



OREGON CHAPTER

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Mark Paul
President
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Dear Mark,

On behalf of all three sponsors (AMA, AEA, and KVO), I would like to thank you for speaking at the High-Tech Positioning Seminar. According to the feedback thus far, your new product development insight was extremely valuable to the audience and will surely be of benefit to them next time they develop their positioning strategies for their products or company.

Again, thank you for taking the time out of your busy schedule to speak at the seminar. Please contact us if either association or KVO can be of benefit to Phoenix Management.

Sincerely,

Gregg N. Farmer
V.P. American Marketing Association
(Portland, Oregon chapter)