



ILLINOIS BONE and JOINT INSTITUTE, LLC  
LAKE SHORE ORTHOPAEDICS

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Dear Barb & Rich,

We're looking forward to our third year on the Town Planner Calendars, and to expanding our number of communities from three to five.

Not everyone understands the principles of marketing... that people need to see your ad on a regular basis! We've chosen to continue with Town Planner because it's all about branding, and that's why the calendar is such a good fit for us.

I've recommended the calendar to the marketing staff at our other locations. We can't wait for the calendar to expand to additional communities, and will definitely be on next year.

Kristie Martinez, Marketing Manager  
Illinois Bone & Joint Institute, LLC  
Lakeshore Orthopaedics



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