



February 7, 1995

Dear Colleague:

AIP was new and virtually unknown in September 1993 when we hired William Blackman. He played a vital role in rapid growth.

As our communications director, Bill wrote copy, designed and produced a marketing program for AIP's *Charity Watchdog Reports*. In six months this brought 15,000 paid requests for samples at substantial net profit and 10% conversion to memberships. At \$25- \$100 each, this provided important funds for our fledgling organization.

Additionally, Bill helped us to secure a major communications law firm for extensive *pro bono* legal assistance. He also provided valuable advice on a full range of business management challenges.

Bill's publicity work enabled us to gain more and better media coverage including CNN's *Morning News*, ABC TV's *Good Morning America*, *The New York Times* and over 400 newspapers, magazines, television and radio stations nationwide. With increasing frequency, both the media and the public turned to AIP for insight into the financial practices of charities.

William Blackman helped AIP attain success that exceeded all projections. In view of his outstanding accomplishments and abilities, I highly recommend him to you.

Sincerely,

Daniel Borochoff
President