



the STONE CROCK INC.

Stone Crock Restaurant & Catering
Vidalia's Market Dining
Benjamin's Restaurant & Inn
Stone Crock Bakery
Stone Crock Meats & Cheese

To Whom It May Concern:

I had worked with Diane Chiasson, FCSI, president of Chiasson Consultants Inc. back in 1999 when I hired her to help me with Benjamin's Restaurant and Inn. When I decided that the Vidalia restaurant needed an overhaul, I called Diane again, as the information I receive from her is always invaluable, smart, practical, useful and most importantly, profitable.

I called Diane for a full-day assessment program, but I think we ended up getting three days worth of information!

Diane spent the day analyzing my current situation, and then making smart and informative suggestions and ideas, as well as implementing some ideas on the spot on how to move forward. She even came up with the name of our new restaurant – Jacob's Grill.

She also gave us several ideas that ended up saving us thousands of dollars. Instead of spending money on costly renovations and equipment, Diane was able to figure out strategic uses for what we currently have on hand, and guided us towards using our budget to focus on the things that would ultimately help us increase profits.

We discussed the flow of the restaurant, and how to improve our signage and logos. Diane suggested inexpensive ways to create a buffer from our high ceilings and how to improve the lighting. We also discussed the pros and cons of the interior and exterior design of our restaurant and patio, and how to attract more customers from the street, as well as ideas on how to make our menu more interesting and sellable.

I also found Diane to be very kind and understanding, and I felt that she really took the time and effort to do her job well. I felt that she was very sincere, and that she truly wanted to see our business succeed.

Since our meeting, I have taken Diane's suggestions and ideas, and have received only positive feedback so far. The next time I need to upgrade my restaurant, I know exactly who to call.

Sincerely yours,

Sandra Shantz
President
Stone Crock Inc.
St. Jacobs