

7963 Woodingham Drive
West Bloomfield, Michigan 48322-2621
Email: aleciawrites@att.net

“The Book Doctor Is Always Ready...For Your Words!”

October 8, 2012

Mr. Frank Young, President
Metro Mobility Transportation and Consulting Services
P. O. Box 252525
West Bloomfield, MI 48325

Dear Mr. Young:

Your company slogan is “We promise results...Not excuses!” I want to continue that tradition and advance your company’s mission further. I want the opportunity to show you what a future with AFT Enterprises could be if you’d put your trust in my company.

My name is Alecia Goodlow-Young. I’m the Director of Media Relations. I have come up with a Health and Wellness Campaign for Seniors and Caregivers. We will target your senior clientele by providing useful information and materials. This will be completed in a professional manner with an added splash of fun!

My company understands your passion for the people whom you transport. We want to promote your great service wherever there is a marketable place. We will utilize all media arenas: such as TV, newspapers, magazines, radio, on billboards and buses and especially within the social media universe.

Over the years I have launched several successful campaigns for many clients. Some of them were famous: Actor: Jamie Foxx. Others are not yet famous: Motivational Speaker: Michelle Joy Brown. My youngest client was just a 5th grader with a 4.0 who speaks Japanese. This 11 year-old boy was selected out of all the kids in his school to go to Washington, DC to attend a week long young leader’s conference. I initiated a campaign and Dallas Griffin got a four minute interview on primetime TV with three famous television journalists singing his praises.

I can do the same for Metro Mobility Transportation. I believe with all my heart these great words of wisdom: Vision without action is a daydream. Action without vision is a nightmare—Japanese Proverb.

Cruise along with me Mr. Young as I share my vision for Metro Mobility.

I see seniors being escorted into Metro Mobility vehicles by uniformed drivers with Metro Mobility logos embroidered on their shirts.

I hear a radio actor saying “Do the right thing, while celebrating the holidays. Don’t drink and drive, be responsible and get a Metro Mobility ride!”

Can you feel the peace and love you will have when you transport a senior who has no other options to get to her chemotherapy sessions?

Most importantly can you smell all the money you are going to make when the word gets out about Metro Mobility?

I can flood the market with flyers, mailers, brochures, posters, tee-shirts, mugs, ink pens, first aid kits, water bottles, bus signs and vehicle signs all stating: Metro Mobility Transportation and Consulting Services.

Just imagine a Metro Mobility commercial playing in your local movie theater. How would it be to see the effects of your company’s labor right there for the whole community to see? Everyone will be trying to get a Metro Mobility ride.

The only problem I see we’ll have is if you chose to do nothing!

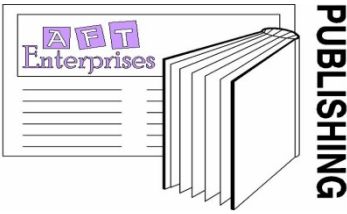
We can’t let that happen. We are both successful people and we can continue to do successful things. Why don’t we take action and do a successful campaign together?

Enclosed you’ll see some examples of what I can do. Thank you for the opportunity. I’m honored to turn your dreams into a feasible reality.

Feel free to contact me at (313) 378-0616 if you have any questions or concerns.

Respectfully,

Alecia Goodlow-Young,
Director of Media Relations



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"The Book Doctor Is Always Ready...For Your Words!"

September 2, 2012

Mr. Frank Young

President

Metro Mobility Transportation and Consulting Services

P.O. Box 252525

West Bloomfield, MI 48325

RE: Transportation services for Seniors and Caregiving Families

Dear Mr. Young,

Metro Mobility Transportation and Consulting Services can attain greater brand exposure for its next quarter and beyond by utilizing a creative and cost-effective marketing and public relations campaign designed by AFT Enterprises.

AFT Enterprises, a local Michigan based multimedia and publishing company, is excited to implement a "Senior Drive" campaign to publicize the important and convenient services which could make a significant difference within the lives of senior citizens and their Caregiving families.

AFT Enterprises provides creative writing services. We have a "Ghostwriting Doctor" whose talent is breathing life into an untold story. Most seniors need people to sympathize with their unique needs and requirements. Once their plight is documented and crafted into a creative narrative, AFT's public relations and marketing departments will provide Metro Mobility with a results-driven public relations campaign to meet Metro Mobility's specific objectives.

Since 2007 AFT Enterprises has been contracted to provide ghostwriting and public relations services to several small businesses and professionals. In your case our PR services will include creating, maintaining and distributing press releases, public relations campaign materials and a detailed personalized crisis plan.

AFT Enterprise and Metro Mobility have successfully partnered on past projects. AFT Enterprises has created campaigns which helped Metro Mobility gain a sizeable contract with the National Writers

Union / UAW Local 1981. As a result Metro Mobility was contracted to handle all the transportation needs for the union while it was in Michigan for their National Delegates Assembly.

If you can recall during the holiday season AFT was instrumental in Metro Mobility's "Choose Responsibly Campaign" which allowed Metro Mobility to provide safe, reliable transportation for people who wanted to celebrate and enjoy the holidays responsibly.

We'd like to work in conjunction with your transportation staff and your management team to give them the support and assistance while dealing with local Area on Aging Association of Michigan which primarily focuses on Michigan seniors and their needs. We will apply our knowledge, integrity and media connections to create and design a campaign aimed for the senior population of the Southeastern parts of Michigan.

We will also include key concepts on how providing opportunities for the community can help increase your profit margin and build customer loyalty. AFT Enterprises will engage and execute tactics to increase brand strategy which include proactive media relations, social media involvement, and an aggressive marketing and community relations outreach.

AFT Enterprises wants to help bring about the awareness of Metro Mobility Transportation and Consulting Services. We want to be a member of the team who provides this valuable service. We believe and understand what Metro Mobility stands for. We fully support your mission: to fulfill the demanding transportation needs of those in need. With our assistance and proven experience, Metro Mobility Transportation and Consulting Services can achieve their goals and increase awareness about the Metro Mobility brand throughout the Southeastern Michigan area.

I look forward to setting up a meeting to discuss campaign options. I can be reached at 313-378-0616.

Very truly yours,

Alecia Goodlow-Young,

AFT Enterprises

Director of Media Relations

aleciawrites@att.net



P.O. Box 252525

West Bloomfield, Michigan 48325

(313) 341-1400

www.metromobility.co

News Release

FOR IMMEDIATE RELEASE

Sept. 8, 2012

FOR MORE INFORMATION, CONTACT:

Alecia Goodlow-Young

Director of Media Relations

313-378-0616

aleciawrites@att.net

Dependable Worry-free Transportation for Seniors and Caregiving families

(West Bloomfield, Mich.) Why stress over transportation problems when there is a company that specializes in patient transportation? Metro Mobility Transportation and Consulting Services, LLC (MMTACS) provides their clients with a professional transportation experience. "Metro Mobility was created to cater to people who lack transportation to and from their medical appointments, grocery store runs or even trips to the mall. We are here to fulfill those demanding transportation needs. That's our mission," says Metro Mobility's President Frank Young.

According to the State of the State in Family Caregiver Support: A 50-State Case Study Michigan has 1,290,000 individuals 65 years of age or older representing 12.3% of the population; individuals 85 years of age and over represent about 1.4% of the population, however within this study it was determined that a large proportion of Michigan seniors live below the poverty line or live alone. Only 37.3% live in major cities with care giver support services. Most of these factors indicate an enormous need for caregiver support services such as transportation.

Young states "We go out of our way to ensure our people are treated like one of the family. An elderly mother's care becomes our business. An aging father's medical schedule becomes our top priority." People with elderly parents who live in different states from their parents have no idea about their transportation habits. They are consequently left in the dark on how they are being treated. Metro knows by providing timely, comfortable and pleasurable travel: they can bring reassurance to the passengers and their families that they are in good hands.

Some transportation companies have limited services and are poorly managed. A good transportation company can make a world of difference to people who relied on unreliable transportation. With Metro Mobility those pesky worries are lifted.

Metro Mobility is a non-emergent ambulatory transportation and consulting service. Metro Mobility delivers reliable transportation for people who want make sure they arrive to their destinations safely and on time. Customized plans are created for individuals and organizations throughout Southeastern Michigan. Metro Mobility always provides dependable door-to-door transportation services.

Anyone who is experiencing transportation issues should call (313) 341-1400 to inquire about their transportation issues. With locations in West Bloomfield, Farmington and Detroit, Metro Mobility is flexible in meeting the transportation needs of our senior and caregiver clients. At Metro Mobility we offer results not excuses!

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www.metrobilty.co

Photo Opportunity

FOR IMMEDIATE RELEASE
Sept. 8, 2012

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Checking Under the Hood and Tightening the Bolts: At Metro Mobility's Senior and Caregivers Health and Wellness Fair

This event was created just for the community of Southfield Seniors and those who provide their care. There will be FREE health screenings which will include: dental check-ups, blood pressure monitoring and cholesterol, diabetic, hearing and vision screenings. A large variety of vendor booths are registered to attend. One will present a short video on managing healthcare effectively. Another is dedicated to addressing the transportation needs of seniors and caregivers. Several corporations are sending representatives from: The Area Agencies on Aging Association of Michigan, the Arthritis Foundation and AARP (American Association of Retired Persons) and the Home Health Care Center will provide medical supplies and useful record keeping information.

What: A Health and Wellness Fair.

Who: Metro Mobility Transportation and Consulting Services in association with Providence Hospital (Southfield) are the sponsors. This important event will be hosted by WXYZ's Channel 7's famous mother and daughter journalist team: Diana and Glenda Lewis. The mayor of Southfield, Brenda Lawrence will also be in attendance. Joe Dumars, John Salley, Rick Mahorn and Andre Drummond retired and current basketball players of the Detroit Pistons Organization have confirmed they will be present.

When: The fair will occur on Sept. 22, 2012 from 10:00 am - 3:00 pm.

Where: The McDonnell Towers, 24400 Civic Center Drive, Southfield, Michigan 48034

Why: Metro Mobility and Providence hospital look forward to offering assistance to the seniors and caregivers in the Southfield community. Both companies feel responsible and compelled: to address the needs of the senior population. They want to celebrate and give back to people who have been consistent and faithful clients throughout the years.

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These are “MY Keys” and I’m not giving them up!

Have you ever been driving along on a sunny day without a care in the world? Out of nowhere the car in front of you is not driving the posted speed limit; it’s going substantially slower! Your once pleasant drive becomes a mission to get away from the snail on your path.

Finally, the road opens up, you have clearance and you change lanes. Mission accomplished! You drive up to see who has impeded your traffic flow. You bend your head over only discover there is a little old man who can barely reach the dashboard. He’s got both hands on the steering wheel and his head is aimed straight ahead.

OMG!

You have no idea what the dynamics are for him. That poor man was just hanging on to his last bit of freedom. He was driving to wherever he wanted to go without any assistance. He was going on about his business and he was doing it his way.

For seniors maintaining control and mobility is of great urgency. Transportation is one of the most important issues which effect the senior population in America. According to the Administration on Aging, currently there are about 8.4 million senior citizens who depend on others for their transportation.

One Southfield senior, Veronica Sealey, 70, states: “I have difficulty getting rides since I gave up my car and driving. Friends and relatives are always busy when I need to go somewhere. So, a lot of time I’m left waiting for them to come and get me.”

More than 600,000 people age 70 and older stop driving each year, according to a report by the Government Accountability Office. For this reason good transportation is critical for senior citizens to keep their connection with their community. In order for this to transpire, seniors and caregivers will need to contact outside help.

Metro Mobility is a non-emergent ambulatory transportation and consulting service within Southeastern Michigan.

“Metro Mobility was created to cater to people who lack transportation to and from their medical appointments, grocery store runs or even trips to the mall. We are here to fulfill those demanding transportation needs. That’s our mission,” says Metro Mobility’s President Frank Young.

Speech

By Frank Young, President of Metro Mobility Transportation and Consulting Services

For me, family is a significant word. For me family represents a lot of connections. For Frank Young building a family became my life's mission. My mother died when I was just five years old. My father died a couple of months after I became a teenager. At the age of 13 I became an orphan.

I had no brothers or sisters. I was all alone in the world. It was obvious I had to succeed in life in order to build the family I knew I deserved.

When I entered high school, I became good friends with a guy who went on to become my best friend. His parents, both doctors, became my godparents. This union was the first step in building my family. I learned from them how I would act and treat my family.

I worked hard in high school and college. I graduated with honors at the top of my class. I always remembered my goal: To obtain the best, I must be the best!

There is a quote by a woman named Jane Howard, and it was appropriate for me. "Call it a clan, call it a network, call it a tribe, or just simply call it a family: Whatever you call it, whoever you are, you need one."

Right before I graduated from college, I met a pretty girl with a beautiful smile. She was nice and very smart. I'm not ashamed to say I was smitten. We worked together at a market research firm. Every time I saw her all I could do was smile. She'd return a smile and say hello. Even, though I was struggling with a mega dose of shyness.

One day I got the nerve to actually talk to her. I even asked her out. She said yes. That date proved to be another brick for my family foundation. I was on a roll, so I decided to ask her to marry me. I presented to her our life plan, the one I had created for us on my day planner stationary.

She looked at me like I had grown two heads: and gave me that beautiful smile, as the word no slowly rolled off her glossy lips. "No, I can't marry you. We don't know each other." I got my confidence back and said: "Oh Baby, we can fix that by going out together." We have been together ever since.

My company Metro Mobility Transportation and Consulting Services was formed because I got deathly ill. All of my vital organs started shutting down. I had to be hospitalized for four weeks and put on dialysis.

My wife and best friend took me to my appointments. I was on time and they were happy to help in my recovery. I saw other patients who weren't so lucky. They had serious transportation issues. Their service was horrible and undependable.

I personally experienced my own health challenges. So, I knew how valuable a transportation company could be to seniors and so many others who lacked transportation. When I was sick I had to make arrangements to acquire transportation.

During the course of my treatment I noticed how limited and poorly managed the transportation was for most of my peers attending the treatment center. I decided I could make a world of difference to the people who relied on unreliable transportation.

The best clients I ever had was a 65 year old woman, her husband and their son. This tiny woman adopted everyone in my company. We transported Mother Darnell five days a week. Even though she had cancer and other ailments she had a wonderful personality. When she died I shut the company down for the day and we all escorted Mother Darnell to her final destination.

We still transport her family: and so many other families within the community. Every day I realize new members are waiting to be added to my Metro Mobility family. The people of Metro Mobility complete my family link.

As I reflect upon my life, I'm fully aware that the family I deserved has become a reality. Now, I have my own people in the world.

And yes, I belong!

Can I tell you something...I absolutely love my family!