



LETTER FROM THE EDITOR

The Challenges of Building HOME

I was invited this summer to Salzburg Academy on Media and Global change as a guest scholar to speak about my experiences – and especially challenges – as a media entrepreneur. So, in addition to enjoying this exceptionally beautiful, rather bewitching city, I valued the task of putting my thoughts on paper. When I considered the challenges, they were surprisingly countless. I had expected long-working hours and sleepless nights; those come as part of the package in any entrepreneurial work and more so in publishing. But others were not really what I had signed up for when I had dreamt of HOME!

In charge of both editorial and business development, the challenges on all sides were plenty. I needed to form a dedicated team with a positive spirit, to create an organizational culture of hard work and a commitment to excellence. It would be a small team; one the operation can afford. Enthusiastic fresh graduates with limited experience needed guidance, while we were simultaneously developing systems and workflow.

While working to shape and create our magazine, we needed to generate income to sustain the operation. Within the limitations of our small country in the middle of geopolitical problems and a volatile market, I went to my first client with similar sentences as, “I have a dream,” while having nothing in hand, nothing to show, no previous issues of HOME Magazine, it was going to be the first!

Now that readers have been growing significantly and HOME Magazine is established, and we are at our fourth year; Yet, I still deal with accounting work, cash flow problems and the inevitable legal aspect in a country with no consideration for social

enterprises and impact. You pay VAT before you cash the money. You send an invoice and receive payment six months later, etc etc . In the meantime, you have to sustain your business.

In dealing with clients and agencies, you meet all types. I met some juniors that they don't even have the authority to forward a message. I met people who brag about all they will do, all their revolutionary self and show no action. Then I have met more senior management and arrogant CEOs on ego trips. And haven't even begun describing the unprofessional, who lack honesty and business ethics – the unfair negotiators, lazy workers, the corrupt, the overindulged, the superficial, the spoiled, the cheap,... you name it! And there are those who would rather back any initiative just because it is coming from a specific affiliation, backed up by a certain political figure whom they wish to please or in other cases are afraid not to. As an independent enterprise, we do not fit their agendas.

Fortunately, in this business circle I met more and more people, I wanted to adopt as family! throughout this struggle I have met beautiful souls, some would dream with me, resourceful, inspiring, insightful people, analytical, exceptional by all means with high sensitivity for accomplishments and an eye for what they called qualitative.

Soon I came to peace with all of this when I learned how difficult it is for all of us to flourish in such a tiny uncertain market.

It is worth noting that I also had personal challenges. Although I have an innate eagerness to learn and improve, I saw that I had to work a lot on myself, actively searching for information, for know-how in a field I don't come from. I also had to cope with changes of dynamics within my couple, with my daughters, finding ways of being present for them with my long hours at work, and even managing my own energy level was a defiance.

Joy
Then came the fun.

Through the door of HOME, I have met the most amazing change agents, dreamers and doers. I thank life for giving me a microphone for sharing their ideas and

experiences. When their words resonate with me, you will see it in a pullout quote. That's where I try to capture their essence in truthful words of wisdom that are here to stay.

I am so grateful for all these people who open their souls to me and the team in a matter of minutes. They talk about their lives, their pride, their own challenges, about Lebanon, about HOME and their eyes sparkle with pain and joy. We don't just curate content; we meet the people we write about, the old way, looking at their eyes and understanding their body language, and sharing them with our readers. They come from all walks of life, each with his or her unique character and talent, achievements and successes.

Most of the time, our subjects become friends, if they weren't already. They join HOME platform and share in our discussions.

Questioning

Being away from my family, from my friends, from my relatives, from many activities, circles, conferences, committees and boards I enjoy, simply because I did not have time anymore, people ask me:

-“Did you expect it to be easy?”

My answer: Is anything worth doing easy?

-“Wouldn't you rather do something more lucrative, especially with all these budget cuts in your business?”

My answer: If business is what I was doing, then yes.

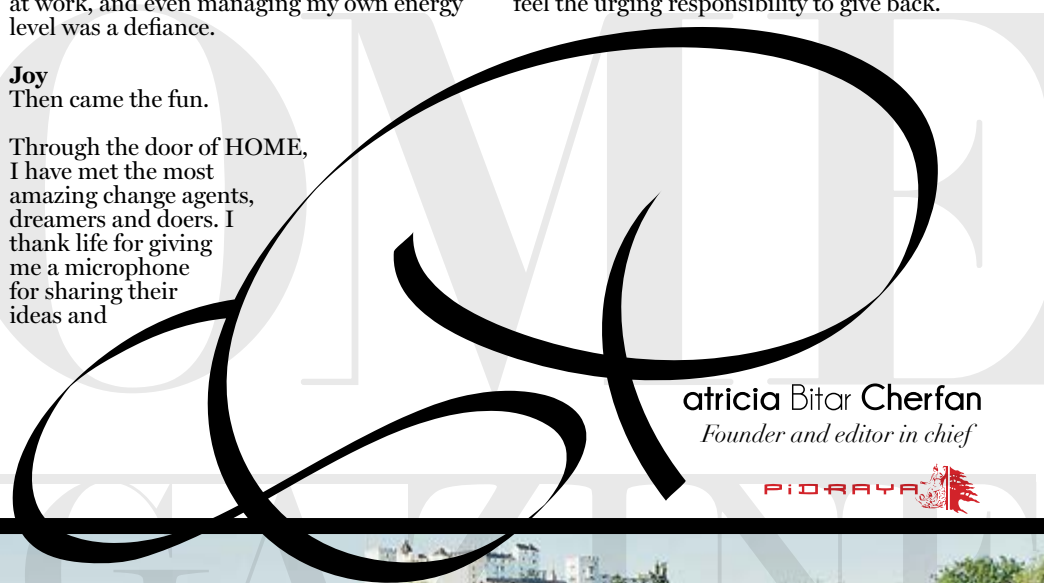
-“Your nightmare?”

My answer: You haven't worked until you have worked in sales.

=“What drives you?”

My Answer: Apart from my passion for Lebanon and social positive change, my fear of failure.

When you have been abundantly given, you feel the urging responsibility to give back.



Patricia Bitar Cherfan
Founder and editor in chief



HOMIE

THE SOUL OF LEBANON

THE BRAND MASTER
**ALEXIS
NASARD**

FEATURED FAMILY
THE OSSEIRANS

FROM LOS ANGELES
**JOANNA
NACHEF**
1ST MAESTRA
OF THE MIDDLE EAST

ADA
ABOU FARHAT
ACTRESS OF DEFIANCE & ARTISTRY

AMBASSADOR
EDWARD GABRIEL
AMERICAN TASK FORCE FOR LEBANON PRESIDENT
AT THE FOREFRONT OF DIPLOMACY

IDRAAC'S
LABOR OF LOVE
FOR MENTAL HEALTH

HOME

MAGAZINE

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**FOR A
 BRIGHT
 LEBANON
 & LEBANESE
 OF THE WORLD**



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