

JAMES R. WATTERSON

VICE PRESIDENT

PUBLIC RELATIONS & SPECIAL EVENTS

March, 1996

To Whom It May Concern:

As the person responsible for public relations, community outreach and corporate philanthropy, I have had the good fortune of working in partnership with Allison Sampson on two important projects that joined our company--Robinsons-May, with the City of Los Angeles.

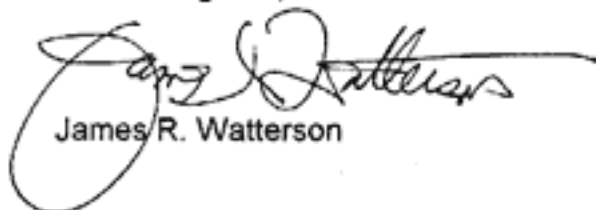
Under Allison's stewardship at the Los Angeles Festival in 1993, Robinsons-May and the Festival developed a ground-breaking volunteer outreach program in South Central Los Angeles. Using our store's advertising and publicity as encouragement to participate, the Festival was successful in breaking the historic ethnic and demographic barriers of the arts volunteer profile. We gave a grateful and generous public (and our customers) an opportunity to become advocates for something they believed in, and the Festival was able to obtain much-needed and highly valued volunteers.

In 1994, Allison and I worked again in another highly successful collaboration to conceive the biggest-budget outreach campaign in Robinsons-May history: the Re-Opening Dedication Ceremonies for the New Ahmanson Theatre--and a four day Music Center Family Arts Festival celebration in the week following. Although both events happened in a close time frame with constituents that needed intense cultivation, the corporate and philanthropic objectives of our company were quite different for each event. The Ahmanson Theatre re-dedication was a celebratory gathering of the city's shakers and movers in politics, business and the arts--while the Family Festival was truly inclusive and attracted families of every ethnicity from all over greater Los Angeles. In the final analysis the programs met both the contrasting and broad reaching goals of our public relations and philanthropic mission. Allison held constant in shaping these programs and maintaining the appropriate balance on our behalf.

A brief but important note about Allison--her integrity, creativity, honesty and fair-mindedness in dealing with all persons and all situations has been a real inspiration to all of us here at Robinsons-May.

If I can provide any additional insights into Allison's capabilities, please don't hesitate to contact me.

Kindest regards,



James R. Watterson

ROBINSONS·MAY

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