



Dear Deb,

I am writing this letter to thank you for all of your support for Bayshore Home Health.

When I started as the Area Director for the Windsor Essex County branch, Bayshore was advertising everywhere and in every local publication. We were spending huge amounts of money and when we were looking for a return on our investment, we didn't see it. We track the origin of our inquiries for service and we found that calls were not coming as a result of all the advertising dollars we were spending.

Also, other publications were receiving their monthly payments and yet the only time I ever heard from any of them was at contract renewal time.

Biz X Magazine has a way of making me feel part of your advertisers all year round. Deb, you work hard at staying in touch, following up, and not just sending the monthly bill. You are out there not just trying to sell to new advertisers but also keeping in contact with your existing ones.

I have since decided that Bayshore Home Health will exclusively advertise in Biz X Magazine. We have had photos in the magazine when we have opened new ventures and I receive multiple comments in the community.

For these reasons, Deb, I say thank you and hope that your success continues. With your success, I am successful as well!

Yours truly,



Liz Daniel, Area Director