

## 9 questions with...Kyle Patterson

BuffaloChristian.com presents  
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Kyle Patterson

- 1) Why did you start THRiVE magazine in Buffalo? To serve the community of Buffalo with a positive source of media. I felt that Buffalo had gotten a bad reputation and we wanted to focus on what was positive and build on that momentum.
- 2) What has been your biggest challenge with doing a magazine? Deadlines are tough to hit while juggling ad sales, articles, artwork and photography and the editing process makes it a little hectic as we are getting ready to go to print.
- 3) What has been your biggest accomplishment with THRiVE so far? I would say expanding our distribution to retail sales at Wegmans and Barnes & Noble has helped because we are targeting a more mainstream market with our publication and this is a great step toward that end.
- 4) Talk about THRiVE Media Group; what is it, what does it offer people? Design services for businesses including logos, websites, ads, flyers, and brochures. We have met some great people who have donated their work to us; now with THRiVE! Media Group we are bundling all of our talents together and offering what you see with Thrive to the community.
- 5) How do people describe you as person? How do you describe yourself to others? Hopefully I reflect the character and nature of Christ to others. I guess you would have to ask them though. I describe myself as easygoing and fun loving.
- 6) How is Christianity doing in Western New York? What's the area's spiritual climate like? Getting better and growing. Churches are really coming together, but there is a lot of work to be done. Buffalo is beginning to turn around and it is encouraging. I think in another 20 years WNY will be a much different place than it is now for the better.
- 7) Your wife works with you on THRiVE. How is it working with your spouse? Our gift mix really compliments one another. I couldn't do it without her. She is gifted in sales and marketing where I am more gifted in creative work and big picture thinking.
- 8) If you had one wish for THRiVE right now, what would it be? Right now we are expanding our circulation to waiting rooms in doctor's offices, hair salons, dentist's offices, etc. This will greatly increase our readership and grow our magazine so we are hoping for success in this new marketing effort.
- 9) What do you like to do when you're not publishing a magazine? I love raising our young family, enjoying the outdoors, reading.

Check out THRiVE magazine's website by clicking [here](#).