



April 10, 2002

To Whom It May Concern:

The Orlando/Orange County Convention and Visitor Bureau utilized Strategic Advisory Group to prepare a three-year strategic plan. Their responsibilities included working with the staff and board members to develop consensus around the issues facing the organization. Their work on the project met and exceeded our expectations, and we would recommend using them in a similar capacity on other projects.

Cordially

A large, stylized handwritten signature in black ink, which appears to read "William C. Peeples".

William C. Peeples  
President