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July 10, 2008

Bob Dickson
Dale Carnegie Training of Western CT
21 Maple Ave.
Naugatuck, CT 06770

Dear Bob:

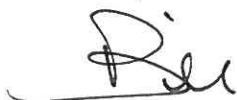
I am delighted with your Dale Carnegie approach to our United Way sales visit. Your presentation is outstanding and certainly easy to understand for the professional and nonprofessional sales volunteer.

At yesterday's Campaign Cabinet meeting, I previewed your presentation, and to a person the leadership was very complimentary. We all feel that the structure and presentation provide an easy to understand approach to the perspective United Way contributor. In your 15-minute presentation Bob, you have succeeded in compensating for a 24 year-old problem: how to give ordinary United Way volunteers an understandable approach to communicate with and close a sale for United Way prospects.

Thank you for being a United Way volunteer this year and for helping us to create a more level field as we attempt to broaden our base of support during these very difficult economic times in Connecticut. Your sales DVD will be shown at each divisional kickoff from the last week in August through the first week in September and distributed to each volunteer who is charged with the responsibility of going out and enlisting support for our annual campaign effort.

I am enclosing a copy of your presentation for your personal use, with the deep appreciation of our United Way campaign leadership, Board of Directors, Campaign Chairman Paul McLaughlin and myself. I know that your presentation will make a difference in our ability to close more sales for the six out of 10 people in Northwest Connecticut who benefit from this annual human service effort.

Sincerely,



William A. Egan, III
Executive Director

Mission: Helping people in Northwest Connecticut care for one another.



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