MEDIA KIT

IT'S RIGHT THERE

Life Lessons from One Family's Quest to Visit All 50 States

By Rich Trombetta

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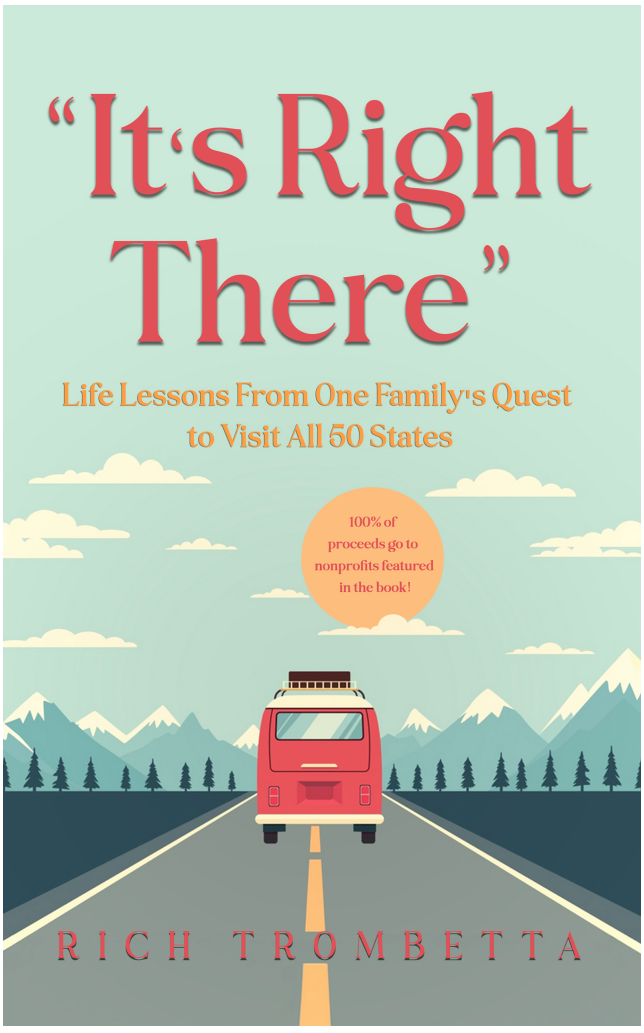
A family visited all 50 states looking for adventure. What they discovered was that the best parts of the journey were right in front of them all along.

IT'S RIGHT THERE is a funny, practical, and heartfelt challenge to the idea that meaningful family memories require expensive vacations, extraordinary destinations, or perfectly curated lives. **100% of book sales go to nonprofits featured in the book.**



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ABOUT THE BOOK

A 50-state quest. Countless parenting and family lessons.

Rich Trombetta and his wife, Janice, set a goal to visit all 50 states with their daughters, Sophie and Chelsea. What began as a family travel challenge became an unexpected master class in life lessons, parenting, and understanding what children truly value most.

Over 15 years, the family visited national parks, roadside attractions, state fairs, historic sites and countless places most travelers overlook. They earned Junior Ranger badges, took wrong turns, changed plans, discovered hidden gems and logged more than 20,000 miles together in rental cars.

But when the journey ended, the Trombetta family realized the moments their daughters cherished most were often the simplest and least expensive. The memories that endured had little to do with where they went and everything to do with being together.

Using personal stories, interviews, research, action items, and lessons learned across America, IT'S RIGHT THERE offers parents a practical roadmap for using travel to strengthen family connection without breaking the bank – or possibly spending no money at all.

The Big Idea

You don't need to go far, spend a fortune, or create a picture-perfect experience to give your children something meaningful. Much of what families are searching for is already "right there."

A Book Designed to Do Good

The Trombetta family decided to use the book to help others. All profits from book sales are designated to support five organizations, several of which are spotlighted in the book.

- Melba's Restaurant in New Orleans
- The Maui Humane Society
- The Voices of St. Augustine gospel choir in Memphis, Tennessee
- The All Fifty States Club
- Make-A-Wish Foundation

The charitable component reflects the same message at the center of It's Right There: experiences become more meaningful when they connect us to other people. Across the family's travels, some of the most memorable encounters involved communities, organizations, animals, and people whose stories became part of the journey.

Book Details

Title	It's Right There
Subtitle	Life Lessons From One Family's Quest to Visit All 50 States
Author	Rich Trombetta
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Why This Book and Why Now

We live in an Instagram-driven world that constantly tells parents they should be doing more, that bigger is better, and that enough is never enough.

Bigger vacations. Busier schedules. More activities. More experiences. More pictures proving that we're giving our children an amazing childhood.

And it's taking a toll. The pressure to create perfectly curated experiences has parents spending thousands of dollars and sometimes going into debt to take the vacation they believe their family should take.

It's Right There challenges that idea.

After 15 years of adventures across America visiting all 50 states, exploring national parks, roadside attractions, state fairs, historic sites, and countless places most travelers overlook, our family discovered something unexpected: the moments our daughters cherished most were often the simplest and least expensive. The memories that endured had little to do with where we went and everything to do with being together.

That's what this book is really about.

It's not a call to take bigger vacations or add something else to an already chaotic family calendar. It's a reminder to slow down, spend time together, try something new, laugh, explore, and create the kinds of connections and lifetime bonds that don't require an exotic destination - or even spending any money at all.

Because what our families need most may already be right there in front of us.

By the Numbers

- 50 states visited together as a family
- 15 years of family adventures
- 20,000+ miles logged together in rental cars
- 44 Junior Ranger badges earned by the family over 14 years
- 50 life lessons collected along the way

What Readers Will Find

- Practical ideas for low- and no-cost family adventures
- Stories from national parks, state fairs and quirky roadside America
- Ways to make travel more about connection than consumption
- Lessons on values, flexibility, mistakes, goals and family expectations
- Action items families can use to turn ideas into experiences

ABOUT THE AUTHOR

Rich Trombetta

Rich Trombetta is a writer, speaker, and management consultant. His first book, “Mustard Doesn't Go On Corn! - How respect, openness, and a simple process can lead to great ideas” has been used by companies to help create innovative work environments. His second book, “Siamese Sam and the Things He Will Eat” raised thousands of dollars for a literacy program in Massachusetts while involving elementary school children in the design process.

He lives in the Boston area with his wife, Janice; daughters, Sophie and Chelsea; and two mutts, Nellie and Maisy, who constantly remind him that simple things like a nice long walk are often life's most enjoyable moments.

Short Media Bio

Rich Trombetta is a Boston-area writer, speaker and management consultant whose family spent 15 years visiting all 50 states together. His new book, “It's Right There”, uses their adventures - and misadventures - to explore what actually creates lasting family memories and connection.

Headshot

https://www.richtrombetta.com/uploads/6/3/4/0/63404521/rich_trombetta.png

For Media, Events & Interviews

Rich is available for interviews, podcasts, articles, book events and conversations about family travel, parenting, low-cost adventures, visiting all 50 states, national parks, roadside America, family connection and the lessons families can learn from simply spending time together.

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MEDIA & INTERVIEWS

Conversation-Starters for TV, Radio, Podcasts & Print

- Why parents may be spending too much money trying to make their kids happy
- We visited all 50 states — and discovered we didn't need to
- What 20,000 miles in rental cars taught our family about raising kids
- Why the journey really can matter more than the destination
- How to create memorable family experiences for little or no money
- Why our family tried to keep vacations phone-free
- Why imperfect family vacations can be better than perfect ones
- The overlooked places that became some of our favorite adventures
- What our daughters remember now — and what they've forgotten
- 50 states, 50 life lessons: what America taught our family

Potential Story Angles

- Parenting: The pressure to manufacture extraordinary childhoods
- Travel: Why quirky, local and low-cost experiences can beat bucket-list trips
- Family: How shared adventures create rituals, stories and connection
- Money: Separating the cost of an experience from its value
- Digital life: What families gain when phones take a back seat
- Human interest: One family's accidental quest to experience all 50 states

Ready-to-Use Interview Questions

- How did visiting all 50 states become a family goal?
- Where did the phrase “It's right there” come from?
- What surprised you most after completing the 50-state quest?
- What did your daughters remember that surprised you?
- What did your family learn about the relationship between money and memorable experiences?
- What are some of your favorite low-cost or free adventures?
- Why did your family try to limit phone use while traveling?
- What went wrong on your trips — and why did some of those moments become the best stories?
- What can a family do this weekend to put the book's ideas into practice?
- Why did you include research and action items alongside the family stories?
- What do you hope parents say or do differently after reading the book?