



March 6, 2002

Mr. Kevin Graham  
Lookout Management, Inc.  
23 Chestnut Hill  
London, Ontario  
N6K 4J5 Canada

Dear Kevin:

It is a pleasure to write an enthusiastic letter of recommendation for the valuable, practical and rewarding project done by Lookout Management, Inc. for The Haverford School on our survey of "mature" alumni. The results have informed us regarding communications initiatives and alumni activities, but even more important, they have helped us focus on fundraising and planned giving efforts.

In twelve years of development work, I have watched and participated in the evolution of our activities. Technology advances and "new" marketing techniques borrowed from the for-profit world have inundated us with information that, while often useful, has the potential to bury us in data. Conversely, the survey results from this project provide specific, relevant data on individuals, and the analysis provided will allow us to revise and improve communications vehicles, tailor events and activities, and most important, SEGMENT our constituents in a variety of ways.

Thank you for your guidance and expertise, and for facilitating and relating our acquisition of specific, relevant information about our alumni.

Best regards,

A. Hobart Porter '72  
Director of Institutional Advancement

AHP:mg