



January 15, 2009

Roberta,

We are very happy to have participated in the MGA's Live Consumer Panel recently held at the winter conference in Baltimore. With so many facets of our business competing for our attention, it is easy to overlook customer service. The panel certainly focused our attention on what an important role our employees have on shaping our customer's experiences and opinions of Bluestone.

It is often difficult to have the viewpoint of a new customer interacting with us their first time. This panel's thoughtful and frank comments challenged some of our assumptions - especially in regards to our website's functionality. We are confident that applying what we learned will make us a stronger company.

The conference is always worth the expense and time invested in attending. We value the presentations, the informal discussions with our industry peers, and the chance to network at various social events. We also enjoy the chance to pull back from the day-to-day challenges of running our business to reflect on and plan for our future endeavors.

We'll see everyone at this summer's conference. Keep up the good work!

Sincerely,

Bill and Sarah Boonstra
Bluestone Perennials

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