



THE
GEORGE
WASHINGTON
UNIVERSITY

School of Government and Business Administration / Washington, D.C. 20052

*Department of
Business Administration
(202) 994-6115*

April 5, 1989

Mr. Jeff Davidson
3713 So. George Mason Drive
Falls Church, VA 22041

Dear Jeff,

Thank you! It was a great night, and your insight made it so. Thank you for giving us your time and expertise in presenting your insights into services for the BAd Services Marketing MBA class on Monday, April 3, 1989 here at The George Washington University. What a coincidence that you had formerly worked with the other panelist, Larry Jacobs of THIN FOR LIFE. Your observations in regard to his business were right on target, and well presented.

All in all, you have certainly impressed the class with your services knowledge as well as your ability in writing, and they now feel very guilty asking about their 'lengthy' term paper assignments of 20 pages, after hearing about your volumes.

Best wishes and our great appreciation.

Sincerely,

Dr. Marilyn Liebrenz-Himes
Associate Professor of Business Administration