

## A CELEBRATION OF WINE™

CSUF VITICULTURE & ENOLOGY ALUMNI ASSOCIATION  
5100 N. SIXTH, SUITE 120, FRESNO, CA 93710  
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June 24, 2005

Phyllis Neufeld  
7579 N Trellis Circle  
Fresno, CA 93720

Dear Phyllis:

I want to thank you for your participation over the last five years of *A Celebration of Wine*. Each year gets better!

Your involvement in the event has played a key role in the marketing of this event. Your donation of the print of your watercolor each year adds so much to all our printed marketing tools including the invitation, the sales posters, print ads for magazines and newspapers, the programs and the web-site.

Your desire to increase this year's revenue through better marketing of items featuring your artwork greatly increased the bottom-line profitability of the event. Your idea of adding a drawing ticket to each ticket purchase increased the overall profitability by nearly \$2,000. And, with the purchase of the original artwork at a reduced \$900 this year, we were able to add an art sponsorship that sold for \$3,500 – resulting in \$2,600 additional revenue.

Of course, your gallery is always a favorite spot for our guests to drop by and purchase your artwork. Your continued donation of 25% of all sales made that day again is greatly appreciated. Thank you.

I look forward to working with you in the future – to looking for additional opportunities to increase our fundraising aspect of the event via better marketing of your donation of time and artwork.

Thanks so much!

Sincerely,

  
Jan Boling  
Event Coordinator