



Member spotlight – N2 Publishing



Lori Jensen, publisher of *The Community* and *Turning Neighborhoods into Communities*

do well in these neighborhoods. “We offer print advertising, digital remarketing, website design and enriched SEO. We build small business relationships and connect business owners with our residents on a personal level. Our monthly Business Spotlight Articles introduce our partners personally into the neighborhood and tell their story.”

Another unique aspect of Jensen’s business is her event program. Prior to COVID-19, *The Community* had an extensive event program, hosting restaurant reviews, happy hour specials, neighborhood events, fundraisers and unique events hosted by business partners. Business owners have always been invited to attend and be personally introduced to the residents. The pandemic has forced changes, but Jensen has found ways to continue capitalizing on social opportunities. Modifications have been made to host outdoor events, plan zoom meetings and organize smaller events. The program may look different this year but the community has adapted and thrived, she said. Filming “Facebook Live” events and creating “Mini Movies” for social media on behalf of clients has helped businesses stay connected to residents.

These publications sit on coffee tables and countertops; they are read, reread, shared and cherished. Families order extra copies and request the digital link to share with friends and family when they’re featured. Businesses who advertise in N2 Publications are essentially invited into the homes of their ideal clients to share their message. The publication becomes a reference for finding trustworthy businesses and is used as a personal business guide, notes Jensen.

With the pandemic, families are spending more time at home and value these publications and positive messages even more. Jensen believes, “Our tales of good in the neighborhood are priceless. Telling stories of philanthropy, featuring young athletes and senior citizens, sharing recipes and highlighting families are just the beginning. Whether we are featuring someone’s precious pet or shining the light on an extraordinary business, we are building relationships, and it feels good.”

To learn more about N2 Publishing, visit <https://n2pub.com/locations/the-community-98cc/>.

N2 Publishing is a national company with a local presence here in Green Bay, helping residents in affluent neighborhoods connect with each other and with the best businesses in the area.

Publisher Lori Jensen and N2 Publishing’s goal is two-fold; to turn neighborhoods into communities and help businesses connect with their ideal clients on a personal level. In Greater Green Bay, Thornberry Creek, Indian Trails and Ledgeview are N2 neighborhoods serving area businesses.

The high-quality, monthly publication features stories directly from the residents living in Thornberry Creek and Indian Trails.

“We share stories about their lives, spotlighting their kids, pets and events,” Jensen explains. “We know the residents

read our publications because they continue to submit stories, recommend neighbors and refer businesses they want to see in the publication.”

Families living in these neighborhoods receive the publication free of charge. It is their opportunity to share stories about themselves and their families and read about their neighbors and their community. The publication bring people together by uncovering common ground and building trust. Business partners who advertise are viewed as supporters and not just solicitors.

As a franchise owner, Jensen is always looking for businesses that are a good fit for her residents. Many of her business partners rely on word of mouth to promote their services. Businesses with a good reputation and owners who value referrals

CHAMBER EVENTS AT A GLANCE

Tuesday, Jan. 19, 7:30 a.m.

Current Young Professionals Workshop: Bias is a Four-Letter Word – From Awareness to Action
Free for Current Young Professionals members; \$60 for others

The reality is that we all have bias despite its invisibility to the plain eye. The good news is that there are ways to counterbalance and disrupt bias on a personal and social level, procedural and systems level, and eventually on a structural level. A crucial first step in creating diverse and inclusive workplaces start with the elimination of bias from our vocabulary, actions, and decisions.

Wednesday, Jan. 20, 9:30 a.m.

Virtual Coffee Break with Wipfli, hosted by the Urban Hub – Preparing For Funding, Getting My Books In Order

SEE AD IN THIS SPREAD

Tuesday, Jan. 26, 8 to 9 a.m.

Virtual Workshop – Social Media for Business 2.0: It “Ads” Up on Social Media Advertising

What’s the most effective way to get noticed by your target audience on social media? Advertising! Learn a brief overview of social media advertising platforms, types of ads and getting your message in front of your specific audiences.

Tuesday, Feb. 2, 7:30 to 9 a.m.

Virtual Power Networking Breakfast
FREE for members

Showcase your products/services/company to small and large business peers in this round-robin networking opportunity.

**Learn more about all events
at events.gretergbc.org**