock
While The Spinal Column

Maxwell was elected to the Spinal Column, a position of honor and responsibility.

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Village Council Meeting

Jessie Thompson	(28-75%)
David Pappert	(27-28%)
John Pappert	(25-26%)
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Village of Milford Voter Turn Out

70.3%

The Big Reveal and Dinner's On Us kick off the downtown Milford holiday season

By Anne Hedgcock
While The Spinal Column

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Welcome to the Milford Edition of The Spinal Column

By Anne Hedgcock
While The Spinal Column

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Dates To Remember
11/22 Closing At 3pm
1/22 Happy Thanksgiving - Closed
Give Back Friday SALE OPEN 7:30 AM
11/24 Shop Small Saturday
25 Open Sundays Turn Christmas
1/26 Cyber Monday Website SALE
1/27 Giving Tuesday Food Drive
1/29 Christmas Open House

The Clothing Cove
Orth Main, Milford, MI 48381
85-2500 - TheClothingCove.com

Village Dental
725 N. Main Rd. Milford, MI 48381
Always Accepting New Patients
Hours: Mon. - Thurs. 7 am - 7 pm, Fridays 7 am - 2 pm, Occasional Saturdays

50% Off From 7:30 am - 10 am*
40% Off 10 am - 11 am*
30% Off - Sunday, 11-25*
*Specially Marked Sportswear
*Cannot be combined with other offers

A Portion Of All Give Back Friday Sales Donated To Charity.

11-25-18 GIVE BACK FRIDAY
Doing Good In our neighborhood
DOWNTOWN MILFORD

CRANBERRY PARK
Assisted living & memory care
NOW LEASING!
Leasing Incentives Offered for a Limited Time Only!
(Up to \$2,500 value)

ER Experts provide urgent care treatment for ADULT and PEDIATRIC patients of all ages.
OPEN 7 DAYS 9am to 9pm
"We accept most major insurances"

URGENT CARE of Milford
600 Highland Ave.
(Prospect Hill Shopping Center - near Kroger)
ER Experts provide urgent care treatment for ADULT and PEDIATRIC patients of all ages.
OPEN 7 DAYS 9am to 9pm
"We accept most major insurances"



**First year
revenue is
\$129,000.**

Welcome to the Milford Edition of The Spinal Column

November 15, 2018

By Jim Stevenson, Publisher
jimstevenson@scnmail.com

Beginning today, you have a new Milford community print and digital publication specifically for Milford. Congratulations to the residents and businesses and made it happen. Because for local matters to them. The people, events, news, sports about Milford matters.

Julie Freer is the content editor and excited about leading our new products for Milford. She's a 20 year Milford resident, proud parent of two young children and community volunteer. You'll see her at local events, schools and all around town.

Your new hometown newspaper will be in your mailbox on the second Thursday of the month, and joins The Spinal Column's three existing editions – Highland; White Lake; and Commerce-Walled Lake-Wixom.

We look forward to bringing you exceptional coverage of the things that matter to you. You'll get content you can't find anywhere else – hyper-local coverage about your newly-elected village council member and the crossing guard that's helped our children get to school safely for 20 years, the new tools your fire department will use to keep our community safe, and information you will only learn about in The Spinal Column.

We work for you. Our mission is to provide a print and digital publication that informs, entertains and connects us as a community. To make your newspaper viable long term, it's important to shop the stores and businesses that advertise in your Milford edition – they make your community newspaper possible. Tell them thank you.

Contact Julie at the Spinal Column office at (248) 360-7355 or e-mail her at juliefreer@scnmail.com. You can also post your comments on any story on our website at www.spinalcolumnonline.com

Testimonial:

Kim Root, Director of Communications,
Milford/Huron Valley School District



Testimonial:

***Genise Horseley,
Owner***

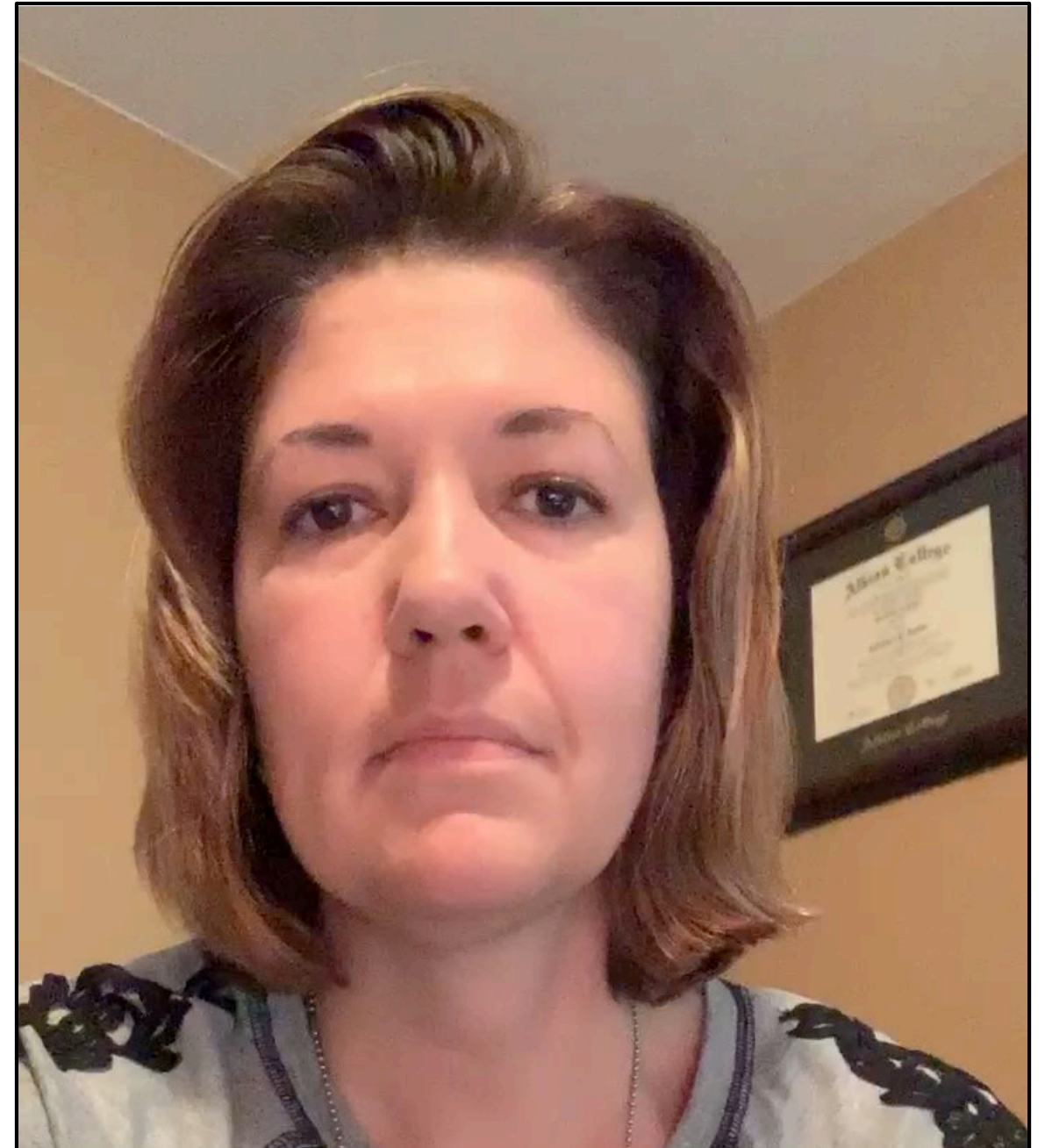
**Tenacity &
Clothing Cove Fashions,
Milford**

Tenacity
Milford, MI

The Clothing Cove



Julie Freer,
Milford Content Editor
1 year perspective



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Thank you.

For more information or questions, contact:

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Lakefront
L I F E S T Y L E S
M A G A Z I N E

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