

# Athletic Business

*The Business Magazine for Athletic, Fitness & Recreation Professionals*

Athletic Business Conference • Athletic Business Magazine  
Buyers Guide • Athletic Business Direct Response Cards

January 28, 1997

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

Dear Ed:

On behalf of **Athletic Business**, I want to thank you for participating in the **1996 Athletic Business Conference**. This year's conference attracted people from Canada, New Zealand, Central America, Bermuda, Germany, Italy, Puerto Rico, Korea, Australia, 42 states and the District of Columbia.

Your three sessions entitled *Partnering for Profits*, *How to Win in Alliance Relationships* and *Share the Work, Share the Wealth* was well received. I would like to take this opportunity to share with you some of the comments from our attendees.

"Inspirational. Always added new information and twists."

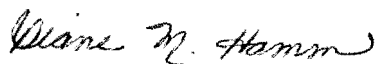
"Great content, good ideas and very well done. Ed knew how to reach his audience."

"Great style and communication techniques."

"Lively, animated presentation style. Ed's session was good for early morning. I've switched my schedule now and I will catch his other sessions too."

Ed, it was a real pleasure to work with you. If I can be of any assistance, please don't hesitate to call me. Thank you and please accept my warmest regards and best wishes for your continued success.

Sincerely,



Diane M. Hamm  
Program Director

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