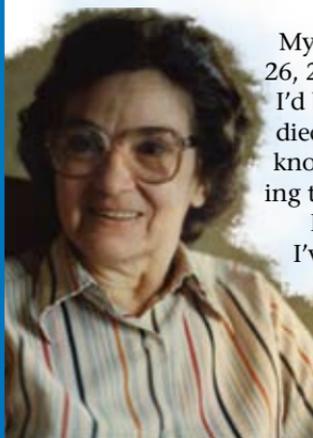


A Special Tribute

Wanda Mencer



My mom, Wanda Mencer, died this past week (March 26, 2008). I had the opportunity to tell my mom that I'd be celebrating a 10th Anniversary a week before she died. She laughed heartily and said, "Oh, really?!?" I know she was proud. And I'm pleased to be announcing the same—mixed feelings or not!

For you see, Mom is the very backbone of all that I've accomplished in the publishing world. In 1986 she came to Greene, NY to live and work with me. We shared a one-bedroom apartment/office and began a weekly publication, The Village Greene. It was a cross between my present publication and a weekly Bargaineer or Pennysaver. Neither of us had any idea what we were doing!

Considering that my first reaction to starting a paper was, "What? I don't even believe in advertising. I read that book, Subliminal Seduction!" The rest is history as they say.

I've been publishing since 1986! All the publications have been small operations. The weekly publication in Greene required an office person (mom) and help in preparing for mailing the 5200 copies each week. Later, a monthly magazine I helped to get off the ground, Small Pack Option (for field trialing beagles) was another 2 person operation. Then I moved to Havre de Grace and created the present publications.

Mom and I learned about design by saving every page layout that was created by a graphics firm the first few months of The Village Greene. We didn't have time for 'corrections.' So we'd clip letters and numbers from an old layout to correct a new one. Soon we had the first Apple Macintosh 512K and we learned to design ads and print out articles, creating our own layouts as we went along. Never did we realize that we were actually on the 'cutting edge' of publishing at the time. It was a couple years later when we realized what we had accomplished.

We had clip art books and learned all sorts of tricks to complete an issue. Each Monday we mailed it out. Each Tuesday we started the next issue. Amazingly (and rather surprisingly to us), we were successful.

We learned about 'advertising and marketing' from our own customers. And we learned about design from the readers who told us what they did – and didn't – like about the paper.

Each of the publications, of course, had graphic support and a printer. Add the many friends and businesses who supported the publications through advertising, distributing it everywhere, and assisting with delivery and you soon realize each of the publications has been a community business – in the true meaning of 'community.'

This 10th year anniversary is a tribute to my mom, Wanda Z. Mencer. (Don't ask about the 'Z'... she'd hate if I told you!) Her belief, encouragement, and support cannot be measured. Carrying heavy bags of mailings up and down stairs, staying up late to keep me motivated as I struggled to complete the next issue, encouraging me when I felt tired and frustrated, laughing over early morning coffee (with my sister Cheryl Ann) while we tried to create the perfect slogan for an ad we needed to complete that morning, and always believing that no one could do it better than her daughter, mom was the strength behind the scenes.

I love you, Mom. And.... Thank You. 🍷