

**Blue Ridge Wildlife Management, LLC**  
**Jason S. Reger**  
**Owner / Manager**  
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**Roanoke, VA 24018**



February 2, 2011

New River Valley Home Builders Association  
2011 Home Expo Committee  
Kristi Crutchfield  
How-To Coordinator  
P. O. Box 5002  
Roanoke, VA 24012

Ms. Crutchfield,

I wanted to take the time to thank the New River Valley Home Builders Association (NRVHBA) and you for your continued support of exhibitors and willingness to provide a quality Home Expo in Christiansburg, Virginia. As a Roanoke based business I wanted to expand my market area to the NRV in 2005 and the NRVHBA Home Expo is where I started my successful expansion. I attend, as a vendor; several trade shows a year throughout Southwest Virginia and your expo ranks at the top as far as hospitality, communication, organization, target marketing, and most of all attendance. Owning a small business in today's market is very challenging and trade shows are an affordable means of target marketing directly to the public. In addition to trade shows, I implemented a strong television and internet marketing plan four years ago to give my company more exposure to the general public. As you know the general public becomes wary of new unknown businesses on television. Your Home Expo has allowed our potential clients that see our company on television to physically meet our staff and learn firsthand about what we offer. Hearing; "Are you the guy on TV with the skunk on his chest?" can never get old. Keep up the good work and if I can be of any assistance to you or the Home Expo Committee, please let me know.

Sincerely,

  
Jason S. Reger  
Owner / Manager