



CANADIAN MEAT COUNCIL  
CONSEIL DES VIANDES DU CANADA

February 9, 1998

Mr. Jeff Mowatt  
J.C. Mowatt Seminars

CALGARY, Alberta

Dear Jeff:

On all counts our 78<sup>th</sup> Annual Conference was the "best ever".

The theme, Marketing: Planning For The Future, attracted considerable attention and, considering current industry developments, was very timely.

Your luncheon presentation was excellent as you encouraged the audience to M.E.A.T. market their ideas and you outlined very concisely strategies for peak performance and success.

I would suggest you send me an invoice for outstanding expenses.

Thank you very much, on behalf of our members and guests, for your contribution to an excellent plenary session.

Kindest regards, I remain

Yours truly,

L.M. Campbell  
Secretary Treasurer

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