

# The Customers Always Write

How to Thrive in Custom Publishing

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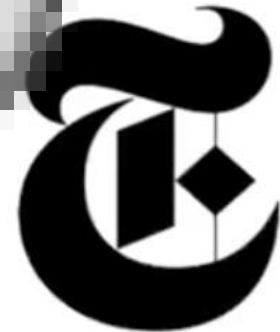
# NY Times Buys Digital Marketing Company HelloSociety

By Chris O'Shea on Mar. 14, 2016 - 11:15 AM

The New York Times is hoping to expand its social media with the acquisition of HelloSociety, a digital marketing agency specializes in “social influencers” — people who are popular on sites like YouTube and Vine but not in real life.

As a result of the all-cash deal, HelloSociety will be integrated into the Times’ branded content agency, T Brand

HelloSociety



Get FishbowlNY delivered

Email address

Send an anonymous tip

Describe your tip

An award  
that will  
your career

Entry deadline: Feb

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GENESIS

IN 1989, ARC'TERYX STARTED OUT IN A CLIMBER'S BASEMENT.

**“YOU’RE BUILDING A  
SUPPORT NETWORK TO HELP  
YOU BE BETTER, AND YOU’RE  
EMPOWERING THE PEOPLE  
WHO WORK FOR YOU.”**

—KEVIN WALL

For the 2016 grand opening of Barlow Trail, John Clark makes paella with Kevin Wall, who won the Calgary Chef Competition. Also pictured: fellow winner Chris Kaiser.

#### **A DIFFERENT KIND OF SUCCESS**

One thing I’ve learned is that you don’t just say to people, “What’s the problem? Fine, here’s the solution.” People have to get there themselves. For instance, right now we have a great sous-chef who struggles with leadership because he knows that if he does something himself, he’ll get it right the first time. So why let someone else do it?

We had a conversation, and he acknowledged that he was stuck on delegation. He needed to realize that every time you do something yourself, you’re robbing the people below you of a learning opportunity. What do you actually want of others in the long run? When you figure that out, do your actions line up with your words? That was an aha moment for him.

Does he catch himself in the moment? Not always. But afterward he’ll realize what he’s done and have the conversation that will clean it up. The humility it takes to do that helps you grow. There’s nothing greater than screwing up and having your people see it, then going back and saying, “Hey, I’ve been doing you a disservice. I’ve been holding the team back. If you see me do it again, give me a nudge.” You’re building a support network to help you be better, and you’re empowering the people who work for you.

You learn there are different kinds of success. There’s the success of people on top dragging people below them up the mountain. But when someone leaves the top, goes down to the bottom and cheers his people on as they climb, that’s a different kind of success. —KEVIN WALL



<sup>TO</sup>  
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+ DINE**  
**IN LA**

You want choice? LA's got it. Where to start?  
Here, 25 savvy Angelenos reveal their absolute  
favorite things to eat and drink.

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BY CHRIS GONZALEZ



**1 ANIMAL**

LOS ANGELES

"Get the Foie Gras Moco Loco (\$39) at Animal (435 N. Fairfax, Los Angeles). The combination of rice, beef, foie, and Spam—yes, Spam—is amazing! It's just so savory, spicy, and comforting."

—Giovanni Martinez (Mixologist, Brand Ambassador for Chivas Regal)

**2 UNION**

PASADENA

"I'm hopelessly addicted to the Porchetta (\$22) at Union (37 E. Union St., Pasadena). It's rich, complex, and full of flavor."

—Dakota Weiss (Chef, Estrella, Sweetfin Poke, Top Chef contestant)



**3 MEMORIAL COLISEUM**

LOS ANGELES

"USC football fans know them as Ghetto Dogs: bacon-wrapped hot dogs, smothered in grilled onions and peppers. These tailgate staples are made (and sold) on makeshift grills by enterprising locals (Memorial Coliseum, 3911 S. Figueroa, Los Angeles). They're not what you'd call gourmet, but the smell alone—sizzling bacon, onions, and peppers—says, 'You're in LA' to me."

—Bryan Bishop (Sidekick, The Adam Carolla Show)



**4 CONNIE & TED'S**

WEST HOLLYWOOD

"Go for the Mussels Marinara (\$18) at Connie & Ted's (8171 Santa Monica Blvd., West Hollywood) with a side of fries (\$6). Dump the fries into the remaining sauce and voila! The most satisfying mussels I've ever had."

—Robert Melton (Director of Operations, Vilo)

**5 BARREL & ASHES**

STUDIO CITY

"Hoe Cake (\$6) at Barrel & Ashes (11801 Ventura Blvd., Studio City) is hot cornmeal batter cooked in a cast-iron skillet, then drizzled with butter and maple syrup, and garnished with scallions and Maldon salt flakes. It's like polenta or grits, but on a different level. Simply amazing."

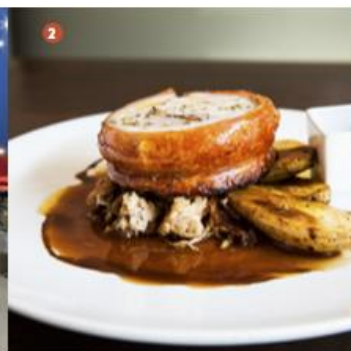
—Fabian Gallardo, (Executive Chef, Petty Cash)

**6 LUKSHON**

CULVER CITY

"Lukshon (3239 Helms Ave., Culver City) has quickly become one of my favorite restaurants. The standout is the Tea Leaf Salad (\$11). The mix of ingredients hits everything your mouth wants: soft, fatty, richness from the prawns; salty, funkiness from the tea leaves; crunch from the crispy lentils and nuts."

—Brent Berkowitz (Director of Operations, Innovative Dining Group)



**7 MUSSO & FRANK'S**

HOLLYWOOD

"When Manny makes you a Gibson at Musso & Frank's (6667 Hollywood Blvd., Hollywood) you'll swear it's the best martini you've ever had. I think it's simply because he makes it with love."

—Joanna Tiwald (Bartender, Sadie)



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