

December 20, 2005

Kate Sternberg
The Marketing Source
PO Box 14714
Baton Rouge, LA 70898

Dear Kate:

Just a brief note – though I could go to great lengths – to share how much I enjoyed working with you these past six years. It’s hard to imagine our day to day Leave A Legacy process without you.

There is no doubt that the success we enjoy today is the result of your company’s involvement. Certainly Frank gets credit for bringing LAL to Baton Rouge... you get credit for ensuring our solid foundation. Your strong marketing insight coupled with encouraging precise strategic initiatives helped our committee reach a higher level of achievement than we would have independently. You will be sorely missed.

On a personal note: I not only admire you professionally, it is also pure delight being a friend. Thank you for that privilege.

I know The Marketing Source has an extremely bright future. I will look forward to our paths crossing frequently.

Sincerely,

Mimi Barnum Riché
Vice President of Major Gifts and Planned Giving
Capital Area United Way

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