



# Methodist

HEALTH SERVICES CORPORATION

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W. Michael Bryant  
President and Chief Executive Officer

Mr. Chris Dierker  
Local Sales Manager  
WEEK TV 25  
2907 Springfield Road  
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Dear Chris:

As Methodist Medical Center celebrates our 100<sup>th</sup> anniversary, we are delighted to have had the opportunity to work with *The Marketeer*. The cover article highlighting Methodist was well written, informative and certainly presented us in a positive light, for which I am appreciative. I would like to take this opportunity to congratulate WEEK TV and *The Marketeer* for helping us reach out to our central Illinois constituencies in such a unique way.

When we agreed to participate in this campaign, it was our objective to expose the many positive changes that are taking place at Methodist and what impact it will have on the people we serve. I have received a considerable amount of feedback on the article and am happy to report that in large measure, the comments have been extremely favorable.

WEEK TV, Mark Werner, Pete Russell and you have done a wonderful job nurturing the long standing relationship with Methodist. I feel that Methodist has greatly benefited from your efforts. You and *The Marketeer* should be proud of your good work and the products you create.

On behalf of the Methodist Family – sincere thanks to you, the WEEK TV staff and *The Marketeer*.

Regards,

W. Michael Bryant  
President and CEO

WMB/cc