December 18, 2002

Mr. Ed Rigsbee
Rigsbee Enterprises
3595 Old Conejo Rd.
Thousand Oaks, CA 91320-2122

Dear Ed:

Thank you for your award-winning facilitating efforts at our recent annual convention. As you realized, our group can be tough with respect to not wanting to go where they really know they need to go with the marketing aspects of the packaged ice industry. You were able to get them to see the 'forest through the trees'. This is an accomplishment that NO other speaker or facilitator can attest to with the members of the International Packaged Ice Association!

Your efforts and beliefs in what our industry can accomplish in the future were paramount to the success of your facilitating our group. You came prepared and knowledgeable of the industry issues. Members were able to see through your facilitating process and workshop sessions that there is indeed a bright future for marketing IPIA packaged ice.

Thank you, thank you, thank you.....single-handedly you turned our industry towards a new, more promising future!

Sincerely,

Jane W. McEwen

Jane W. McEwen
Executive Director
International Packaged Ice Association

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