

**CRESAP AUTOMOTIVE MACHINE & RACING ENGINES**

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March 28, 2005

Dear Mr. Goodman,

I don't normally write letters but in this case I feel I must. From our phone conversation of 3-25-2005 it is unfortunate that the membership is not taking advantage of the new web site designer, Mr. Richard Rooks.

I have to admit that I am usually the last to try something new with my computers. I wait two to three months after a new update comes out for my computers before I install it, waiting for the fix disc so I can do it all at once.

I can't explain why I decided to be the first to get on the web program with Richard. But I can tell you this. It was the best decision I have made since I decided to have a web presence.

I had been paying \$59.95 a month for my old web host and I could not even find myself on the web with any of the search engines, and I was dumb enough to do this for four years mainly because I did not have the time to pursue changing.

In a matter of days, Richard redesigned my web page, transferred my domain name, and registered me wherever needed, in order to be found on the web. The very first search I did found not only my web page but also several other hits where my company name was just mentioned.

Just to give you a couple examples, the search brought up a dirt track about 35 miles from my shop where I build several engines. The reason the search found this site was because in the driver profiles it is mentioned what kind of engines and who builds them. Richards's magic found my name.

The second hit that just blew me away was a web site of one of the racecar teams that I had just done some dyno work for. In their web page they mentioned the things that were necessary to get ready for the upcoming season and one of those things was the dyno session at Cresap Machine. NOW THAT IS GETTING YOUR MONEY'S WORTH.

If any of the members are remotely thinking about using Richard they won't be sorry. He has done more for my web presence in two week than the other team did in four years. Please encourage the membership to at least try his service.

Sincerely,

Dean Yatchyshyn  
Owner  
Cresap Automotive Machine  
cresapmachine.com



**AERA Member Dean Yatchyshyn,  
owner of Cresap Automotive  
Machine in Cumberland, Maryland.**