

Arlington Convention and Visitors Bureau

October 22, 2007

Mr. Bill Todd
Hospitality Impact Marketing
9216 Villa Drive
Bethesda, MD 20817-3310

Dear Bill,

Well, you said you would deliver and you most certainly did!

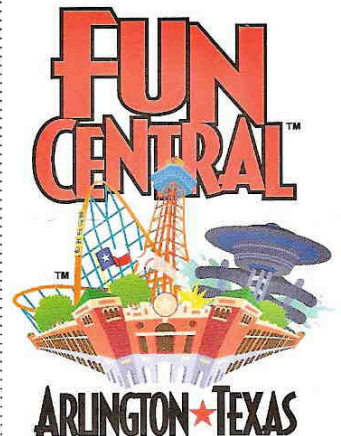
The Arlington Convention & Visitors Bureau was honored to bill you as the featured speaker at our 2007 Tourism Rally. And we were validated in our assumption when we noticed how easily you mesmerized our early morning audience with your upbeat presentation. It was clear that you won over the room and everyone in it. The positive comments from attendees upon departing were the best in the last three years of producing the Rally.

Bill, it was a privilege working with you to develop this customized program to suit Arlington at this stage of our evolution. Your attention to detail, your willingness to make your materials available on-line and your follow-up are all evidence of your professionalism and dedication to customer relationships. Your message will resonate with audience members for a long time, and members of this Bureau team, for a life time.

Continued success,



Linda H. DiMario
President & CEO



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