CHERRY+CO’s TOP 10 Brand-Driven RETENTION STRATEGIES
HELLO!

Liz Cherry
Cherry+Company
CherryBrands.com

We’ve partnered with more than 350 schools across the nation

We've partnered with more than 350 schools across the nation.
39% of NAIS schools experienced a decline in enrollment
• Massive shift in our country’s wealth
  • Declining number of middle-class students

• Changing demographics
  • Growth in the U.S. population is slowing

• Increased competition
  • Charter schools, better public schools, homeschooling
10% of your students walk out the door every year

NAIS member schools: Average Retention 90%
Trying to grow enrollment while dealing with a poor retention is akin to filling a bucket with holes in it.
What is RETENTION, Really?

Managing customer relationships
In ways that benefit the organization and the stakeholders
Stop the Revolving Door
DO YOUR HOMEWORK

Knowledge is power
Collect Data

- Internal Image Audit
- External Audits
- Focus Groups
Ask Questions

• Parent Satisfaction Survey
• Alumni Survey
• Exit Interviews
“Understanding the business axiom that it’s cheaper to keep a customer than get a new customer, we recognize that attrition provides strong customer feedback that we must take into account.”

– Aaron C. Cooper

Head of School at The Elisabeth Morrow School
Assess Your Weaknesses

- Usually fall into two categories:
  - Programmatic problem
  - Communication issue
TELL YOUR STORY

Make an emotional connection
Brand Strategy

• An authentic, recognizable, and differentiated brand
• The value proposition to support it
Know Who You Are

• Define your unique value proposition
• Define 4-6 Brand Distinctives
  • What makes your school different?
  • What do families value most?
  • What do you do better than your competitors?
  • Don’t try to be all things to all people
A brand becomes stronger when you narrow the focus.

Al and Laura Reis, The 22 Immutable Laws of Branding
Be Authentic

• Your brand should be a true reflection of your school’s mission and values
• The quality of your brand should match the quality of your school
Make It Unique

• Millennial parents expect innovation
• Yet, 33% of schools in an NAIS survey said their key messages centered on “whole child education.”
Millennial Parents

• 75% want brands to surprise them
• 92% agree: “It is important that my children know they are special/unique”
• 6 in 10 prefer their child stand out rather than fit in.
In most cases a good story is a mix of logic, data, emotion, and inspiration. We are usually OK with the logic and data part, but fail on the emotional and inspirational end…leaders and educators need to infuse a bit of wonder …to inspire people to make a change. — Garr Reynolds, Presentation Zen
The best stories infuse wonder
Misperceptions and Miscommunication

- Being seen for what they were instead of who they had become
- “Tradition”, “Manners” were overshadowing innovative programs
- Survey comments focused on the warm and nurturing environment, to the exclusion of academic quality
Communicating the best of both worlds

- Tradition + Innovation
- Serious learning + A creative approach
- Cozy, intimate spaces + Soaring, modern facilities
- Time-honored teaching methods + The latest in best practices
PARK MAITLAND SCHOOL

Excellence Begins in Wonder
When learning begins in wonder, creativity and excellence are natural outcomes. Park Maitland is a private academy of stellar academics, featuring premier arts and athletics, character and leadership development and more. Cozy and cutting-edge, traditional and innovative, our lush campus offers wonder-filled places and state-of-the-art spaces for children to imagine, rise to new challenges, and reach new heights. When learning begins at Park Maitland, there’s no end to what a child can achieve. Call to schedule a personal tour and see how wonderful learning can be.

K-4 – 6th Grade • 1450 S. Orlando Ave. Maitland, FL 32751 • (407) 647-3938 • parkmaitland.org

© Cherry+Company
WITH WONDER-FILLED LEARNING

WOW
IS AN EDUCATIONAL OUTCOME

When learning begins in wonder, creativity and excellence are natural outcomes. Park Maitland is a private academy of stellar academics, featuring premier arts and athletics, character and leadership development and awe. Cozy and cutting-edge, traditional and innovative, our lush campus offers wonder-filled places and state-of-the-art spaces for children to imagine, rise to new challenges, and reach new heights. When learning begins at Park Maitland, there’s no end to what a child can achieve.

Call to schedule a personal tour and see how wonderful learning can be.

PARK MAITLAND
SCHOOL
Excellence Begins in Wonder

K-4 – 8th Grade • 1450 S. Orlando Ave. Maitland, FL 32751 • (407) 647-3038 • parkmaitland.org
[ WITH WONDER-FILLED LEARNING ]

GRADES SOAR ALONG WITH IMAGINATION

At Park Maitland School, unparalleled academics meet the power of imagination to take learning to new heights. State-of-the-art spaces and whimsical places ignite curiosity and creativity on our lush campus in the heart of Winter Park. Advanced teaching practices, premier arts and athletics, and character and leadership programs nurture all of the child within your child. Children excel here—because when learning begins in wonder, achievement is endless.

PARK MAITLAND
SCHOOL
Excellence Begins in Wonder

K-4 – 6th Grade  •  1450 S. Orlando Ave. Maitland, FL 32751  •  (407) 647-3038  •  parkmaitland.org
THOUGHTS ARE TOO BIG TO FIT IN A BOX

When learning begins in wonder, creativity and excellence are natural outcomes. Park Maitland is a private academy of stellar academics, featuring premier arts and athletics, character and leadership development and awe. Cozy and cutting-edge, traditional and innovative, our lush campus offers wonder-filled places and state-of-the-art spaces for children to imagine, rise to new challenges, and reach new heights. When learning begins at Park Maitland, there’s no end to what a child can achieve.

Call to schedule a personal tour and see how wonderful learning can be.
TRAIN YOUR BRAND AMBASSADORS

For effective WOM
Are Your “Fans” Doing You Wrong?

Sometimes your most ardent supporters can be sending the wrong message.
Parent Ambassadors:
Get your parents talking!

- Identify the parents who are positive about your school
- Provide and train them on your brand distinctives
- Schedule quarterly breakfast or lunch meetings
- Share stories of students, faculty, alumni success
- Share your vision about the future
Faculty and Staff Ambassadors

- Marketing the school vs “brand ambassadors”
- Provide and train them on your brand distinctives
- Share stories across divisions so faculty can celebrate (and share) each other’s successes
- Celebrate the people and the positives at your school!
- Remember: everyone plays a role in retention
Faculty and Staff Ambassadors

- Faculty have thousands of touchpoints to interact with parents in a school year.

- A myriad of opportunities to reinforce your brand. To reinforce your value proposition.
The School Head is Your Ultimate Ambassador

- Get out into the community, share your passion, share the positives
- Stay connected to parents through special events:
  - Town Hall meetings, Parent’s Coffee Break with the Head
- Head of School Blog:
  - Share student, faculty and alumni stories
  - Share how your school is achieving its mission
  - Provide educational expertise on important and timely issues
Make every cell contain the genetic code
What their parents were saying:
“Everyone is so welcoming.”
“Faculty and staff are so loving and nurturing.”
“Our athletics teams are winning everything!”

What other parents were hearing:
No rigor. They coddle children. They focus on athletics not academics. If you want strong academics you need to go to their (competitor).
When WOM Goes Wrong

**Misperception:** Lack of emphasis on academics

- WOM had concentrated on warm, welcoming environment
- Overshadowed academic quality
  - “If students aren’t stressed, then they aren’t challenged”
  - “If athletics are strong then academics must suffer”
- Parents were used to public school teaching to a test. No awareness experiential learning opportunities or the collegiate curriculum
Citizens of the World. Students at Cape Henry.

Cape Henry Collegiate has created a groundbreaking model for college-preparatory education in an increasingly global world. The Pre-K through 12th grade curriculum incorporates an innovative, engaged learning model that produces capable, confident, self-directed learners, with real-world, 21st-century skills. Focused on individual student development, the school uncovers, embraces and supports each student’s unique gifts and potential to excel – in school and beyond. Purposeful character education and community service are woven together in the context of global citizenship. Diversity, inclusiveness and a strong Honor Code all contribute to a highly energized learning environment where kindness, trust, integrity and personal responsibility are the standards.

Accelerated academics, award-winning arts programs and championship athletics are integrated with an unprecedented array of international study, research, travel and service learning opportunities. Nurtured by national-caliber school leadership and faculty, Cape Henry has created a uniquely positive learning environment that supports students through a journey of self-discovery, helps them find their place in the world and realize their full potential. 100% of our graduates are accepted to the nation’s top colleges and universities.
THE WORLD HAS CHANGED.
NOW EDUCATION HAS TOO.

THE CAPE HENRY COLLEGIATE EXPERIENCE

Introducing NEXUS – what’s next in prep school education. Aequi et Lorem, omnes rerum
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HOW SURE ARE WE THAT YOUR CHILD WILL GET INTO COLLEGE?

100%

It's her first day of kindergarten and already you're worried about college. At Cape Henry, you can relax and enjoy watching her natural curiosity blossom into a lifelong love of learning, comfortable in the knowledge that she's being prepared to meet the admissions standards of the best colleges and universities in the nation. Which, by the way, 100% of our graduates do.

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Cape Henry COLLEGIATE

1320 Mill Dam Road | Virginia Beach, VA 23454 | 757.431.2446 | CapeHenryCollegiate.org

Prepared for Today, Ready for Tomorrow.

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ENGAGE YOUR PARENTS

Connect and communicate
“It’s crucial to keep in mind that families don’t make [enrollment] decisions once. They evaluate a chosen school constantly — from the first day of orientation through May, then into the summer, and during each year their child is enrolled at your school.”

— “How to Show Families the Happiest Place is on Campus,”

*Independent School*, 2016
Make Them Feel Part of Your Community
Community Doesn’t Just Happen

• Be intentional to create a sense of belonging for new families
• Share the great things happening at your school!
  • Social media, newsletters, website, blog…
  • Knowledge strengthens retention
Remember the Grandparents!

- Mill Springs Academy in GA sends their weekly newsletter to Grandparents, too.

- “If your newsletter is electronic, send it to every family member you can. E-mailing one costs the same as e-mailing five!” – Mill Springs
Elmwood Franklin School

- Lower school parents get a behind the scenes look via pictures, videos and ‘newsbites’ to help keep them connected during the week
Crisis Communication

• If your school is facing issues or challenges, be open and communicate in a positive, but honest way
HIGHLIGHT YOUR LEADING EDGE PROGRAMS

Innovate and communicate!
Leading Edge Programs

• Don’t assume your current parents know about your programs

• Showcase your unique programs on your website, during open houses, newsletters and parent communications
NEXUS PROGRAM

Case Study
NEXUS was Cape Henry’s ground-breaking Global Education Program but it was suffering from an identity crisis

• Seen only as a travel program by parents
Nexus Program
@ Cape Henry Collegiate

• Website presence did not give an overview of the program or promote Cape Henry’s groundbreaking role in Global Education
• Name issues Nexus Center vs. Nexus Global Studies program added to identity issues
• Needed to be woven into curriculum at lower levels
Nexus appeared to be an ancillary program — difficult to ascertain that it was developed at Cape Henry

When presenting the programs to other schools, CHC did not receive any recognition
Nexus

- We rebranded Nexus to come under the CHC identity
- We created new Nexus messaging as part of the brand platform
- To educate CHC parents, we created a section on Engaged Learning on the new website
- Created a new Nexus section on website that featured all of the aspects of the program
New Identity
Cape Henry’s Nexus Program is recognized as one of the leading global studies programs in the country. This groundbreaking program engages students in a comprehensive curriculum that fosters an awareness of the global community through academic studies, cultural and language immersion, real-world research, field study and service-learning projects that stretch them intellectually, emotionally and spiritually. Students have the opportunity to travel overseas and experience diverse cultures, explore varied ecosystems, and immerse themselves in the language of their choosing. In the classroom, students interact with affiliate school classrooms around the world via global video conferences. The Nexus Global Scholars Program allows Upper School students to earn a Global Scholar distinction on their diploma by completion of a prescribed curriculum and additional requirements.
EVERY WEEK THEY VISIT

25 COUNTRIES

WITHOUT LEAVING THE CLASSROOM

Our groundbreaking Nexus Global Studies Program leverages partnerships with an array of international schools and organizations. From weekly Skype sessions where students participate with peers in classrooms from around the world, to international field study experiences, Cape Henry students enjoy incomparable opportunities to experience success on a global stage.
EVERY THURSDAY, SHE VISITS

25 COUNTRIES

WITHOUT EVER LEAVING THE CLASSROOM. Voluptas eaque optio
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WHAT WE MEAN BY

21ST CENTURY CLASSROOMS

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PROMOTE YOUR FACULTY
Showcase Your Faculty
For Retention and Admissions

• At events and public ceremonies
• On your website
  • The Gilman School profiles faculty members in video interviews and profiles. Parents are able to “meet” teachers across divisions
  • https://www.gilman.edu/about/fs-directory
MEET OUR FACULTY

GREAT TEACHERS MAKE GREAT SCHOOLS. WE WOULD NOT "BE GILMAN" WITHOUT THE MEN AND WOMEN WHO TEACH, ADVISE, COACH, MENTOR, CAJOLE, COMFORT, AND CELEBRATE OUR BOYS.

Five of Mr. X's former fifth grade students now teach at Gilman. And, yes, Mr. X is his real name.

One of our teachers loves "The Wheel of Time" book series written by Robert Jordan and Brian Sanderson. Explore the Middle School faculty to find out who he is. Hint: his last name starts with Bendann.
Meet Tami James

First grade teacher Tami James works hard to establish a relationship with her students so that they feel known, loved, and challenged to be their best selves.

Leave the first comment:
Great Teachers are GREAT for Retention and Admissions
Strategies to Recognize and Retain Your Best Teachers

- Financially support professional development
- Offer leadership opportunities
- Financially support continuing education
- Offer salary increase or stipend
- Provide formal praise
- Allow unpaid leave of absence
- Awards/recognition
UPSELL YOUR DIVISIONS

Stop transition attrition
Division Synergy

- Have division leaders visit and learn about the other divisions program highlights
- Educate teachers in the transition grades (5th and 8th grade)
- Offer “professional development” credits for teacher shadow opportunities
- Create a culture of mutual respect and understanding among all faculty and staff
Show and Tell: Start Early

- Don’t wait till spring of their 5th grade year to sell middle school!
- Set up student shadow days
- Create a meet-and-greet program
- Community and school events to mingle and get to know students and parents from other grades
Parents Don’t Have ESP

• Don’t assume parents know what is GREAT about the next grade or division.
• Cocktail conversations can reap real rewards

15 minutes = $80,000
COLLEGE COUNSELING AND TRANSITION PROGRAMS
Give Yourself College Credits

- Formalize your College Counseling Program
  - Include on website and in marketing materials
  - 4-yr programs are better than a 2-yr
  - Document and publish college acceptances
Transition Program for K-8 Schools

- Create and formalize a transition program to help your 8th graders find the right “fit”
- Start in 7th grade communicating to parents
- Establish relationships with your matriculating high schools
- Document where your students go
SHARE SUCCESS STORIES
Alumni Success Stories

- Engage your alumni — they are your proof of ROI
- Survey alumni – what’s your school’s report card?
- Share real data and info
- Not all stats are created equal
- Create “portrait of a graduate” on website
- Include success stories on your website
  - Video interviews with students at graduation
BACHELORS OF SCIENCE
MASTERS IN BUSINESS
GRADUATE OF BENCHMARK

Nancy Armstrong
Benchmark School ’13
Episcopal Academy ’17
Bachelors of Science, Duke University ’21
Masters in Business, Duke University ’23

“From my first day at Benchmark school, I felt like my teachers understood me. I felt like they were there to support and encourage me every step of the way. I learned the tools and strategies that have prepared me for success in my education as well as my career.

Before I came to Benchmark, I never would have believed that one day I would have an MBA. Quite simply, Benchmark changed the trajectory of my life.”

2107 North Providence Road | Media, PA 19063
610.505.3781 | www.benchmarkschool.org
REINFORCE VALUE
( Repeat # 1-9 )
Tuition is rising

• You can’t change rising tuition costs
• You CAN change the conversation
1995: Median gross tuition/fees in NAIS schools: $9,419
2015: Median gross tuition/fees in NAIS schools: $23,722

» SAIS, February 2016
Communicating Value

When you pay this much money, you expect something 
extraordinary
Communicating Your Value Proposition

1. Do Your Homework
2. Tell Your Story
3. Train Your Brand Ambassadors
4. Engage Your Parents
5. Highlight Your Leading Edge Programs
6. Promote Your Faculty
7. Upsell Divisions
8. College Counseling and Transition Programs
9. Share Alumni Success Stories
10. Reinforce and Communicate Value
Value-based Marketing

- The “Value” infographic
- Outcomes brochure
- Direct mail featuring success stories or outcomes
The “Value” Infographic

Greensboro Montessori (NC)

- Difficulty retaining students from the early grades through middle school
- Created an infographic to communicate value:
  - Highlighted that “96% of alumni” believed it was worth it
  - Showcased academic prowess of students
  - Re-enrollments and applications are up
1. Students at Greensboro Montessori School, 100% of our LEAD MONTESSORI graduates hold dual high school/college degrees.

2. Montessori leads in preparing today's leaders for the world of tomorrow.

3. We welcome all cultures and ethnicities from DIVERSE FAMILIES with over 30 different languages spoken in our Montessori homes and people of all ages representing 274 languages spoken at home.

4. 68% of parents are deeply involved.

5. 23% of parents are first-generation immigrants.

6. 77% of parents feel we are changing the world.

7. 92nd percentile ACT and SAT scores for college-bound seniors.

8. $84,142 average household income of families sending their children to Greensboro Montessori.

9. 96% of graduates graduate on time.

10. 95% of graduates go on to college.

11. 88% of graduates are enrolled in a four-year college.

12. 85% of graduates are employed within six months of graduation.

13. 75% of graduates are involved in community service.

14. 90% of graduates have volunteer opportunities and involvement.

15. 2% of graduates volunteer over 100 hours.

© Cherry+Company
Outcomes Brochure

St. Michael’s students earn high marks from community leaders.
Sacramento-area leaders have definite, and very positive, opinions of our graduates.
Those surveyed describe our students as:

95% Very well prepared for the demands of high school
90% Excellent study skills
90% Ambitious and hard working
90% Strong morals, solid values, well-grounded

St. Michael’s students
chosen by 95% of teachers

Preparing your child for a brilliant future.
One of the key successes of St. Michael’s is to ensure our students develop the skills and values they will need as they move from high school to college.

90% focused on the needs of each

Putting care into everything we do.
St. Michael’s has long been renowned for our students’ academic achievement, we stress far more than scholastics.
We strive to support your family by instilling them at school, helping you raise a child who is an accomplished individual, a responsible citizen and a community leader.

95% close to being

global citizens

“When people call me what I get to read and write, I know so much about the world. I always sit them about St. Michael’s.”
Adriana Lopez, Class of 1999

© Cherry+Company
Outcomes Brochure

in a recent survey, 93% of our graduates felt that they were better prepared for high school than their peers.

An independent survey found 99% of our students were satisfied with the overall quality of their education and 96% percent were highly satisfied with their student experience.
When it comes to delivering a quality education, St. Michael’s gets high marks.

A Strong Foundation for Success. In a recent independent study, 99% of our alumni were satisfied with the overall quality of their education at St. Michael's. We embrace 21st century learning. Our students master the skills of critical thinking, problem solving, communication, and technology to fully adapt with ease to a rapidly changing world. For students, preschool through 8th grade, St. Michael’s offers an extraordinary education.

Discover St. Michael's. Visit stmichaels.edu to learn more or schedule a campus tour.
Direct Mail

93% better

Preparing your child for a brilliant future. In a recent independent survey, 85% of our graduates felt that they were better prepared for college than their peers. The principals and directors at the high schools that our graduates attended also described them as among their school's top performers.

Upon graduation, she’ll be better prepared than her peers.

“St. Michael’s gave me the tools I needed to succeed in life. The exposure to literature and music led me to an amazing career in the theatre arts. I’ve traveled the world working with famous playwrights and choreographers. St. Michael’s inspired my passion for success.”

— Jennifer Meberg, Class of 2004

© Cherry+Company
How sure are we that your child will love St. Michael’s?

96%

That is the percentage of our alumni who were highly satisfied with their student experience at St. Michael’s, according to a recent independent survey. While St. Michael’s is renowned for our students’ academic achievement, we score far more on our satisfaction. We want to support your family’s future by rendering it at school helping you choose a color who is an accomplished in basketball, a responsible 8th grade St. Michael’s is where great futures begin.

Discover St. Michael’s. Visit smnets.net to learn more or call.
QUESTIONS?
THANK YOU

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