

# NEWS RELEASE

## FOSTER MARKETING COMMUNICATIONS HOSTS PRODUCTIVITY CONSULTANT

1604 W. Pinhook Road Suite 208  
PO Box 81767  
Lafayette, LA 70598-1767  
Phone (337) 235-1848  
Corp (713) 522-9764  
Fax (337) 237-7246

•  
650 N. Sam Houston Pkwy. E. Suite 550  
Houston, TX 77060  
Phone (281) 448-3435  
Fax (281) 445-1362

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[www.fostermarketing.com](http://www.fostermarketing.com)

LAFAYETTE, La. (8/1/04) – Internationally recognized productivity consultant Art Boulay was the featured presenter at the Foster Marketing Communications annual retreat, held at the Victorian Resort in Galveston, Texas.

Foster Marketing is a 24-year-old marketing, advertising and public relations firm based here with offices in Houston.

Boulay, Chief Executive Officer of Brunswick, Maine-based Organizational Productivity Institute (OPI), delivered his presentation at FosterFest 2004, held in conjunction with the agency's 24<sup>th</sup> anniversary celebration this week.

Boulay and OPI use preeminent behavior and attitude evaluations and present results in an instructional format designed to enhance productivity and communication in the workplace. Foster Marketing will use the results to better serve clients through optimized internal and external communication.

"Art Boulay provided tremendous insights into our behavior and attitudes, both individually and as a team," said Foster Marketing President George Foster. "With offices in different states, clear communication is always a priority. His assessments and coaching helped us tremendously."

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Foster Marketing achieved many milestones already in 2004, expanding its offices and staff in Houston and Lafayette. Additionally, Foster Marketing was recognized with awards for outstanding work from both the Business Marketing Association (BMA) and Acadiana Advertising Federation (AAF).

A member of BMA, AAF and the American Marketing Association (AMA), Foster Marketing specializes in business-to-business marketing in general and the worldwide oil and gas industry in particular.

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