



August 12, 2004

Ed Rigsbee
Rigsbee Research
3595 Old Conejo Road
Thousand Oaks, CA 91320-2122

Dear Ed:

I really want to thank you for your presentation to the Houston Society of Association Executives on the Member Valuation Process. This was very timely and our poll from those in attendance was off the charts; they liked you and they learned from you.

It was extremely helpful that you used our own association as an example of the Valuation Process. You provided us with specific, practical ideas to help us improve our local SAE and gave us important suggestions to take back to our own associations.

I especially appreciate the fact that you geared your presentation to us; you had checked us out before you arrived and tailored your remarks not only to our audience but also to our specific needs. I can't tell you how many times a speaker has tried to give us the same presentation as he does for lawyers or CPA's and it just doesn't fit.

I have already heard that you motivated several in the audience to go right back to the office and put your ideas to work. We need that type of information and we appreciate you sharing this valuable process with us. Thanks again for your visit, your ideas and your enthusiasm.

Sincerely,

A handwritten signature in black ink that reads "Jay Hagins". The signature is written in a cursive, flowing style.

Jay Hagins
President

HOUSTON SOCIETY OF ASSOCIATION EXECUTIVES
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