



August 30, 2010

This year was Poor Boy's Riverside Inn's first year with Town Planner. I am pleased with the level of coupon redemptions and happy with the return on my investment. By year's end, my return will be over triple what my investment was.

I met Teresa for the first time last year when she met with me to show me the Town Planner calendar from another market and I fell in love with it. I was excited that Broussard/Youngsville would have its own calendar with local photography, local businesses' coupons, local events and holidays dear to the hearts of those who live here. The Town Planner calendar is utilized by a majority of residents in the area and its tag line "The Award-Winning Community Calendar" is an apt description.

Teresa knows her demographics and her advice is straight-forward. During the design and proofing process, she recommends changes based on sound advertising principles and market studies. She takes care of her business in a timely fashion making sure that the advertiser ends up with an ad that they can be proud of. She receives and distributes the calendar promptly enabling both business and resident to fully utilize all of its features. In short – she gets it right.

Elaine Alderman
Co-owner/Operator
Poor Boy's Riverside Inn
Serving fine Cajun cuisine since 1932!