

# Dr. Tonya Hylton-Sylvia, O.D., PC

## Powhatan Family Vision

1664 Anderson Hwy. / Suite B / Powhatan, Virginia 23139

Ph: (804) 897-3334 / Fax: (804) 897-3487

May 6, 2008

Mr. Roger Braswell  
Town Planner Community Calendar  
1795 South Creek One, Ste D523  
Powhatan, VA 23139

Dear Roger,

Within the first couple of weeks after the Town Planner came out, we started seeing results. Thank you for insisting that we include our picture in the ad because people in the community we'd known casually for years made comments like "Oh, you're the optometrist in the calendar". It was amazing to realize how many people had never associated us with our profession.

However, it wasn't until several months later that we realized how much that recognition was paying off. We kept seeing new patients in the office every week. To get a better idea of the number, we went back through our records and found that we'd added an average of sixty new patients every month for the first four months of 2008; a total of 240 so far this year! Our ad in the Town Planner is the only thing we did differently than in previous years and it paid for itself with in the first week.

We'd recommend the Town Planner to everyone trying to become better known throughout the community. You can count us in for 2009!



Sincerely,



Paul & Tonya Sylvia  
Powhatan Family Vision

**NEED NEW GLASSES?**



Dr. Tonya Hylton-Sylvia  
Optometrist  
Paul Sylvia, Optician



**POWHATAN FAMILY VISION**  
Wellness First Center  
1664 Anderson Hwy • Ste B  
804-897-3334

**START THE NEW YEAR SEEING CLEAR**



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Paul Sylvia, Optician



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**SUMMER'S COMING TIME FOR NEW SUNGLASSES**

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