

PURDUE UNIVERSITY



CENTER FOR AGRICULTURAL BUSINESS

Mr. George Ludwig
2515 Grove Lane
Cary, IL 60013

Dear George:

You were a great hit with our seminar participants. Your practical knowledge of selling complex accounts and your ability to communicate your ideas clearly and concisely were very well received. In fact, one of our participants pointed to your comments on 'system selling' key accounts as the highlight of the seminar.

Thanks again for taking time to prepare so well - and an excellent presentation. I hope to work with you again.

Sincerely,

A handwritten signature in blue ink that reads "Dave".

Dave Downey, Executive Director

