

SMITH, BUCKLIN &  
ASSOCIATES, INC.

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June 11, 1998

Jill W. McCrory  
Ringleader  
Leadership Outfitters, Inc.  
3919 Baltimore Street  
Kensington, MD 20895

Dear Jill:

Thank you again for taking the time to come speak with us about Membership Development.

After the session, I spoke with a handful of other attendees and everyone thought you did a great job, myself included even though my group had to sit with the Nega-Fish. In particular, having us break into small groups generated a lot of ideas and new approaches that I plan to implement in my association's upcoming membership campaign.

Your presentation was entertaining and provided us with some terrific practical applications for recruiting and keeping new members. I can't wait for your next visit to Smith, Bucklin.

Sincerely yours,



Aaron Mindel  
Associate