

## Joan Calvin

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**From:** Kim McCool [kmccool@attglobal.net]  
**Sent:** Saturday, April 28, 2001 9:25 AM  
**To:** jryan@eiccd.cc.ia.us  
**Cc:** langleybarbara@aol.com  
**Subject:** Update from Two of your Students....

Dear Jon,

My friend Barb Langley and I took your "Marketing for Greater Profits" class in March at Muscatine CC. I don't know if you ever hear from any of the students you've had, but we thought you might get a 'charge' out of what's been happening for both of us as a result of your ideas and enthusiasm you shared with us in class that evening.

First, Barb: her business, Horses of Course, is the feature for Paula Sands Live this coming Monday, April 30th. Paula and crew came to Barb's barn and taped two riders, interviewed a riding instructor, to help promote Barb's business as well as a guest instructor who is coming in from Chicago to choreograph the horses and riders rides to music. Barb sent out (very catchy) press releases to many of the area news media and has been inundated with reporters (and soon to be published stories) about her barn and offerings. She is poised for new students and has other ideas in the works for additional promotions.

I have sought out business for my porcelain art. Right now, I am working with Happy Dog Bakery and will be providing them with dog bowls (two sizes) and dog biscuit canisters (two sizes), as well as jewelry boxes and urns. (The urns for the ashes of pets who have been cremated). I also have landed commissions for TWO bird shops on the west coast for ornaments for their shops. There is the potential of additional work in these California businesses for porcelain boxes, as well. As a result of my work with the Happy Dog Bakery, I've been contacted and asked to participate in the art show that will be promoted for the Doggie Dash the end of May. I've also made arrangements to teach basic porcelain art through Davenport Community Education this fall, as well as teaching two mini workshops for children 8-10 years of age and their parent(s) the first week in July at the Bettendorf Family Museum. I plan on displaying some of my work there, as well, with the thought of generating more business.

WHEW!

Barb and I both want to thank you for your help and the enthusiasm you displayed at the marketing class. It really inspired us to go out and see what we could do!

Best wishes,

Kim McCool