



NATIONAL SUBCONTRACTORS ALLIANCE

NSA National Subcontractors Alliance and
Members of ASC Associated Specialty Contractors

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March 22, 2011

Mr. Ed Rigsbee
1746 Calle Yucca
Thousand Oaks, CA 91360

Dear Ed:

I would like to take this opportunity to thank you for your preparation and participation in our Spring Conference. It was obvious you spent time and effort preparing and the feedback I received from the group was not just very good, but excellent. It was apparent the members were very interested in the material you presented and pleasantly to my surprise, even our attorneys were impressed. They felt your presentation was complete and most importantly informational. I heard from more than one attendee that the material was very well presented and well received. We thank you for your time and you certainly left us with some ideas and solutions that will help us to inspire our leaders. We hope that should the need arise again in the future; you would be willing to prepare and present additional material.

We thank you for following up with sending us the promised powerpoint presentation to use and share with our chapter board of directors. This helps to put our benefits into bit size pieces and to differentiate features from benefits. I for one will revisit some of the ways we communicate with both members and prospective members.

As stated by Theodore Roosevelt, *"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization which is trying to improve conditions within his sphere."* Mere words like thank you don't seem like enough in trying to express how much you were appreciated. People as committed as you are to helping to make your sphere, and that of all of us, better need to be commended, and we do thank you.

So, I will remember "Membership is a Good Business Decision" and I will know how to prove it!

Very truly yours,

A handwritten signature in blue ink that reads "L A Black".

Lynne A. Black
Executive Director