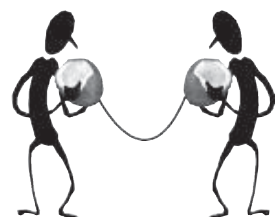


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Notice: We do not mail out
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It is available for free online at
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Editorial continued

to be consistent and keep
your company name con-
stantly in the public eye.

Remember when you were in
grade school and got a mul-

tiplication problem wrong
or, God forbid, a misspelled
word or grammatical error?
The teacher made you write
it 100 times. That is rep-
etition and it impacts your
memory.

It's the same principle with
advertising. You must see
an ad on a consistent basis
for it to "sink in."

Please Note:
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Editorial: Celebrating the 100th Issue of the Coconut Telegraph!

Thank you to our loyal ad-
vertisers! All intelligent and
successful businesspeople
know they must advertise.
We would not be here today
without having an affordable
newspaper that is around all
month. For less than the price
of one week in the weekly
papers here, you get 4 weeks
circulation from Homestead,
to Ocean Reef to Islamorada.
And free online issues at
www.theconchtelegraph.com
worldwide. Free archives too.

Here's an article on memory
loss and advertising we ran a 5
years ago. It bears repeating.

Patient - "Doctor, I can't re-
member anything! I forgot what
happened yesterday. I forgot
what my car looks like. I can't
even remember my own name."

Doctor - "How long have you
had this problem?"
Patient - "What problem?"



As we get older,
we start to forget things...

Do you ever remember the
face but can't find the name?

Walk in to a room and forget
what you were looking for?

Forget important dates?

Look everywhere for your
eye glasses when they are on
top of your head?

Its called the "tip-of-the-
tongue" phenomenon. One part
of your brain stores half the
information such as the mean-
ing of a word or the image
in one section and the actual
word or name in the other
side.

For reasons such as stress
or information overflow your
brain gets congested and the
communication does not go
through. Losing your train of
thought is very similar. You
are thinking too many things at
once. The brain cannot com-
pute and asks for a time out.
Thus is the case of memory
loss. It happens to all of us.

Here are the facts about
memory and advertising:

(1) As we age our memory
declines. Older people have
more disposable income
than young people. Older
people eat out a lot, they
shop, travel and read news-
papers. When people read
offline they tend to have
longer attention spans.
Internet reading is useful
for gathering quick info but
**people tend to pay more
attention to what they
read in print.**

(2) People forget what isn't
in front of them. If you
cancel an ad during a slow
period, you will lose your
momentum. It's like starting
from scratch. It is better

continued on page 3

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Florida Keys Quilters: Quilting for Charity

Recently, 5 members of
the Florida Keys Quilters
donated quilts to the over 50
residents of the Plantation
Key Convalescent Home.

The organization provides
hand made quilts to 9 differ-
ent charities, providing the
fabric, batting, skill and fun
of making a quilt for charity.
So many people have great
memories of their
grandmother's quilts or a
favorite childhood blanket,
our quilt give away reminds
them of those happy times.

The Florida Keys Quilters
have 94 members who enjoy
classes, charities and quilt
shows. Anyone interested in
learning to quilt or enjoying
company while quilting can join
them; they meet every Friday
starting at 10am at the Key
Largo Library for "Sit & Sew."



Martha Otto-Fitvdam of VNA/
Hospice of the Florida Keys is
seen here receiving quilts hand
made by the members of the
Florida Keys Quilters. Each quilt
has a card stating "One who is
sleeping under a quilt is sleeping
under love."

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