



www.luresbarandgrille.com

To whom it may concern,

This letter is in reference to David L. George at Chesapeake Creative Services, creative web master for Lures Bar Grille.

David became our web designer in April of 2009 after he was referred to us by Dawson's Liquor store. He had created a great web site for them and Dawson's thought he would do a great job with ours. And has he ever!

David brought so many new ideas to us including creative marketing ideas, site design, e-mail growth and customer communication. Within the first two months David took our e-mail list from 120 people to over 800! That is where his enthusiasm really came into play, creating posters for us and e-mail sign up pads that our employees could pass out to our customers.

He designed our website with our customers in mind and made it completely user friendly. One can sign up for our e-mail list, pull up menus easily, check out live music and full calendar of events or even post a photo of themselves and friends having fun at Lures. In addition to being the creative mind behind the core of the web site David is also responsible for daily, weekly and monthly updates. Daily updates include changes to our food and beer menu. Weekly updates include changes to our live music calendar including information on the performers and a sample recording of their music. Monthly updates usually include changes to our wine menu and calendar of events.

David is always diligent about making the changes in a timely manner and his responsiveness is always immediate. In addition to these changes David is also in charge of sending out monthly e-mail blasts to our customers letting them know about upcoming events and entertainment. Again, the creativeness behind these e-mail blasts always reassure us that we chose the right man for the job.

Lastly, when we first met with David he gave us many options as far as payments and finding the right program that would work for our needs. The web site cost was very affordable and the e-mail program is such a huge success that working with David at Chesapeake Creative Services was probably hands down the best financial decision that we could of made for our business.

Sincerely,

Jill Soja
Owner of Lures Bar and Grille