



March 31, 2015

For several years I've participated in the Town Planner calendars published in the northern suburbs of Chicago. This calendar has been a great way for me to get my name out there on a more local level rather than being seen as a distant merchant trying to steal business from more established local firms. I believe that I've attracted enough new customers from my ads in the calendars in the first 2 months of the year to cover my costs and put me in the green. This has been a consistent way for my business to year after year generate new clientele. I love how this tool is used by tens of thousands of my target market every day. I couldn't have thought up a better marketing plan myself if I tried. Great results and great branding.

Thanks for several very successful years as I'm looking forward to many more ahead of us.

A handwritten signature in blue ink, appearing to read "John Van Winkle".

John Van Winkle, CPA, APMA

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