

INTER ARCH, INC.

interior architecture/interior design/
landscape architecture/graphic design
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September 25, 1985

Attention: Mr. Jeff P. Davidson

Dear Jeff:

I just wanted to let you know how much I appreciated you SMPS seminar in New Orleans.

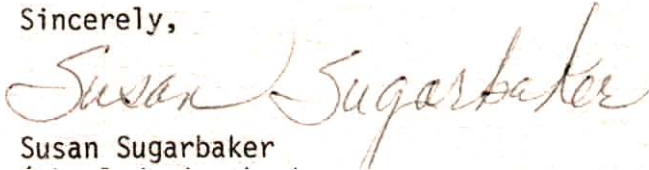
Your marketing solutions for the small design firm were really good. Many of us marketers do not receive the support we need and seminars like yours make us aware the things we do are truly moving us closer to achieving our goals.

I particularly enjoyed your ideas of tracking referrals. We do not do this; but, we soon will be. Our firm is very small, (5 people) and we function now without computer or word processing support.

Your book and your future book certainly sound like good ones to read.

Again, thanks for a great seminar.

Sincerely,

A handwritten signature in cursive script that reads "Susan Sugarbaker". The signature is written in dark ink and is positioned above the typed name.

Susan Sugarbaker