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July 8, 2010

Ed Rigsbee
1746 Calle Yucca, Suite 200
Thousand Oaks, CA 91360

Dear Ed:

Thank you very much for spending time with the Florida Swimming Pool Association's Board of Directors on June 18 in Sarasota. Your insight and perspective on determining the actual value associated with member programs is greatly appreciated. Following the meeting, the membership task force has quickly moved forward to develop a strategy and several tactics to improve membership retention. The value brochure is expected to be in the hands of our board members within the next week so they can use it effectively during the 2010 renewal campaign.

We also appreciate the additional time you spent with the Executive Committee and Membership Task Force. The small group settings allowed for good interaction and feedback.

I hope we can keep in touch as the Florida Swimming Pool Association moves forward with our new strategy for membership.

Again, thank you very much.

Sincerely,

Wendy E. Parker
Executive Director

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