



February 11, 1997

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To Whom It May Concern:

The Greater Los Angeles Zoo Association needed help in evaluating its cost structure, recruiting a new president, and establishing a process for evaluating whether there would be economical advantages to subcontracting out the management of its food concessions and gift shops. Allison Sampson was highly recommended to us by the Zoo Director, Manuel Mollinedo, and others in City government as a turnaround artist for a non-profit organization.

Allison's performance surpassed my expectations. She has a unique blend of creativity and the ability to successfully implement her ideas.

While many consultants have developed the skill of interviewing employees and repackaging their ideas as their own, Allison develops her own solutions and will plow new ground.

Allison made a favorable impression with our trustees and was able to work effectively with our paid staff, whereas other consultants might have appeared threatening.

If you need help in improving the quality of your services at a lower cost without creating any disruptions among your staff, and to get the job done quickly and efficiently, I highly recommend Allison Sampson.

Sincerely,

A handwritten signature in black ink, appearing to read "Lloyd Levitin".

Lloyd A. Levitin
Chairman

LAL:lc