



COMMUNICATION CO.

501 Industry Drive • Hampton, VA 23661
(804) 826-8210 • Fax: (804) 826-7213
1-800-428-3597

September 11, 1994

Mr. Jeff Davidson
2417 Honeysuckle Road
Suite 2A
Chapel Hill, NC 27514-6819

Dear Jeff:

Just a note to tell you how much I enjoyed your presentation to the Peninsula Sales and Marketing Executives at the September 8 meeting. It hit me right on the head. I walked away with a resolve to not become burdened by all of the paper that comes my way. If it supports me, I'll handle it. If it doesn't...its trash. I filled- up two trash cans on Friday. (The meeting was on Thursday night.)

I thought you might get a kick out of the enclosed response to my advertising professor on the question of the 'memorability' of TV ads and print ads. Since I didn't take notes on your presentation, you can see clearly what stuck, and what did not stick. I'm sure that some of my facts are not correct, but your message, at least as I perceived it, came through loud and clear.

Thanks for being there. Hope to see you again. Please send me ordering information on your books and other materials that you may have.

Sincerely

Bob Dishman

