

# NATIONAL ASSOCIATION OF FLEET ADMINISTRATORS, INC.



THE ASSOCIATION FOR PROFESSIONAL VEHICLE MANAGEMENT • [www.nafa.org](http://www.nafa.org)

March 24, 2006

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

Dear Ed:

Thank you for leading the NAFA leadership on its journey through the “partnership maze.” Your mastery of the many available alliance options helped us understand and put in to context the many opportunities we have for success. You were the dynamite that broke up our log jam!

I still don't know what was more beneficial for NAFA: the exercise to “find the bar” or the development of a process by which we can assess all of our opportunities. The bar exercise was a real eye-opener for many, and was something that I've tried to accomplish since my arrival here more than a year ago. You accomplished in two hours what I've been struggling with for months! The process development was a real energizer for many folks who have since felt empowered to run with ideas and give them life, rather than waiting months for a decision to be made.

I really appreciated your taking the extra time at the end of the session to look at our strategic plan and give us your take on specific goals and objectives. That was such a great added bonus and really helped us move those items along!

Thanks, too, for offering your help, consultation, and support to me personally as I try to keep track of all this new, good stuff! I'm sure I'll be calling you for months to come!

Sincerely,

  
Phillip E. Russo, CAE  
Executive Director