

***RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)
invites you to attend its meeting, on Wednesday, Jan. 30, 2013.
First Presbyterian Church, Lafayette Pl., Greenwich.***

JACK AND JONATHON MOFFLY

REGIONAL PUBLISHING IN THE DIGITAL AGE



All that is solid melts into air. In the American economy, the only constancy is change. Gone are the American stalwarts such as Pan American Airlines and American Motors; and, only yesterday, no more Twinkies. The electronic age has been particularly brutal on the print media. Life and Look are gone and now so is Newsweek. Migration of advertising revenue to the internet gains strength. People's attention span is shorter, and print media needs to find new business models to remain relevant.

In the face of all of this, Moffly Media continues to grow from strength to strength. Jack Moffly and his son Jonathan will explain how Moffly Media, with a combination of good business sense and panache steers a steady course of growth, while building a sense of community among its readers. Doing well by doing good.

On retiring from a thirty-year career in advertising, Jack and his wife Donna acquired Greenwich magazine, which they developed from a modestly-sized black and white publication with limited circulation to a four-color monthly with a paid circulation of over 10,000. In 1997, their son Jonathan, now President of Moffly Media, came on board, leading Moffly Media's expansion into new markets in Fairfield County's Gold Coast, adding: Westport, New Canaan-Darien, Stamford, Fairfield Living and the quarterly home design magazine atHome.

Jack Moffly served on RTM District 5, and the Downtown Planning Committee; on the boards of the Chamber of Commerce and the Boys & Girls Club, and was Chairman of the United Way. He currently is on the Board of GEMS, and Friends of Nathaniel Witherell. Jonathan Moffly currently is on the Board of Directors of Kids in Crisis, the United Way of Greenwich, and the Fairfield County Community foundation. Jack and Donna live in the same house in riverside they purchased in 1963; Jonathan lives in Weston with his wife Elena, and five children, ages 2 to 16.

RMA meetings are free and open to the public; no reservations are required. Please plan to arrive around 10:30 for our social break (coffee and cake), followed by our speaker at 10:45. Meetings are held at the First Presbyterian Church in Greenwich. For additional information, call Bernard Schneider, 203-698-2558; bgsesq@gmail.com.