

Date: March 6, 2010

From: Laurie Larsen: Co-Owner: the MarketPlace Catering

Kari & GonnaGetWed staff,

My husband and partner, Bob, and I have been in the food service industry for about 20 years and have been catering out of this new location for about 5 years. With the economy over the past few years, we honestly weren't sure if we were going to make it.

In the past 5 years we've spent thousands on newspaper and radio advertising and were extremely "skeptical" about spending any more money on advertising. After meeting Kari and her staff in person, I felt confident that we would be headed in the right direction.

Believe in yourself and in your product.....and then you have to tell people about it! The marketing combination of this website and bridal show exposure as well as regular customer contact and follow up has had amazing results on our business. At a time when many companies are downsizing or closing their doors, our catering is growing. Our catering sales went up 85% from 2008 to 2009. So far in 2010, we've booked over double the number of weddings compared to 2009. Our food quality has always been fantastic! Now we're "telling" people about it.

A mentor of mine once told me:

"People don't **care** how much you **know** - until they **know** how much you **care!**"

How will they ever know if you don't tell them? Constantly communicate with your brides. No matter what category of wedding vendor you are, these young couples (and of course their parents) need to know that you honestly care enough to make a difference in their 'special' day.....

God Bless you, Kari & the ladies at GonnaGetWed.com!

Laurie Larsen
the MarketPlace Catering