



The
Wescoe School
MUHLENBERG COLLEGE

for continuity

Lehigh Valley Ad Club
Education Committee
P.O. Box 90507
Allentown, PA 18109

Dear Wescoe School Friends -

How wonderful of the Lehigh Valley
Ad Club to contribute \$1,000 towards
the Wescoe School 100th anniversary. We
sincerely appreciate your support.

Warm regards -

Rich Hogg
Assistant Vice President, Development

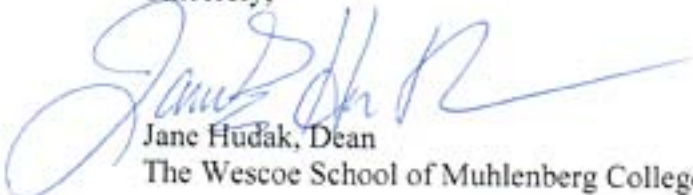
Dear Lehigh Valley Ad Club representatives,

On behalf of The Wescoe School of Muhlenberg College, thank you for the enlightening presentation on Creativity delivered on our campus on May 27 by Bill Childs and Pat Lincoln. The response from all who attended has been very positive.

Bill and Pat were very entertaining while educating us on such a timely and interesting topic. We thank them for the personal commitment they made in making the evening a success. Clearly, the more an organization understands how and why advertising practices are evolving, the better equipped they will be to balance their goals with available resources---all while grabbing and keeping the public's attention.

We also want to thank you for the generous donation the Lehigh Valley Ad Club has made to our marketing efforts. We intend to use the \$1000 gift towards the Muhlenberg College 100 anniversary celebration of adult education programs on our campus (2010-2011) which will preview later this year.

Sincerely,



Jane Hudak, Dean
The Wescoe School of Muhlenberg College