



VIDEO SOFTWARE
DEALERS ASSOCIATION

March 23, 1992

Mr. Ed Rigsbee
Rigsbee Enterprises, Inc.
P.O. Box 6425
Westlake Village, CA 91359

Dear Ed:

The Video Software Dealers Association (VSDA) would like to take this opportunity to thank you for your concern and attention to detail in preparing your presentation on "...Boosting Add-on Sales", at our Orlando Video Expo.

The educational value of these seminars is largely dependent upon the contributions of people like you who are willing to share their expertise.

Our members appreciate the careful tailoring of your program to their business. The research you do preparing the content and handout material does not go unnoticed. You are dedicated to your work and teaching others how to be dedicated to theirs.

The proof is in black & white when comments from attendees say:
"very useful information for day to day operations"
"we need more seminars as effective as this"
"listen and you will make more money"
"quality of basic selling skills presentation was outstanding"
"the leader is an excellent presenter with useful, practical, easily accessible info"
"Mr. Rigsbee's presentation was worth the 2 hour drive! He covered a significant amount of material in an orderly, effective presentation."

Ed, you are to be congratulated for your professionalism and an excellent job in your seminar. You helped to make it a valuable business experience for our attendees.

Sincerely,

A handwritten signature in cursive script, appearing to read "Meril Weinstein".

Meril Weinstein
Director, Member Services
VSDA

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