



UOP
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Dear Jeff,

I enjoyed your seminar this morning at UOP. I found your description of the five mega-realities to be a good expression of thoughts and feelings that I have had. I have totally given up on TV news and news magazines. I limit my news info to one paper (Wall Street Journal). I have used the direct marketing association to minimize junk mail.

I have tried to use the same approach to cut out junk telephone calls. We have an unpublished number and try to be careful who we give it out to. This has cut down tremendously on the number of junk phone calls that we get. I recognized the story that you told about getting the junk caller's number and calling them back from an episode of Seinfeld.

Thanks for the insight and ideas.

Sincerely,

A handwritten signature in cursive script that reads "Dan Ellig". The signature is written in black ink and is positioned above the typed name.

Dan Ellig