

Goodbye Enewsletter

You are reading the last newsletter. Our creation of the enewsletter began in 2004 when sending quarterly hard copy newsletters to customers became extremely expensive. Our database had grown tremendously and management knew this would continue to expand. We mentioned in our mailed, hard copy newsletters to customers throughout 2005 that newsletters would commence in 2006. At first our newsletters were emailed to our customers and that was a huge endeavor involving yet another database. Two things ended this procedure. First sending mass emails after the CAN-SPAM Act of 2003 in addition to numerous spam filter service providers, prevented thousands of **Yeatts Inc.** customers from receiving our newsletters. Second our industry leading website rugplant.com was and remains highly trafficked. Thus we simply added the quarterly newsletter to our website which appears on the home page. For a more accurate history of newsletters, enewsletters, and our website, Joe Yeatts provided the following. *“It was in winter 1996 or spring 1997, when I created quarterly newsletters for our customers. At first the newsletters were tri-fold pamphlets. The print was too small and we didn’t like the look. The Fall 1997 newsletter was redesigned to the present form with some changes over the years. Around 1998 we launched our website but it did little as **Yeatts Inc.** was way ahead of the pack. For example in our Spring 1998 newsletter we announced that our website was on display by simply typing <http://members.aol.com/yeattsc/default.htm> in a search bar! The internet improved and so did our database, hence the enewsletters since 2006 ending with this last one.”*



Hello YouTube

Please visit and subscribe to the official Yeatts Rug Plant channel available on **YouTube**. Simply type Yeatts Rug Plant into the search bar and our channel will appear. **Yeatts Inc.** had decided a year prior to concentrate our teaching, experiences, or recent observations concerning the fabric cleaning industry in complete interactive form. This idea started in 2011 when educational or informational videos first appeared on our website. Also, on our FAQ page, the last two questions are addressed via video instead of text. The website will remain a vital source for customers containing contact information, coupons, and detailed information regarding **Yeatts Inc.** services and products. **YouTube** will serve as an additional, powerful advertising medium.

