

CARDINAL STRITCH COLLEGE

Dear Scott,

Just a quick note to let you know how please I am with the response we've received from our recent article in "The Marketeer". We've received 17 direct inquiries so far and they continue to trickle in weekly. I also appreciated the extra copies of the magazine you gave us. We have used them in a variety of ways including our recent Chamber of Commerce open house, college fairs, and corporate meetings.

It's interesting how much more meaningful editorial is to readers as opposed to advertising - the excellent writing tells our story beautifully. We will use it for many months.

Thanks again for suggesting this to us. It was indeed a great way to both improve our visibility and elicit direct response.

Sincerely,



Rebecca Henriksen
Director of Marketing
Cardinal Stritch College

Business and Management Division (PMA)

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