



December 12, 2008

Dear Alton,

The Dr Pepper team has been home for a few days now, but the excitement of a great Dr Pepper Big 12 program still lingers in the air! We would like to acknowledge Agenda Kansas City's great contribution to the overall success of our program.

From the very beginning, Tricia seemed to know exactly what we were looking for and proposed creative options that resulted in a beautiful program. She became an extension of our team and our entire travel team quickly grew to trust her abilities and judgment.

Unfortunately, I was not able to travel to Kansas City during the planning stages. Therefore, I was planning two large parties in venues I had never seen. Tricia sited the venues for me and every design that she created, fit perfectly with the venue *and* with our theme!

Thank you to Tricia and the entire Agenda Kansas City team for their creativity, professionalism, attention to detail and for being the perfect DMC partner!

Sincerely,

A handwritten signature in black ink that reads "Michele Mora". The signature is fluid and cursive, with a large initial "M" and a long, sweeping underline.

Michele Mora  
Dr Pepper Snapple Group