



March 1, 2005

Ed Rigsbee, CSP
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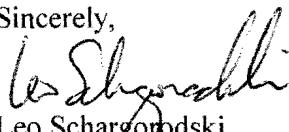
Dear Ed:

I would like to sincerely thank you for speaking at the Executive Enterprise Conference for the American Nurses Foundation and American Nurses Association. The participants felt that these meetings get better every year, and this was the best yet. And the enclosed evaluation reflects that fact!

The sixth annual Executive Enterprise Conference took place at the Chaparral Suites Resort in Scottsdale, Arizona on January 4-7. Entitled "Stability – Defining, Designing and Maintaining Your CMA," it dealt with the many elements of stability for an association, especially the state associations of the American Nurses Association, in light of the realities of the funds available, membership revenues and dependence upon few staff and much volunteer energy. Your presentation provided a wonderful educational experience for our Executive Directors. Determining the value of membership in the American Nurses Association has long been an elusive element for our state organizations. Your presentation, the exercise in defining the elements of membership and the practice of producing the numbers with a large group will be utilized by many of the Executive Directors this year. It will produce a value they can use in many ways to both recruit and retain members in our association.

I have enclosed the evaluation so you can see what the audience had to say about your presentation. I look forward to another opportunity to work with you.

Sincerely,



Leo Schargorodski
Executive Director

Enclosure: 2006 Conference Evaluation

