



October 1, 1999

Dr. D. Keith Mathis
The Mathis Group
9 Lakeview Dr.
Eureka, MO 63025

Dear Keith:

Thank you so much for your presentation to the Greater Miami Chapter of the American Marketing Association on September 23, 1999. We appreciate you taking the time out of your busy schedule to visit us.

The audience seemed favorably impressed with you and your talk and I heard many favorable comments from our members. In general, they found you to be interesting and entertaining and considered the seminar well worth their time. Samples of comments from the audience include, "It was a great meeting," "The speaker was very entertaining", and "It was nice to hear someone expressing in words exactly what I've been thinking."

Thanks again. We enjoyed meeting you.

Sincerely,

Judy Harris
Vice President of Programming
Greater Miami American Marketing Association