

# Goodwill

Gulfstream Goodwill Industries, Inc.

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August 6, 2002

Ms Brenda Starr, President  
StarGroup International, Inc.  
18 So. Palm Way  
Lake Worth, FL 33401

Dear Brenda:

Since we have just completed our initial year working with StarGroup, I felt it was appropriate to send you our first impressions.

I certainly believe that Gulfstream Goodwill's expectation of increased community awareness has exceeded our goal. The breath of your experienced staff gave our organization access to professionals we could not replicate in other firms, and at the fraction of the cost. The diversity of products; print, video, audio and community public relations has greatly enhanced not only the number of new people who know about Goodwill but also they now know Goodwill's true mission of our organization.

I am extremely pleased with the various by-products that you and your creative staff have recommended and initiated. The Gulfstream Goodwill 35<sup>th</sup> Anniversary Book idea was remarkable, as it will continue to educate the public as to what Goodwill contributes to our community. The book, with your idea of corporate sponsors, brought us closer to the business community and has resulted in new contracts, employing more persons with barriers to employment.

Your creating a video and the public relation events takes our message again to new and different segments of our community who we've never been able to reach before.

StarGroup certainly is a "Star Group" of professionals who definitely impacted Gulfstream Goodwill in a positive manner, increasing our communities' awareness of our organization.

Please share my pleasure with your staff and others who may want and need your results. Thank you so much.

Yours truly,



Marvin A. Tanck  
President and CEO

