

FOREST RESOURCE CONSULTANTS, INC.

717 NORTH AVENUE
MACON, GEORGIA 31211
TELEPHONE (912) 745-4910
FAX (912) 745-4961
EMAIL: FRC-INC@email.msn.com

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Mr. Jeff Davidson
Breathing Space Institute
2417 Honeysuckle Road, #2A
Chapel Hill, North Carolina 27514-6819

Dear Jeff:

After your presentation in Big Sky country, I came home all fired-up about marketing. First, I was to write the "President's Column" for the new edition of *The Consultant*, ACF's magazine. Since it relates to marketing, I thought I'd send an advance copy to you.

I greatly enjoyed your presentation. I just wish it could have been a full day session with more audience interaction. Foresters tend to be gardeners - farmers of sorts, rather than marketers. We could use some training and encouragement to get us moving. Maybe you could do a session at another ACF meeting sometime.

Thanks again to you and American Cyanamid for helping make our 50th anniversary meeting a success.

Yours truly,


Wm. C. Humphries, Jr., ACF

WCHjr/rcm

Enclosure

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