

Gretchen M. Kettenhofen
S.R. 102
Southfield, MA 01259

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Dear Colleague:

While I was director of development for the Council on Economic Priorities, we hired William Blackman to create a direct mailing for CEP's Corporate Environmental Data Clearinghouse. CEDC offers detailed, technical reports on the environmental records of individual corporations. At up to \$100 each and \$1,500 for an annual subscription, this was a tough sell to a limited market.

From concept through completion, Mr. Blackman proved his effectiveness. His strategic planning, copywriting, design, mailing list selections, and recommendations for dealing with suppliers enabled us to make considerable profit from our very first CEDC mailing. This is an exceptional accomplishment for a first-time, non-profit mailing.

Facing a difficult marketing challenge, Mr. Blackman used his full range of direct mail expertise to create a very effective program. I am confident that he could be an asset for your organization as well.

If you have any questions, please feel free to call me at (413) 229-8658.

Sincerely,



Gretchen M. Kettenhofen