

Wayne's note – A Labor of Love

By Wayne Parker



I would like to apologize to all of the faithful readers of our magazine, for the delay in getting this edition out to you. I could say that we did not receive all the articles we needed to publish or I could say that there were technical/computer woes but I want to be totally honest with you. Kat and I are both Canadians and what do Canadians do best besides being polite, we *PARTY!* Being the festive season, we went a little overboard this and it caused delays in the Winter Edition of The Magic Happens. We are back on track and other than a few real computer glitches we finally made it to the Internet.

Thank you all for your patience. We appreciate you very much.

Can you believe this, 2009. It seems like only yesterday, I was reading 1984 by George Orwell and could not image how life would be in 1984. Here it is some 25 years after that date and I still can not image what life holds for this New Year with the Magic Happens. Any new ideas or suggestions that we can move forward with from you the readers?

Last year was one incredible year for you readers. The articles that were submitted simply blew me away. The articles have caught a lot of people's eyes as there is now an average of over 100,000 readers each month and Google has given us a PR3 ranking which for those not in the know, *is pretty darn good!*

Our feature this month is *New Beginnings*. Simply put, a brand new adventure, something all together different, a change in our lives, unexpected stuff to deal with that challenge us to the max each and every day of our path. Please enjoy the articles from all, as they are wonderful.

I am really not sure how much you readers know about what it takes to publish this magazine, so I wanted to give you a quick picture and I mean quick, of some of the goings on here in control central.

- *Talk to people each day to establish a connection and see if they would submit an article for the magazine.
- *Establish a theme and ensure all information is sent out in a timely manner to everyone one on our list of friends.
- *Get a pleasing photograph for main page and header. Edit photo and set up for all sizes of graphics and advertising.

- *Pre set all pages CSS, design, colors, layout and sizing.
- *Each team member personally writes their articles.
- *Mary K receives all articles, edits them and rechecks and sends to Kat or myself.
- *After all are received, they are placed in PDF format, pictures added when necessary,
- *Portions of articles and pictures placed on main magazine page.
- *Advertising set in place.
- *Classified setup up
- *Make sure store is set up.
- *Get design for next editions cover.
- *Add all appropriate links where necessary.
- *Test and retest all links.
- *Load all the files up to the server.
- *Test and retest again by the team.
- *Archive last edition, set new links.
- *Release magazine.
- *Change banners on all communities to reflect new one.

Whoa, that is a quick glance at what we do here behind the scenes of this Magazine.

*Come midnight on the release day, sit back, relax and get a large glass of wine. *LOL*

This is just a quick overview of the basics. There are literally hundreds of other little details to have the magazine go live each edition.

I hope you can see why we have always called this *our labor of love to all of you.*

Donations to this labor love have dropped off and therefore the team has made a decision that we will be going to a paid format sometime in the near future.

We do hope that you will continue to learn and grow with all of us. Your emails and phone calls have been very valuable in our creations. You all are very very very much appreciated.

Until the Spring Edition, always be your most amazing creation in everything you do.

Peace and Love

Wayne