



January 23, 1996

Mr.

Dear Mr. \_\_\_\_\_,

I am honored that \_\_\_\_\_ is considering me to serve as a member of your firm's Board of Directors. In response to your request, I am providing additional information on my expertise in marketing as well as technology.

### **The 5 Ps Division**

I established this division of ACT Inc. based on my approach to achieving and sustaining corporate profitability using marketing as the focal point of running a business. I strategically evaluate and recommend improvements based upon product, packaging, place, price and promotion. These are The 5 Ps that this division is based upon. By applying selective management techniques coupled with my experience and education, you have observed me offer advice to firms that resulted in a recognizable increase in market presence and profits. I stand ready to deliver comparable advisory services to \_\_\_\_\_.

### **Information Technology (IT) Services**

My approach to IT is equally as comprehensive as my approach to business, both based on The 5 Ps. Microslate and others recognize me as an expert in Wireless Computing thanks to my book, seminars and keynote speeches. There is much more behind what I present, however, than a knowledge of wireless communications, portable devices and software. My assessment and presentations are based on all products and services required to deliver a comprehensive solutions (based on The 5 Ps). My analysis and recommendations are also based on applying The 5 Ps to assess the current and future position of our industry.

I look forward to meeting the full \_\_\_\_\_ management team and Board Members during my upcoming trip to Montreal. I will contact you within the next week to make travel arrangements.

Sincerely,

Veronica Williams  
Managing Director