

World Market

Dear DJ:

DJ Stubben was the best marketing tool and liaison between the Amarillo community and a new store opening I did for World Market in Amarillo! I affectionately called her my "mole" in the community based on her immense contacts and her ability to get the word out to all different demographics in Amarillo. DJ was able to quickly and effectively get our announcements out regarding our grand opening events.... She really proved herself with the successful results we achieved with our World Market grand opening events which were highly publicized by Welcome Pardner.

Kristen Lazzara

Grand Opening Event Planner

Walnut Creek, CA

925.250.6568

NEW HORIZONS COMPUTER, INC.

Dear DJ:

Thank you, for bringing Welcome Pardner into our lives!

We have tried TV, Radio, Print and Mail-outs (we did ourselves), we never even got any response until Welcome Pardner! We really appreciate what you've done for us.

Sincerely,

Heather D. Smith

Secretary/Treasure

New Horizons Computer, Inc.

CENTER CITY

Dear DJ Stubben:

Thank you for supporting Center City and contributing to the success of "A Night in Havana." We appreciate your willingness to become involved in the efforts that contribute to revitalizing downtown Amarillo. Your generosity helped make the night spectacular! Everyone had a wonderful time and you helped make that possible.

We appreciate your contribution and your involvement in the future of a vital, and prosperous downtown, a place where all

of Amarillo comes together.

Sincerely,

Richard Brown

President

Center City of Amarillo, Inc

Keller Williams Realty

Dear DJ:

You are my very own personal marketing angel! You are doing great!

Sincerely,

Teresa Franco

Realtor

Keller Williams Realty

Landshapers

Dear DJ:

Everything is great so far. I'm very excited for the future partnership. Thanks DJ.

Frankie Henthorn

Landshapers

Chop Chop Japanese Steakhouse

Dear DJ Stubben:

We are extremely blessed! Keep on steamrollin'! May God bless your business!

David

Chop Chop Japanese Steakhouse

Spellmann & Associates

Dear DJ:

We appreciate you and all you do for us!

Robin Allford

Sales

Spellmann & Associates

Socks for Soldiers

Dear DJ Stubben:

Just keep "spreading the word!"

Doug Miller

Socks for Soldiers

West Texas Tile Restoration

Dear DJ Stubben:

Unbelievable exposure! Continuous word of mouth advertising.

Heather McGowen

Co-Owner

West Texas Tile Restoration

Norlander's Original

Dear DJ:

Thank you DJ for your love and support!

Michael R. Norlander

Owner

Norlander's Original

The People's Federal Credit Union

Dear DJ Stubben:

Always a steady flow of people who see us do to Welcome Partner!

Ben Newcomb

Marketing Director

The People's Federal Credit Union

BOYS RANCH

Dear Ms Stubben:

The Cal Farley family wants to thank you for your continued support of our organization. Welcome Pardner! helps spread the word to families that may need our programs and give young people a second chance to succeed. Because of friends like you, our organization is able to provide a loving and nurturing environment where young boys and girls can make responsible choices in life and grow and mature into successful adults.

A great example of how our program helps children is Floyd Keese. Floyd, a senior, recently earned second place in bull riding at the high school Tri-State Finals Rodeo in Amarillo. His strong showing earned him, along with four other Boys Ranchers, a spot at the State Finals in Abilene. As a result of his riding skill, combined with a strong sense of desire and determination, Floyd won a well-deserved belt buckle in Abilene.

Thank you again for showing interest in our youth. Because of your support, girls and boys like Floyd are given the opportunity to explore their interests and make good decisions about what they want to do in life. Please stop by for a visit whenever you can. We would be honored to show you the many opportunities we offer our children.

Sincerely,

**John Arick
President and Chief Operating Officer**

AMARILLO POLICE DEPT., S.W.A.T.

I would like to take this opportunity to express our gratitude to Welcome Pardner in assisting us in winning the Proposition One Election. The election was about increasing the salary of Police Officers and Fire Fighters so we could retain and recruit quality public servants. In using Welcome Pardner the members of the Amarillo Police Officer's Association were able to contact thousands of voters. This was an effective and inexpensive way of reaching our voters and local businesses. It allowed us a convenient avenue and media to connect with the voting public in a positive way. Thank you Welcome Pardner in helping us succeed in this important political election. You offer an excellent service and we look forward to continued business with you.

Tim Williams

President - Amarillo Police Officer's Association

AMARILLO AREA ADULT LITERACY COUNCIL

Dear DJ:

Thank you so much for your generous donation of the variety of coupons offering free items for the Silent Auction at Lobsterfest 2000. This was very creative and beneficial to the Agency. The Amarillo Area Adult Literacy Council could not provide the service of one-on-one tutoring to our clients free of charge without the support of community leaders like yourself. We value your support and trust in our worthwhile efforts to eliminate the problem of illiteracy in Amarillo.

Again, thank you for your kindness and your interest in literacy. It is appreciated.

Sincerely,

**Elaine Basham
Executive Director**

THE AMARILLO SPEECH, HEARING, & LANGUAGE CENTER

Dear Ms. Stubben:

We enjoyed the presentation of our Coffee Break Award so very much. The food, Doodles, and your hospitality were overwhelming. Our month was greatly enhanced by the support we have received from the community.

It is so important to reach all persons with communication disorders and hearing problems in order to educate them and the community of the services that are available to them to achieve and social success.

Thank you for giving your time and talent in recognition of us and for helping make the Amarillo Speech, Hearing and Language Center a community tradition.

Gay Chalfant, MS.,CFY-SLP

BUREAU OF THE CENSUS

Dear Sir:

I wanted to be the first to tell you of the great response Welcome Pardner! has received after handing out the Census job buttons last week Everywhere we went,

people were asking questions like "How can i get on with the Census?" and "Is the Census a Welcome Pardner sponsor?" etc. We were so proud to be allowed to represent you at our Business of the Month, and

look forward to having you as our guest at the booth this weekend.

We will be setting up the Welcome Pardner booth at the Rex Baxter Building on the Tri-State Fairgrounds on Friday, March 3rd about 11:00 A.M. Our booth is number 5, just inside the main entrance. We invite you to join us at that time to allocate room for your handouts. The scheduled time for the Amarillo Expo Home & Garden Show is from 9AM to 6PM on Saturday and the same on Sunday. It's our understanding that you intend to have 2 people there on each day.

It is our pleasure to extend this opportunity to you and our other sponsors. We make an effort to give 150% in all that we do, and this is just one of those extra values we enjoy extending to other businesses, as we believe that helping other businesses helps the community, which is what Welcome Pardner is all about.

Please understand there is no charge for your participation in the Home & Garden Show. We have paid for the booth in order that you (and other's) can participate with us in welcoming folks to the expo. Everyone who shares the booth with us will be helping to promote all who is represented there. This means anyone at our booth will help hand out what you bring, and visa versa. Welcome Pardner has the tradition of helping other organizations to succeed. We look forward to seeing you there!

Very Truly,

Tamara Gafford
Office Manager

CAMILLE ST. MORTIZ, CH.

Dear...

Just a short note to let you know that my paper work has finally been done and the judgment is in. Hooray for Welcome Pardner! The evaluation broke down to just under 3 of every ten mailings resulted in a customer-paying customer. In larger numbers, say for 100 mailings Welcome Pardner results paid for the printing, mailing and a small profit above. That's' with follow-up after mail outs were received. On average, I'd say, in my particular business thats 7 out of 100 was the norm over and after at least six month's mailings.

I'd recommend, very highly using the Welcome Pardner advantage. When I discontinued for awhile my sales fell off and trying to find that hidden sales possibility was not only time consuming, but extremely frustrating. Thank you for absolving that situation for me.

My most conidial regards for you and yours. May the New Year find you with happiness, prosperity and good health--not necessarily in that order! Ha-

Sincerely,

Vail Oberski
Self-Image Products

CHURCH DEVELOPMENT FOUNDATION

Greetings Sister D.J.,

I want to thank you for your faithful support of all the work C.I.S. Foundation has been able to do during the past 5 years. In looking back, we are amazed at all the Lord has done with the continuing support of faithful people like you.

We are now entering a new era of building on past accomplishments and taking a longer view of future opportunities. Times have changed in the new Republic of Belarus. The economic and political situation has come a long way but it is still far from being stable. Our ministry is moving in new directions. Open evangelism in parks, streets and rented public buildings is becoming more difficult. But working in the churches and equipping church members presents special opportunities to expand the long term effectiveness of the Lord's work. We also have new opportunities to work with and evangelize the youth of Belarus in the youth camps.

In order to respond to these exciting challenges, we greatly need and strongly encourage your participation in and support for the 1997 activities of C.I.S. Foundation. Here are some critical needs we urge you to help us fill:

1. Caring Christians like you are needed as participants in our scheduled April & August evangelistic crusades in the host churches in Belarus.
2. Two large groups are needed in July to work in our summer programs in youth camps. One of our major goals is to establish a Christian Education Center in the largest youth camp in Belarus and install a permanent Belarussian chaplain at that camp; young people, parents, and workers with youth are needed for this important work.
3. Donations are needed for critical medical equipment and supplies for the Burn Ward of the General Hospital in Gomel.
4. The newly begun Baptist Women's Ministry needs financial support for full time leaders at a salary of \$125 a month for two years.
5. We have a continuing need for donations to purchase Bibles and to help fund new church construction.

We will be hoping and praying that you will seriously consider these important opportunities and make a personal response to one or more of the specific needs mentioned above. Please give me a call if you need or desire further information about any of these items or would like to indicate your commitment in response to them.

Sincerely in HIS service,

Bill Duncan
Executive Director

DUTCH GIRL CLEANERS

To Whom It may Concern:

I wish to state that the advertising my company has received from Welcome Pardner has had excellent results in new customer business.

Being new in the business, I tried several different methods of advertising for my company. I found very few to be as affective for new customers as this. I would recommend this company to anyone starting out a new business or trying to build an old one.

Sincerely,

Joyce Shollenbarger
Owner

JOEL RICHARDSON, RANDALL COUNTY SHERIFF

Dear DJ,

I wanted to write you a note to express my sincere appreciation of the support that you and you organization have given Randall County and the Sheriff's Office during this tax rollback ordeal. As always, your generosity is most gracious and it is a pleasure to work with you.

If I can ever be of any service to you, don't hesitate to call on me.

Respectfully,

Joel W. Richardson, Sheriff
Randall County

KGNC FM AMARILLO'S COUNTRY 97.9

Dear Business Owner,

KGNC Radio has recently developed a promotional relationship with the locally owned WELCOME PARDNER. The Business of the Month project, which is co-sponsored by KGNC Radio, is the latest project that we have teamed together in order to highlight area businesses. We believe this has been one way for our sales department to network with area business owners. Welcome Pardner is very involed in promoting community events and its sponsors. We are glad to be a part of this

partnership. KGNC Radio has also used the direct mail services from Welcome Pardner several times in the past and received a favorable amount of response from each of these mailings. We have always received the best customer service from owner, DJ Stubben. Please feel free to contact me in the event you have any questions concerning your advertising or marketing needs.

Sincerely, Doug Sullens

MEALS ON WHEELS OF AMARILLO

Dear DJ.,

Thank you for honoring Meals On Wheels as non -profit group for the month of June, 2000. Welcome Pardner hosts an unbeatable Coffee Break! The Meals On Wheels volunteers thoroughly enjoyed the scrumptious food, fun prizes, and the colorful personality of the emcee. Your humor delighted everyone. One volunteer stated, "They just went overboard and it was wonderful!" This celebration with your team of angels (and on chicken-angel) was certainly the highlight of our monthly! We also appreciate the lovely plaque commemorating this honor.

Please express our special gratitude to Chick-Fil-A, Luby'sSaladmaster,Lady'sSpa,TechtelCommunications, KVII-TV, and the many other sponsors who generously contributed to Friday's event. We will distribute the fantastic coupons to our 400 volunteers throughout this week and we appreciate your way of recognizing their service to the homebound elderly in Amarillo.

Nutrition is essential for our older neighbors to stay in their own homes, but the loving companionship from the volunteer drivers makes Meals On Wheels far more than just a food service. The following note expresses it well.

"I pray some day when you all get old and need a good meal that there will be a group as sweet as you to come by and say a few words of comfort."

-Edith, recipient of Meals On Wheels of Amarillo

From the bottom of our hearts, thank you for all you do to make Amarillo a closer and more caring community.

Sincerely,

Lora K. Arrlington
Executive Director

PARAMOUNT TERRACE CHRISTIAN CHURCH

Dear DJ.,

On behalf of the Senior Adults and Men's Ministry of Paramount Terrace Christian Church, we would like to thank you for all the coupons and certificates you contributed as door prizes for the Paramount Terrace Church Golf Tournament. We raised over \$2,700 towards the new kitchen and dining hall at El Porvenir Christian Camp. Your generosity will help many people enjoy the camp for many years to come. We appreciate your support and thoughtfulness.

Sincerely,

Lota Taylor
Adult Education Ministry Assistant

RANDALL COUNTY, CAROL AUTRY TAX ASSESSOR

Dear DJ:

Thank you so much for your investment in the campaign to ask people to return their refund to Randall County - designated or not. We have received about \$40,000 to date and about \$15,000 was designated to a specific department. Last Tuesday the commissioners accepted the first batch of refund checks and then budgeted them to the areas designated.

The tax office has received \$5,200 to date and it will be used to hire two part-time employees for the Amarillo tax office. AS soon as we get them hired and trained, they will allow us to reopen the lobby from 12-1 every day of the week. The additional advantage of this polan is that it takes a lot of pressure off the Canyon office since they were getting the Amarillo overflow during lunch when they only had on employee available for motor vehicle. This will take us through September 30 and hope the court will fund the tax office at lease at this level in the new budget year.

We would not have this news to report without people like you who campaigned hard for these refunds. The mailings you did at your own expense through Welcome Pardner! reached a lot of people, and we appreciate your support so very much.

You have been a great support to our office and on behalf of the tax office employees and the employees of the country a great big THANKS!!

Sincerely,

Carol Autry

TEXAS MEDICAL CREDENTIALING, INC.

Dear Ms. Stubben:

Just a note to let you know that our office is extremely pleased with the response we received by advertising in Medistat.

What we hoped to accomplish was just to generate a few phone calls of interest. What we received was numerous phone calls which lead to appointments, which lead to sales of our services.

Texas Medical Credentialing will be advertising again in Medistat. I would encourage all medical professionals to consider this form of advertising to reach others in their field. Potential advertisers should realize however, that this type pf clientele is very busy and they may not receive feedback from their advertisement initially. Medical professionals tend to hang onto their mail until they have a free moment to digest the information.

Thank you for the opportunity to advertise with Medistat!

Sincerely,

**Cathy Barnum
President**

TRAINING SOLUTIONS

Dear DJ.,

Once again Welcome Pardner has done it. Another successful mail out! We are moving into a new, larger facility for our expanding business and Welcome Pardner helped us get the word out quick. Hats off to you and your crew for making this wonderful method of reaching our customers possible. The business to business advertising enables us to reach a vast audience all at once. Thank you so much for helping us to spread the word about our growing company. We are looking forward to many more successful mailings.

Sincerely,

**Teresa Broseh
Office Manager/
Marketing Coordinator**

WALMART SUPERCENTER

Dear DJ.,

When i first came to Amarillo almost eight years ago, I must admit that i did not think that Welcome Pardner could do anything for me. As manager of Amarillo's largest businesses, I figured that my sales were a given, and that a coupon mail out would be a of little benefit. Yet, you

took the time to visits with me and to explain your program, letting me know that if there were ever a need, you and your business would be happy to assist in any way possible.

Over the years that we became friends, I watched you as you and Welcome Pardner became an inseparable part of the community. You were involved with the Chamber of Commerce. You showed a willingness to get involved and do things for the community with the Downtown Lion's Club. You have attended numerous events and donated countless hours of your time to make Amarillo a better place to live. Thank You!

When I became the director of the first superstore in Amarillo, you approached me again, telling me about your business, not in a hard sell sort of way, but just letting me know that if we ever needed help, you would be there. I passed it off lightly until about a year or so later when grocery sales were flat with the previous year the previous year's figures. People simply do not eat more in one year than they did the year before. That's when we began using Welcome Pardner. Almost immediately sales began to increase from their prior year's level. Market share increased markedly, even with two very aggressive competitors opening new stores in our market. I am convinced that the reason for our success lies with the strategy employed in mailing coupons to the households which have recently joined our community and are seeking a place to shop.

Personally, I would recommend Ms. DJ. Stubben and Welcome Pardner to anyone wishing to grow their business or to anyone who wishes to do business with someone who is honest, dependable, and community minded.

Sincerely,

John W. Laseter