

**TO: Workforce Investment Board**

**DATE: 3/09/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Letter of Appreciation**

**PROPOSED MOTION(S): For Information Only.**

**DISCUSSION: On November 10, 2005, the Workforce Investment Board approved financial support for the Jay Conrad Levinson Marketing Guerrilla Seminar. The event was held at Merced College on February 25, 2006, as scheduled. Attached you will find a letter of appreciation from Bruce W. Logue, Lead Pastor for Lifespring Church for your review.**

**ATTACHMENT(S):  
Appreciation Letter**



# **LIFESPING**

## **CHURCH**

February 26, 2006

Ms. Andrea T. Baker, Acting Director  
Merced County Department of Workforce Investment  
1880 West Wardrobe Avenue  
Merced, CA 95340

Dear Ms. Baker:

I was one of the attendees at the Guerilla Marketing seminar Saturday at Merced College. I was familiar with Levinson's work, and knew that to get to attend such an event for \$25 was a real gift. And it was!

I am writing to thank the Workforce Investment Board for contributing to the day and for bringing such a talented and knowledgeable individual to our community. I benefitted greatly from what he taught us.

It is fun to see these glimpses of the future as Merced stretches her limbs. I think that it contributes positively to the fabric of our community when people such as Levinson are invited to share what they know with us all. Thanks for making that possible.

With appreciation,

Bruce W. Logue