



CENTRAL MICHIGAN
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Dr. Joyce Knudsen
The ImageMaker
717 Split Rail Drive
Brentwood, Tennessee 37027

January 10, 2005

Dear Dr. Knudsen:

Thank you for your very significant participation in the AICI Image Study that I completed for the Association of Image Consultants International last spring and summer. The research process was interesting and challenging to develop, as it involved consultants from around the globe. It's always fun to be involved in research studies that reveal significant, positive results for the clients. This was definitely one of those projects.

Had it not been for your contact with CMU, your *alma mater*, I would not have had the privilege of directing this project. I wanted you to know of some additional benefits to us at CMU, as rippling effects of that contact. My student assistant throughout the project witnessed the intricacies of an authentic project for an established client. That experience contributed to her ability to gain a great job following her graduation. As well, your participation in our Management Aspirations program, as a direct result of our research relationship, benefited many of our female students who aspire to be managers. Your words of wisdom were inspirational to those students. I continue to hear them express the value of your presentation to them, as we prepare for the next in our series of annual seminars.

So, I extend my continuing gratitude for your involving CMU and me in the AICI image research project. Had you not taken the initiative with the AICI Board, none of these benefits would have occurred.

Sincerely,

A handwritten signature in blue ink that reads "JoAnn K. Linrud".

JoAnn K. Linrud, Ph.D.
Interim Associate Dean
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Central Michigan University