



RETAILER OWNED FOOD DISTRIBUTORS & ASSOCIATES, INC.

Wednesday, January 4th, 2012

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Stores, Inc.
Salt Lake City, UT

Jeff Thredgold
Thredgold Economic Associates
1366 S Legend Hills Drive, Suite 150
Clearfield, UT 84015

Dear Jeff:

What a pleasure it was to see you at our fall conference in San Antonio. We anticipated a great deal from a speaker with your credentials and you exceeded our expectations. The title of your session, "*The Economy....What's Up?*", may have given our attendees early impressions of a dry and complex talk. However, your lighthearted delivery was fresh, easy to understand and allowed the audience to leave with information they could really use. In our follow up surveys, you were the highest rated speaker of our fall conference. Bottom line....you were a hit.

All of us at ROFDA appreciate our association with you and would gladly provide our endorsement to others considering your services.

Thank you again Jeff, we look forward to seeing you again soon.

Best Regards,

signature blocked for privacy

Francis Cameron
Executive Vice President
Chief Operating Officer

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