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# Quotes from Advertisers and Readers

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## What Our Advertisers think about Coast Observer

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*We at The Shed BBQ and Camp Journey's End have been advertising in the Observer since the day the restaurant opened. We have heard so many comments that folks heard about us from the magazine. We all realize that money is hard to come by and we all must be careful how we market our products. From our experience the Coast Observer is a winner.*

*More importantly tho is Cheli Strumila, the creator, editor, sales-woman, and every other aspect that puts the Observer on the stands once a month. Cheli has been a true friend of The Shed. She has bent over backward to help us get off the ground. We know from talking to other advertisers she has treated them equally as kind. Cheli cares about the Gulf Coast and promotes it with vigor.*

*We would highly recommend advertising in the Coast Observer and gaining a new friend for you and your business.*

**Linda Orrison**  
**The Shed BBQ Restaurant & Camp Journey's End**

*"Coast Observer is THE magazine to read to stay informed of what's happening on the Coast entertainment scene. Whether it be casino, nightclubs, area restaurants, community or band lisitngs, Coast Observer has got it covered."*

**Mary Cracchiolo**  
**Beau Rivage Casino & Resort, Public Relations Manager**

*I just wanted you to know that I have run many ads in this area with little or no response. Two days after your May issue came out, I got 2 calls from interested parties that had seen my ad in your publication. I was thrilled! Thank you so much! I am so glad I decided to advertise with you and am looking forward to continued success in the future.*

**Marcie Kearns Coordinator The Body Shop at Home**

*"The response was phenomenal from the issue "Chef's of the Coast." Being a new restaurant on the Coast, the exposure in the Coast Observer has been an incredible benefit."*

**Rob Stinson**  
**Owner, of the former Long Beach Lookout & now Salute**

*You are a wonderful asset to the Gulf Coasts Business Community. The articles you cover in the Observer shows you truly have your finger on the pulse of the entire Gulf Coast. You did a great job promoting us at Maisano's Fine Wine and Spirits. We look forward to doing business with you for years to come.*

**Jonathan, Ralph Maisano, & Staff**  
**Maisano's Fine Wine and Spirits**

*Having completed our 3<sup>rd</sup> month here in Ocean Springs. The Deck would like to thank The Coast Observer for the fantastic results we get from our ads. From the beginning it has been a pleasure dealing with Cheli, she has been very patient and goes way beyond the norm to make sure we are satisfied. She is a walking billboard always cross promoting all the businesses within her paper, it's like having a VIP membership. We would recommend any new or established business to take advantage of this wonderful publication. We have found it to hold a loyal following and is very cost effective. And to our Guest, the one's that drive our businesses, it's free. When you want to know what's going on in South Mississippi you grab for the Coast Observer.*

Thanks Cheli,  
**The Deck**

*I opened the Fountain Restaurant and bar from December 2004 until Katrina in 2005  
As a Food and Beverage person I had no compass as far as advertising went. I wasted a lot of money on advertising that brought me nothing in return. The only advertising that yielded results was the coast line*

*observer because of Cheli. Damn this sounds like an infomercial but it's not I promise you. Cheli promotes personally local bars and restaurants and brought me tons of business. A feces Ton of business (creative wording even if I do say so myself)*

*The only Advertising Money I ever spent that brought return in Revenue.*

*Cheli is a rock in the community.*

**Eoin Redmond**

**The Fountain ( 2004- Katrina)**

## **Coast Observer Readers and Local Artists**

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*"...just a short note to let you know how much we enjoy the Coast Observer. You are doing a very good job getting information out of local nightlife and community events. ...Once again, congratulations on a good job."*

**Stephen B. Richer, CTP**

**Executive Director, Gulf Coast Convention & Visitors Bureau**

*"I was on the coast with my husband on business and I picked up one of your Observers and couldn't believe how much I enjoyed the entertainment paper (which is so much more)...You have great poems, quotes, stories and entertainment in your paper. You are much better than many papers I've seen. I also have read many publications from Little Rock, Memphis, New Orleans and more and find yours the best..."*

**Barbre Jackson**

**Purvis, MS**

*"Recently, I picked up a copy at one of the casinos and find your publication to be most interesting and informative. Of particular interest was the centerfold calendar. Additionally, the list of Casino Tournaments and Casino Concerts are great for planned outings.*

*I have small Reunion Groups of Senior Citizens coming to the coast and would like to procure copies to hand out to our visitors as they arrive. It would be great reading, as they rest up from their travels and make plans for their entertainment and enjoyment."*

**Tom Barnes**

**Biloxi, MS**

*"I want to tell you how much I enjoy your little magazine and thank you for all the neat articles and poems, etc. I get many chuckles and sometimes a tear from reading the articles...I take the Good Times Tour bus to Biloxi often and always look to see if a new magazine has come out. I take it on the bus and enjoy reading it so much. My daughter, Sharon, is disabled and I enjoy taking her an issue, too. We both have a collection of your articles we want to keep and even make copies for other people sometimes. Thank You again and keep up the Great Work!!"*

**Ethel L. Otrom**

**Pensacola, FL**

*Cheli and her work with the Coast Observer: A woman with a vision of bringing entertainment, enlightenment and peaceful messages. She's given those of us who bust our butts playing music on the gulf coast a little gleam of limelight. Not to mention the opportunity to befriend a beautiful soul; Cheli Strumila.*

**Rochelle Harper**

**Rochelle Harper Band**

*"...I consider you to be the bible of the entertainment of the coast!! I wouldn't even consider what to do till I check the Coast Observer to see all my options!! Thank You for finally giving us a very fun and informative publication!! You have it all and show us all the fun we might be missing out on!!..."*

**Donna Lively**

**Biloxi, MS**

We could tell you how much everyone enjoys reading the Coast Observer, but we thought you might want to hear it directly from our advertisers and readers!! We would be happy to help you promote your business. For more information please contact us at:

Coast Observer

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