



July 28, 1993

Jeff Davidson, MBA, CMC

Dear Mr. Davidson:

I recently had the pleasure of hearing you speak at the NC Society of Government Meeting Planners in Raleigh. I also serve on the board of the local chapter of Sales & Marketing Executives International, a non-profit organization whose focus is to advance personal and professional growth of sales and marketing executives. Your presentation would no doubt be of great interest and benefit to our group. As we are in the process of selecting speakers for our 1993-1994 programs, I am interested in information on your availability and fees. Please call me toll-free at (800) 532-5362 at your earliest convenience.

Sincerely,

A handwritten signature in cursive script that reads "Beverly C. Booth".

Beverly C. Booth  
Director of Sales & Marketing

BCB:sj

P.S. When I returned to work after hearing your speech, I threw away 3 wastebaskets of "clutter" and after being asked by my assistant what color paper I preferred for the monthly calender, I replied, "you decide"!