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The more things change, the more they stay the same

August 28, 2014 - Spotlights

Hello, Karen Dowell here! I have been the publisher of the New England Real Estate Journal's Billboard section for the past 33 years. Cindy Swider has been the exclusive Billboard artist for 26+ years.

Welcome to the biggest NEREJ Billboard spotlight we have ever published.

Roland Hopkins, founder of the New England Real Estate Journal started the Billboard section 50 years ago. His idea was to place your buildings signage on the biggest commercial "Billboard" on the highway and be seen by the largest Commercial/Industrial audience ever. And yes, 50 years ago the same advertisers through generations still appear. Rene Poyant...yes he is still on the front page of 2014 Billboard along with Jordan Rittenberg. Hi Jordan. Others were Bernice Abramson, Star Realty...precious. How about Jim Mathews of Blackstone Realty and Golf.

Fifty years later (same Billboard, but now on recycled paper) we have kept up with all the new bells and whistles. The Billboard can now be viewed 24/7 on the most successful online digital edition www.nerej.com free, no passwords for anyone...This now includes a direct link to your web site or email address from your ad. Your prospect doesn't even have to pick up the phone to get in touch with you!!! Amazing!

Many of my Journal friends through the years, like Marlene Aron, John Parsons, Steve Desisto, Nancy Wluka...so many more.... can remember driving to meet me with their Polaroid photos of their property or me with my Kodak instamatic to take a picture of the properties on a press day to be included in that nights paper.... of course after a quick cup of coffee to chat for a bit.

Ah! Progress....well we now have iPhones, laptops, email, texting, digital cameras, Facebook, Twitter, and YouTube... Besides our NEREJ website, the Journal also has our new NEREJ Cocktails & Conversation Networking Events. A NEREJRadio show podcast and our own YouTube channel.

In my 33 years as publisher, my favorite thing about the Billboard is seeing all the properties we helped promote and reading their success of the sold/leased properties in our headlines weekly!.... Don't worry if you forgot your charger or don't have a power supply the Billboard is always fully charged with the best the commercial real estate industry has to offer!

Good Health and Happiness..

Karen Dowell, senior VP and Billboard publisher of the New England Real Estate Journal, Norwell, Mass.

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