

Welcome back to beachblvd

Our new magazine couldn't have had a better premiere nor a warmer reception. Take a look at the pictures on pages 20 and 22 from our kick-off party at the Beau Rivage. This was as much a celebration of what is special about South Mississippi as it was a welcoming party for the Sun Herald's new magazine. What excites us most is that we heard back from you what we've been telling ourselves from the moment we began: This is more than a magazine. It is a proud declaration of our good fortune both in geography and in time. And it is a reminder that we are among friends, an expanding circle of friends, if we're reading the signs of new growth and new energy accurately. And we think we are.

All across South Mississippi, incredible stories of renewal are emerging. In this second issue, we share a few. From the Knechts' home overlooking Beach Boulevard in Pascagoula to the fabulous Blue Rose perched on Beach Boulevard in Pass Christian, these are glimpses of life on the Boulevard. Incidentally, the Blue Rose's re-emergence has symbolic meaning to me and my wife, Ann. We were engaged there. When you see what co-owners Herb Pursley and Philip LaGrange have done, you will marvel at their story.

In honor of Mother's Day, we bring you a fresh look at some of our favorite celebrities and their moms. And since this is the fun season, we want to take you inside fun places and events you might not have experienced from our angle. We'll give you a peek, for instance, at high-roller suites in some of our best casinos and invitation-only Mardi Gras parties. While these rooms may not fit your own decorating budget, they'll give you a pretty good idea of why our casinos' best customers come back for more. We'll continue to give you ideas for quick getaways and fantasy vacations. And to spark a little auto envy, how about Jamie Bates' cool picture of Island View's Rick Carter with his prized Friesian show horse and Lamborghini? I can see a frame around that one!

Enjoy this continuing celebration of our special place in the world. And know we're celebrating right along with you.

Welcome back to the Boulevard!



Ricky Mathews at the beachblvd launch party at the Beau Rivage