



March 29, 2004

Dr. Joyce Knudsen: President/CEO
The ImageMaker, Inc.

Dear Dr. Knudsen:

Thank you so very much for your valuable contributions to our Management Aspirations 2004 seminar held this past Friday here at CMU. As we've had a few days to reflect on the activities of the day, we're especially appreciative of the part you played in our seminar. Your lead-off presentation on "The A to Zs of Management Aspirations" set an inspiring tone for the day. Your break-out sessions on "Self-assessment" received very good reviews_ participants appreciated your insights. Finally, the panel discussion on "Learning tfom Experience," that you moderated, considered a wealth of very important questions and offered helpful answers.

Also, I must thank you for the presentations you made to the classes on Thursday, prior to the seminar on marketing and branding. Students were very engaged by your methods and your topics. We certainly put you through the paces while you were on campus!

I received the invoice on the books and have submitted it for payment. Seminar participants were thrilled with the book give-away. It's a practice we'll continue in the future. Thank you for making your books available to us and for signing them.

I've enclosed copies of the evaluations tfom your sessions. They reflect the participants' - and our - belief that you made a major contribution to our efforts. On behalf of the entire Management Aspirations 2004 Planning Committee, I extend my heartfelt gratitude for helping to make our day a success.

Sincerely,

;)k_

Management Aspirations 2004 Planning Committee JoAnn K. Linrud, Co-chair
Monica Holmes, Co-chair
Kara Bushinski
Tanya Marcum
Kathy Schafer
Amy Silk
Linda Wicander