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# Ten Years



**T**o an adult, it's just another decade. To a ten-year-old, it's a lifetime. As *Times of the Islands* celebrates its tenth year in print, I want to celebrate as though it has reached maturity, but I must remember that, in reality, our magazine is merely reaching adolescence.

When I launched *Times of the Islands*, my main intention was to provide Barrier Island residents, our visitors, and those who are curious about life along the Southwest Florida coast with a special experience. It was to be a magazine not only bearing superb, glossy reproduction, excellent editorial coverage, and stunning photography, but also reflecting the true character of the geography it purported to represent.

All evidence indicates that I've attained my goals. However, my vision would never have been realized had it not been for *Times of the Islands'* many contributors over the years—from highly talented editors and designers to dynamic and tireless sales associates. You can read more about them and the highlights of our journey in this issue's ten-year retrospective "No Magazine Is an Island," by William Ernest Waites.

Like any proud parent, let me boast about some of "my baby's" special traits since its birth: It was paramount that we never burdened the process with a full-time paid staff, but rather that we hand-picked the most talented freelance editors, photographers, writers, and designers available. Ten years later, I'm still convinced that resources should be geared more toward maximizing the final product's excellence and our readers' satisfaction and less toward administrative expenses.

Also, from its infancy, *Times of the Islands* has been produced using the most

up-to-date publishing technology, and we continue to upgrade as new technology becomes available. How else would we be able to communicate, organize, and print with as great efficiency and produce a world-class magazine every two months, even in the wake of a destructive hurricane? By the way, did you know that *Times of the Islands* was the first magazines in our region to have a Web site—[www.toti.com](http://www.toti.com) and [www.timesoftheislands.com](http://www.timesoftheislands.com)?

Now, a word about our advertisers: Many of them have been with us from our Premier Issue. Others have come and gone, and come back again, as usually happens in an ever-changing economy and business environment. For ten years, they, too, have praised our magazine's remarkable quality and its discerning readership. Time and again, our advertisers have directly tracked their success back to their advertising in *Times of the Islands*. This, in turn, speaks volumes about our subscribers and readers.

As a youngster, I used to collect issues of *National Geographic*. I wanted our readers to do the same with *Times of the Islands*. When I hear from people who want to acquire a missing issue to complete their collection, I dare think we've succeeded beyond our expectations.

So, let me raise a toast to all of you—*Times of the Islands'* contributors, supporters, advertisers, and readers—for you have carried us to this important ten-year milestone. Now, like most youngsters, I can hardly wait for us to reach twenty-one.

*Friedrich Jaeger*

Friedrich N. Jaeger  
Publisher