

Mascarandy Testimonials

To contact us email mike@mascarandymedia.com

“With a superb easy reading writing style, attention to detail and commitment to deadlines, Mike is the ideal author. His manuscripts are a pleasure to edit and he backs up his work by enthusiastically embracing the marketing and promotions activity. He’s a joy to work with and he’s also a really nice chap!” **Karl Waddicor, Publisher, Vertical Editions.**

“Being in the stadium environment, it is vital to both myself, Roy Rigby and the rest of the groundstaff to be able to keep in touch with what’s going on at other stadia both in this country and abroad as technology advances. Football & Stadium Management provides us with up to date stories on both pitches and stadium management techniques that in turn can help us that little bit in our day to day work.” **Lee Jackson, deputy head groundsman at Manchester City.**

“The dominance of supermarkets over the past thirty years has been driven by share prices and has resulted in our great nation of shopkeepers being thrown out with the bath water. Working with a real professional like Mike Appleton has been a breath of fresh air. We have a vast array of retailers and restaurants under one roof – or literally a number of conjoined roofs and they are avid readers of Market Trader. Our experience offers shoppers a choice and Mike's input in terms of quality editorial enables us to do what we do best. The contact has proven very worthwhile and the quality of his work is really very good. The traders at Bury Market are the salt of the earth; they are the heart and lungs of the operation. They subscribe to Market Trader because it is good honest product that's well written. And this simple recipe has made Market Trader hugely successful under Mike's careful control. He provides a successful, editorial style that keeps people in the loop yet leaves the tenants and daily licensed traders to do what they do best. And he does it very well. His role requires focus, forward thinking, honesty and an awful lot of hard graft to develop the brand, make step change improvements and keep the more than 1,150 markets in line with the modern retailing concepts, common agendas that act against discrimination by promoting equality of opportunity between people. On behalf of Bury Markets Management we recommend him highly.” **John G W Ayres, Markets and Business Services Manager for Bury Metro.**

“Football & Stadium Management is an essential read for anyone involved in the sports industry. As the largest provider of funding for the professional, non-league and grass roots game, the Football Foundation and Football Stadia Improvement Fund have found Football & Stadium Management an invaluable resource.” **Simon Taylor, communications manager, The Football Foundation.**

“We have been publishing Pro Hockey News for 6 years now. At times it can be a chore. A labor of love really. Or perhaps a labor of insanity because of the work required to keep the content coming in and the revenue coming in as the expenses increase and become more demanding as the economy grows progressively more dire. Load in that it takes dedicated efforts for the promise of future gain from writers, photographers, editors and columnists. What makes it all worthwhile and what gives me and the rest of the board of directors encouragement is the commitment made by the people who represent their local clubs and the game. While I monitor the site continuously I made note over the past

few days of the commitment of you three in particular. Why? I see the raw work and the edited finished product. Little difference really. It means our editors have little work to do giving them space and time to work elsewhere. It means to me personally a level of dedication to PHN I wish we had at every location. Your contributions in small way gives credence to the data that show Great Britain is the second leading nation in reading PHN's content. We may not say it enough but we thank you for the effort and appreciate it. But more importantly the readers appreciate it and their traffic to the site proves your value." **Louis J Lafrado, Publisher, Prohockeynews.com**

Tony Hand Autobiography:

"I have two words to say to any fan of British Ice Hockey... BUY IT. It makes interesting reading and is a must to have on your bookshelf. In the years to come when your children and grandchildren ask about how Ice Hockey evolved and devolved in the UK from the late 1980s until the mid 2000s you can hand them this book to read. I have read the autobiographies of many sportsmen and sportswoman; they can often be disappointing and tedious. This one isn't. I was gobsmacked to read on the backfly cover that this is the first book that Mike has written. Well done sir, let it be the first of many."

"I bought it the other week it's a good read. I bought it in Waterstones, guess how many copies of the book there was? One. I can understand footballers' books or Valentino Rossi's book having more copies on the shelf but one copy of the greatest ever Brit to play Hockey is a disgrace. Waterstones should be ashamed of themselves."

"Really surprised it's Mike's first book. Only just started it but it's brilliant, anymore in the pipeline? Very little reading of the kind for us British hockey fans, more would be brilliant, the only other one that springs to mind is Paul Thompson's book."

"To give credit to the author(s), it is a superb read - received a copy for Christmas. Also nice to see that the man himself has a very sharp sense of humour when it comes to fans making the running assist joke... have a look at what he wants for his epitaph..."

"I read it in three days! Not much to it really except as others have pointed out he is sharp and is truly a Hockey maestro! It's nice to see the actual toils and bothers of trying to coach and play and organise your team, what a guy! Especially nice I thought about his Edmonton draft etc. nice for him to be able to set the facts straight once and for all. Liked it Tony and Mike, well done! Next please."

"It's a good read - finished it a couple of days ago - lots of interesting insights into the way the game is run, wages and team selection as well as his career."

"Recommended reading!"

"A fantastic insight into a quarter century of the Brit game and what makes one of the sport's heroes tick. An interesting look in the locker rooms of the past, his beginnings at Murrayfield and the characters he played with. THAT offer from the Oilers and why it wasn't to be. First hand stories and memories of hockey legends past and present and some valuable opinions on the state of the game today and in which direction it should develop. All fans of Brit hockey should read this book, especially those with a real interest in how the sport is run here at local and national levels. Great also to hear of the thought

processes and emotions that coaches go through when assembling a squad, when things go wrong, and when things go well. He talks frankly about how Team GB has got it so wrong in the past and his thoughts on how the future should shape up. He's as frank with his opinion on wage caps and how they are worthless lip-service when clubs don't stick to their agreements, also import levels and how they're important to development but need to be sensible to ensure continuing quality of the on-ice product. Plenty to think about, and plenty to laugh about along the way. It held me engrossed for most of today!"

"Well worth buying. I'm on the verge of finishing it. Some interesting stuff in it about players' perspectives on the early days at the Nynex, current salary levels and players expectations when coming into this league. Also some funny tales about the raucous behaviour of life on the road and generally a very good read indeed. I've come away from it being thankful that we've got him on our team and confident that whatever decisions he may take will be for the good of our club. Thanks Mike and Tony."

"Personally, I thought it was excellent. It provides a splendid documentary snapshot of one the UK's greatest players. TBH, if someone doesn't want a tale told they won't talk about it, and it's not like there is acres of copy about hockey to research and dig it out. The alternative would have been to do an unauthorised biography, but again, how much is there to tell? Normally I cannot stand sports autobiogs, but this was pacy and interesting. And let's not forget there are a lot of years in the man yet - plenty of time for a more reflective vol 2 if he's so inclined."

"Good book by an awesome player."

"Five stars, excellent."

"I was really impressed."

"I'm about half-way through it at the moment and it is a cracking read, definitely well worth the money for any UK hockey fan (not just fans of the clubs that The Great Toe-Knee-Hand has been at)."

"Tony Hand's book is an excellent and very honest read."

"An excellent insight into the life of the UK's best hockey player."