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FAX TRANSMITTAL

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Mr. Jeff Davidson  
fax (919) 932-9982

Thurs. Sept. 11, 1997

RE: Farmers Insurance  
Management Conference

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Dear Jeff,

You did such a great job at the Vancouver event for Farmers Insurance, that they want to ask you back to do a similar event in Los Angeles! I am very excited about this quick turn-around. Thanks so much.

I have already checked with you about the two potential dates of October 25, 1997, or January 10, 1998. While Cathy Doepel is checking with hotels in the area to find a site for this conference, she has asked me to check on book purchases.

Farmers intends to purchase more of your books for this event. We don't know exactly how many yet. It will most likely be around 300, maybe a little more. Cathy mentioned that she needs to get the prices down from the last purchase.

Would you check to see what the bottom price would be for 300+ books? Let me know as soon as you can. I will be contacting you soon with the exact date and location of the Los Angeles event.

Thanks so much,

*Joanne Van Hook*