



December 4<sup>th</sup>, 2009

To Whom It May Concern,

I understand that Marketing Breakthroughs is submitting a proposal to your organization. As a client of Marketing Breakthroughs, I wanted to take this opportunity to write about my experiences with Steve Klein and the “MB” team.

As the General Manager with the Hellenic Community of Ottawa, my team and I decided in the fall of 2008, that we needed to re-market our banquet facility. Newly renovated with so much to offer, we felt that a marketing plan was in need of development. Our goals were simple: We wanted to increase our *business* events at the Hellenic Centre, maintain and increase our weekend events, and generate more revenue. We needed to do an image, marketing, and advertising “**makeover**” and knew we needed to enlist the professional advice of a marketing firm.

Referred to Marketing Breakthroughs, I met with Steve Klein to talk about the objectives we wished to achieve. There was a genuine interest and excitement from Steve about this project. From the moment I met Steve, I knew I wanted to work with “MB”. Following our first meeting, Steve Klein requested a follow up meeting to confirm details and introduce the team that we would be working with should “MB” win the bid for this project. I was introduced to one of Marketing Breakthroughs Project Managers, and a proposal outlining the scope of work was presented. Marketing Breakthroughs dissected our vision and built a proposal that outlined our goals in a prioritized manner, including the timeframe needed for completion and the costs of each phase. They are a company that gets things done on time and within budget.

We worked with Marketing Breakthroughs to re-brand the Hellenic Banquet Centre. Our journey began with the development of a new logo (proudly located at the top of this letter) and the renaming of our facility: ***Hellenic Meeting & Reception Centre***. The creation of our innovative business cards and presentation folders followed. Because we aimed to target two separate markets, lure brochures for both our Wedding and Corporate clients were developed. Marketing Breakthroughs worked with our Executive Chef to create a new Menu template, and a photo shoot took place to highlight our newly renovated facility. We also wanted to participate in various trade shows, and needed a booth design to support our new branding. A tri-banner backdrop with a central kiosk showcasing our logo was created. We proudly use this display on a daily basis in our facility in between trade show appearances. Marketing Breakthroughs also helped create a search engine optimized, lead generating website for the Centre. We are so proud of our site, and encourage you to visit us at [www.hellenicottawa.ca](http://www.hellenicottawa.ca). Daily, we receive countless business leads and communication from our site.

All of this was accomplished from November 2008 to January 2009. Steve Klein often mentions that Marketing Breakthroughs is built for speed. We completed our project in approx. 3 months, never feeling rushed or pressured. Our marketing experience was such a rewarding one. I was continually updated by the team at “MB” and kept on track due to their incredible commitment to our project. We now have a look and feel that we are proud to share, with the support tools we needed to take our business to a whole new level.


I am proud to report that in less than one year, we have seen a huge increase in our Mon. – Fri. bookings and our business has profited beyond our expectations.

We have achieved what we set out to do and more! In a year plagued with worry about a recession, we are seeing the direct results of a marketing plan with the support of a wonderful, caring company in “MB”. Our marketing initiative was well thought out, planned and executed by Marketing Breakthroughs.

I had met with several marketing firms in the fall of 2008 to discuss our project. Steve Klien and his team were innovative from the very beginning with suggestions and ideas. Steve’s enthusiasm ignited an excitement in his team about our project, but also in me and the team at the Hellenic Centre. I instantly felt that “MB” was a company that cared. The guidance and energy that was involved in our marketing project was constant and the delivery from “MB” was flawless.

Our partnership with Marketing Breakthroughs continues. We are entering into “*Phase 2*” of our marketing plan, and have involved “MB’s” services in our Community fundraising efforts as well. Working with Marketing Breakthroughs has transformed our facility. There is a new excitement and pride in our look that “MB” created. Steve Klein and his team are a joy to work with. I truly feel like I am working with family and trust completely that the outcome of each project with Marketing Breakthroughs will be successful. Steve Klein and his “MB” team are methodical, thoughtful, thorough, and detail oriented. I am a huge fan of Steve Klein, and a continued supporter of Marketing Breakthroughs!

Sincerely,



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