



**World
Sign
Associates**

November 18, 1998

Mr. Ed Rigsbee
Alliance Works
P.O. Box 6425
Westlake Village, CA 91359

Dear Ed,

"Knows his stuff!" "He's great!" "Jerry, you did a fine job finding someone like Ed!" "Good session." "Ed gave me information I can take home." These are some of the comments I heard following your presentation...our power session...at WSA's 51st Annual Meeting.

You gave the attendees ideas to think about. Better yet, you gave them information to take back to their office to put into everyday practice. Our members remember effective presentations like yours and this is important to a meeting planner. We need to establish a sense of value for the time and money they spend to participate in the association's meeting activities. You helped us accomplish our goal this year. You even got us "racing" to the mike to share our opinions with other participants.

I enjoyed working with you during the planning and preparation process. Your eagerness to learn about World Sign Associates and those things which are important to our membership was instrumental in "getting through" to our members. Customizing your workshop to help us generate ideas for WSA's future awareness efforts was brilliant. We're now working on responses that were developed as a result of your session. Thanks for helping us prepare for the 21st century.

I enjoyed working with you. Our members liked you. Sounds like you enjoyed being with us. It was a good match.

Thanks for sharing your "emotion" with us. We have a better view of who we are.

Best regards,

A handwritten signature in cursive script that reads "Jerry L. Righthouse".

Jerry L. Righthouse
Executive Vice President

P.S. Your practice of handing out books and "stuff" during your session is great! Keeps the participation at a high level.