



Point-Of-Purchase Advertising Institute
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Richard K. Blatt
President

December 15, 1998

Mr. Edwin Rigsbee
President
Rigsbee Enterprise, Inc.
P.O. Box 6425
Westlake Village, CA 91359

Blatt
Dear Ed:

A special thanks for making POPAI's All Angles Seminar, held December 8, 1998 in Los Angeles, California a success. We look forward to continued growth with this seminar series by offering new trends in the industry for seasoned professionals mixed in with the basic nuts and bolts information needed by those that are new to the industry.

Enclosed is a summation of the seminar evaluations filled out by the attendees for your review. Included are individual comments in reference to your presentation and an overall rating of the entire seminar. We hope you find the information of help for future considerations.

Thank you again for taking time out of your busy schedule to play an important part in this All Angle Seminar. Your time and effort were greatly appreciated.

Sincerely,

Richard K. Blatt
President

Jeanne Strong
Educational Services Coordinator

**RESEARCH SEMINARS CERTIFICATION LEGISLATIVE AFFAIRS MARKETPLACE TRADE SHOW
OUTSTANDING MERCHANDISING ACHIEVEMENT AWARDS INDUSTRY CONFERENCE DAY OF DESIGN HALL OF FAME**