

Hart's Reptile World



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February 15th, 2007

To Whom It May Concern

A few weeks ago we had the pleasure of being a participant at the Family and Kids Festival in Hillsboro and working with Spencer Rubin, general manager of KUIK.

Being an exhibitor of reptiles I could write a book on the "not too clever or polite" ways people have told us a resounding "no" to having reptiles at their event. Usually because they don't like reptiles themselves. However, Spencer has foresight to see the attraction reptiles have for everyone. Even if you don't like reptiles...you just have to look.

I've been doing convention like programs since the 80's and it's seldom I feel the promoter considered everyone involved. To have a "very" successful event for "everyone" you have to consider several things 1] "happy vendors", if you have a happy vendor they give a smile on their face drawing visitors in. 2] in planning the event you have to "think" at the age of your target audience and what would they like, not what an adult "thinks" they would like, and 3] if it's for kids it has to be "colorful, busy and almost cluttered" to keep their attention...parents too in some cases.

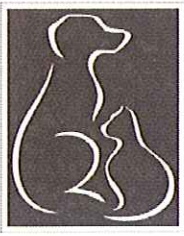
I truly feel Spencer and all his wonderful people "exceeded" all of those things. For a first time event Spencer and KUIK should feel very happy and proud at it's "wildly" successful outcome. The only problem I see...they have to "top" it next year, but I'm pretty sure they're up for the job!

We've already had 5 plus calls from parents picking up our brochure at the Kids Festival wanting to book us for their events. The "important" thing is "all" the calls just "raved" at the fun both they and their kids had at the event...that's just unheard of!

I look forward to working with Spencer again in the future on other projects.

After while crocodiles,
Mary Esther Hart
Hart's Reptile World

&
"Leasts"
&
"Crew"



Bonnie L. Hays
SMALL ANIMAL SHELTER
of
WASHINGTON COUNTY

February 6, 2007

Spencer Rubin, General Manager
KUIK Radio
PO Box 566
Hillsboro, OR 97123

Dear Spencer and KUIK Radio Staff,

Thank you for inviting Washington County Animal Services & Bonnie L. Hays Small Animal Shelter to the Northwest Family and Kids Festival. To sum it up, we had a blast! Even more important, this event provided access to the animal shelter's local target—families with discretionary income and a love for animals.



Our staff and volunteers adopted four Labrador retriever puppies and a cat during the two-day event. In addition, we reached out to hundreds of families and offered public information and education on animal shelter services, dog licensing, humane animal care, how to prevent dog bites among children, volunteer opportunities, and more.



KUIK Radio staff made it easy for our organization to participate by locating area businesses to sponsor our booth. We appreciated KUIK's work behind the scenes and the three businesses that funded our space.

We hope that KUIK will consider organizing another family festival next year and inviting our organization again because this was a successful event.

On behalf of the 7,000 dogs and cats that our shelter receives and serves, we thank you for your generous support.

Best regards,

Susan Field
Public Affairs Officer
503-846-7141



**American
Red Cross**

Pacific Northwest Regional Blood Services

Pacific Northwest Regional Blood Services
3131 North Vancouver Avenue
PO BOX 3200
Portland, OR 97208
Tel: 503-284-1234
1-800 GIVE LIFE

February 15, 2007

Dear Spencer:

On behalf of the American Red Cross, thank you so much for including us in the wonderful KUIK sponsored event, NW Family and Kids Festival. The event was a huge success! The kids and families that turned out seemed to really enjoy the variety of activities and booths offered.

I was really impressed with the turn-out and diversity of the booth participants. I am so grateful we were included in the event. Your diligence and the KUIK team's assistance with marketing and promoting the Red Cross' participation in the event were outstanding.

You and the KUIK team did a fine job with organizing the venue, the promotions were top notch, and everything appeared to come together seamlessly. I am certain with an event of this magnitude, you were met with many challenges; however, you and the KUIK team had it all under tight control. As a result, the kids and families enjoying the event really were treated to a good time and the vendors and booth participants enjoyed exceptional exposure to their target audience.

Thanks again for including the American Red Cross at the Northwest Kids and Family Festival. I will look forward to working with you again in the future.

Sincerely,

A handwritten signature in blue ink that reads "Koren J. Karlovic".

Koren J. Karlovic
Senior Territory Representative