



Spring 2005

To Whom It May Concern:

Since acquiring our property in April of 2003, we have focused heavily on web marketing. The first step in this process was to develop a user-friendly, state-of-the-art web site. *Fortunately, we selected Longbotham Strategic Marketing as our firm to both develop and then market the site.*

The response has been overwhelmingly positive. *One well-respected public relations and marketing firm recently said, "...your site is the best site we've ever seen for a small inn."* This is just one of many compliments I've received regarding our site.

Business from the site has been growing with every passing month. Guests find us easily and are consistently positive about the ease of navigation on our site. Sales are being made every day. We focus on having the potential guest call our 800 number and that is definitely working.

Longbotham Strategic Marketing has been responsive and creative. They have come up with great logo ideas, effective print advertising programs, and have even assisted us with a well-received PR campaign. They have saved us money with printing and brochure development as well.

I can honestly recommend Longbotham and would be happy to discuss their performance on a confidential basis with anyone. Call me at 1-800-521-2233.

James R. Lamberti
Owner/Operator - Inn on the Common
President - New England Inns and Resorts Association
Vermont Innkeeper of the Year - 1994