

TO: Employer Outreach Sales Representatives
FROM: Douglas Franklin, TDM Marketing Specialist
SUBJECT: Employer Beam Promotion
DATE: October 3, 2006

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The Employer Outreach Sales Representatives have secured eleven meetings as a result of the regional Commuter Connections \$50 Visa Gift Card employer "Beam" promotion. These meetings have been with employers in Alexandria, Montgomery, Fairfax and Loudoun counties. Extra kudos to both Judy Galen from Loudoun County and Lisa DuMetz with UrbanTrans for securing the most meetings!

It would be great if all jurisdictions got an appointment or two from this campaign. There is still time to capitalize on this promotion. As a reminder, please follow up on all employers who were originally sent the mailer. Just about all of the leads for secured meetings came as a result of follow up calls.

Please mention the \$50 gift card offer during your follow-up telephone calls and point your employer contacts toward www.commuterconnections.org/beam This promotion gives you a great reason to follow-up! We have some extra mailers if you need them.

The Visa Cards are **VALID THROUGH DECEMBER 31, 2006**, so make your final push now! As long as you meet with the employers by November 30th, they will still have at least a month to spend the gift card.

In an effort to generate more exposure for this promotion before time runs out, Commuter Connections will be sending an HTML email to any Level 2 and Level 1 employers that we have an email address for on the ACT database. We will forward the same email to you as well.