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October 14, 1999

John E. Hirth, President
Selling Dynamics, L.L.C.
715 West Algonquin Road; Suite D
Arlington Heights IL 60005

Dear John,

Thank you for your recent participation in the Culligan Commercial Industrial Conference! Your expertise and knowledge made your class valuable and practical to all who represent our brand and will grow our business.

The dealers and sales people appreciated the chance to learn about the various commercial market opportunities and hear about good ideas others had used. The information you offered and gathered will be a great tool as we meet the many challenges selling in the water treatment industry.

I appreciated the fact that every instructor was open to the dealers' input and that everyone left the conference excited about the business. Your participation definitely made the 1999 Commercial Industrial Conference a success.

I know I should be finished asking for your help but.... I would like your input. Please drop me an email with any suggestions on how to improve the overall Commercial Industrial Conference and even more importantly, please share any suggestions that came up in your class (or a class you participated in) for products or support we could provide our dealers.

Once again thank you for making the Culligan Commercial Industrial Conference a smash hit!

Sincerely,

Jeanne Cantu