

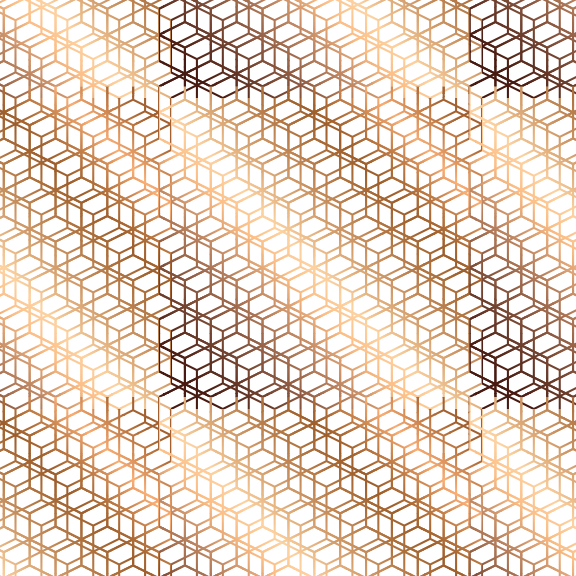
HARBOR HOUSE PUBLISHERS 

CUSTOM | PRINT | DIGITAL | MOBILE

50

things you may not know about
Harbor House Publishers

1969-2019



Harbor House Publishers was
named after Harbor Island,
Michigan, where the founder
lived in Northern Michigan.



Great Lakes/Seaway Review
is an outgrowth of the 10th
anniversary of the St. Lawrence
Seaway in 1969, a celebration
the company managed for its
client, the Saint Lawrence Seaway
Development Corporation.



Seaway Review's original
tagline remains true today:
“The Voice of the Great Lakes.”



Harbor House Publishers
began as an advertising agency,
LesStrang Advertising Associates,
in Ann Arbor in the 1950s.



We moved our headquarters to
Boyne City, Michigan in 1984.



Publisher Michelle Cortright
worked with her father,
Jacques LesStrang, before
purchasing the business in 1987.



When Harbor House Publishers
was founded in 1969, *Seaway
Review* was its only publication.



Our Publisher,
Michelle Cortright,
has been involved with
Great Lakes/Seaway Review,
our flagship publication,
all 50 years.



Our Boyne City office has been expanded several times, with a second story added in 1987 and an addition toward the Boyne River in 2000.



We have a time capsule at
the office that is scheduled
to be opened in 2050.



Working with ports on profiles
led to working with chambers
of commerce and economic
development corporations.



Today we produce more than
70 publications each year.



From Boyne City, we partner
with colleagues in the
eight Great Lakes states and
two Canadian provinces.



Over the years, technological changes have included:
Xerox copier, facsimile
drum, computers, digital
and mobile publications.



We value business relationships
that have lasted for decades.



We recognize there is competition
for business and know there is
more than enough to go around.



We value diversity and know
you can disagree without
being disagreeable.



We believe in building meaningful,
long-term relationships, part
of why we love what we do.



Only 36 percent of businesses make it to their 10th anniversary, only 21 percent make it to 20 years, according to the U.S. Bureau of Labor Statistics.



Standard Operating Procedure:
Turn obstacles into opportunities.



The publishing industry has
changed more in the last
decade than in the previous
100 years. We thrive because
we embrace those changes.



We appreciate the friendliness
of the Midwest.



We are a dog-friendly workplace.
Our four-legged visitors know
where the treats are hidden.



We're not only dog-friendly, we
nearly stop the presses when
our four-legged friends visit.



Our team is based in Boyne City,
and includes staff in communities
throughout Michigan.



Our print, digital and
mobile publications promote
commerce and tourism
throughout the Midwest.



We love Michigan, the Midwest
and the Great Lakes!



Our favorite local event is the Fourth of July parade, when we gather in front of our building to participate in the festivities.



The Boyne River, which flows
by our office, inspires us as
we create custom products.



We thrive on change, new ideas
and exceeding client expectations.



We consider ourselves
fortunate to live and work
in Northern Michigan.



Our Publisher is involved in
many community organizations.



We deeply appreciate all current
and former Harbor House staff
members. Their contributions
have brought us to today.



Publishing is a team effort,
where every staff member's
contribution is vital.



We have weathered several
economic downturns by staying
focused on what we do well.



Digital views of our products
are tracked globally, with
extensive outreach worldwide.



We have fun at work, which
includes flying animals and
noisemakers from our toy box.



We enjoy meeting in person
and brainstorming new ideas.



For a coworker's 40th birthday,
we took public transit to
the Senior Center for lunch
to celebrate as a gag.



When you walk by our office,
check out our windows. We often
cover them with giant photos
when celebrating special birthdays.



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Special birthdays include cakes
with sponges inside and frosting
of Sponge Bob Square Pants.



Another birthday found a
carrot cake with full carrots
inside. We ate it anyway.



We love it when people drop
off cookies! (Hint. Hint.)



We have a dream of installing
a zip line across the Boyne
River to connect our office
with Old City Park.



One Christmas, we bought
our Publisher a military
training manikin. He/she has
been used for many gags.



For a Super Hero contest, we dressed our manikin as Wonder Woman. We were devastated when she was stolen and later to be found miles away—headless. His/her next outing: the Headless Horseman.



We live for deadlines!



When a print publication
is delivered, we savor the
smell of printers' ink.

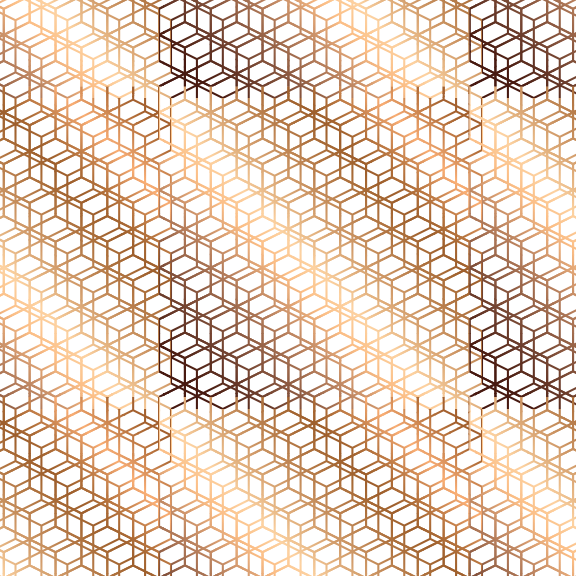


Thank you for being a part
of the journey with us.



We can't wait to see what's next!





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