



NATIONAL FRAME BUILDERS ASSOCIATION

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Ed Rigsbee
Rigsbee Research
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Dear Ed:

Thank you very much for your keynote presentation at the NFBA 2004 *Frame Building Expo*. Many of our attendees really enjoyed your presentation. The fact that you tailored your comments specifically for our group was highly appreciated.

Additionally, your member valuation session created great value for us. We now can better communicate the high-level return on investment our members receive from their membership. Our board of directors was quite pleased with the information you gathered and presented. One of their strategic goals was to measure the value return on investment for being a member of the association, and you helped us attain that.

The article you prepared after the *Expo* that was based on the "Member Value" workshop and the actual dollar amounts our members pegged to the various benefits and services we provide extended the value of your presentation far beyond our conference. We printed it in the "Membership Directory" issue of our official publication, *Frame Building News* magazine, and it greatly increased the effectiveness of that issue in convincing people of the value of our association! I'm certain that article led directly to several new memberships we received after the magazine came out. We also appreciate your other articles, which we will continue to publish as often as possible.

I really appreciated the fact that you were quite easy to work with throughout the months before our meeting, as well as during our meeting. I would highly recommend you to any construction-related trade association as a keynoter and seminar leader. Thanks for your help!

Sincerely,

John Fullerton
NFBA Vice President