



The Forum for Commercial Real Estate

Mr. John M. Schultz
CEO
Agracel, Inc.
1200 Network Centre Boulevard
P.O. Box 1107, Suite 3
Effingham, IL 62401-1107

Dear Jack:

Thank you for the marvelous presentation at our National Forums Symposium on April 29, 2004. Although I have had the pleasure of seeing your presentation before, it was interesting for me to see the reaction of our audience of 300 developers and owners of commercial real estate. They were clearly very engaged by your presentation, and energized by your enthusiastic approach to your topic.

While Boomtown USA has a specific appeal to individuals operating in smaller markets, you did an excellent job of providing take home value for our audience from larger markets as well. I received many compliments on your behalf at the meeting.

Jack, I thought you might find it interesting that our attendee evaluation of speakers rated you roughly on par with our featured keynote speaker, Jackie Freiberg. While 128 attendees rated your performance, only 80 gave a rating for Jackie. 60% of the respondents rated you very good to excellent, while Jackie received that rating from 65%.

Jack, I highly recommend you make yourself available to other groups to share your insights into what makes small towns great. I continue to recommend you to our chapters, and think that economic development, real estate and general business groups would especially benefit from your presentation.

Best Regards,

Shirley A. Maloney
Senior Vice President