



## **BIOGRAPHY: OUR TOWN**

### **MICHAEL PLUMMER President and Founder**

As a small business owner, Michael Plummer knew he was on to something when his restaurant began offering pizza and hospitality to new residents in his Newton, Iowa neighborhood: they kept coming back.

That was in 1972. Since then, Our Town, Inc., the company he founded, has relocated its national headquarters to Pinellas Park, Florida, become one of the country's largest independent "new mover" welcoming organizations and a standard-bearer in the direct-mail marketing industry.

Michael also understands the needs of new movers: by the time he reached the age of 40, he had relocated a total of 38 times.

His personal experiences help direct every strategic business move the company makes, from allowing new movers ample time to acclimate themselves to their new environment, to providing a warm, hospitable welcome from neighboring businesses to soliciting honest, genuine feedback in order to be more responsive to their needs.

In his capacity as president, Michael provides the vision for the growth of the company and the direction to execute it. He oversees a staff of approximately 60 employees at Our Town's headquarters, 25 regional sales offices and the company's burgeoning franchise operation, Our Town America.

Michael is a member of the national Better Business Bureau, the Mailing and Fulfillment Service Association, the Direct Marketing Association and the International Franchise Association.

# # #