



June 28, 2010

IMPORTANT ANNOUNCEMENT

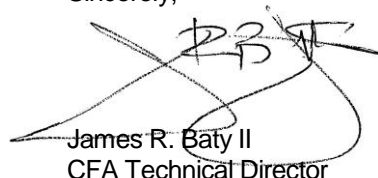
Dear CFA Member,

It is with great anticipation and excitement that we send you this message. Please take the next 10 minutes to carefully consider an opportunity that has a chance to significantly change your company for the year ahead.

This is not a marketing ploy or an advertising trick. Your Association and Board of Directors have carefully created this year's Annual Summer Convention as a stimulus opportunity that is 100% about your business. Although a vacation is always a good idea, this year your business is our main focus. We have maximized the opportunity for your investment of travel dollars and time so that you come away not only refreshed but also invigorated with a core of ideas and options that will stimulate your business through this fluctuating economy.

As you read the attached brochure, we want you to be clear that this year is like none other. Summer Convention is your one opportunity hardest to avoid in formulating your plans to pull through the recession and prepare for the future. The more companies that take this challenge only means the greater excellence that will be present and delivered. JOIN US!!!

Sincerely,

A handwritten signature in black ink, appearing to read 'JB II', is written over a large, stylized signature graphic that resembles a large 'J' or 'B' with a long horizontal stroke extending to the left.

James R. Baty II
CFA Technical Director

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