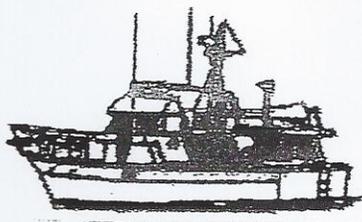


Frank M Lawson
714 308 9652



**Accredited Master Marine
Surveyor**

Dear Virginia

I have decided to send you a gift. My business going into the 5th year shortly has given me great pleasure watching it grow, and decided to write a short paper for you, called step by step from day one, you may add it in your current course study, or make it available to very new graduates, or you may not like it at all, prefer not to have it on the internet site.

I know there are a lot of highly qualified people who are members, this short paper is for the ones starting out, or are new, and not sure what to do first, if their background has not included sales. I have included most all of my methods over the past 4 years, even if they take just one or two ideals out of this, or incorporate their own style into this it should be a start. I felt the need to give back a little, and hopefully the shirt ideal will stick, as I feel it sets us apart and gives us recognition., This was not intended to boast in anyway, but to truly help the organization, with a little input. I just performed a survey on a 50 ft Bertram, and the owner gave me a copy of a sams survey, there was not one ABYC, or CFR quote in it at all, that left me in dis belief, and thought we are better than that 7 page rag I read, copy on request, for some reason I felt compelled to write something for your students, that is a step by step guide, along with lots of tips, along with actual copies of what I use. The things I speak about come natural for me, however some people may struggle a little in the marketing of themselves, and might just help. Heck sell it if you can, we will speak later about that. It is a complete outline from day one with everything I have done to obtain business. Call on me if you need me for anything in the future, I am full of ideals, and would be happy to speak to anyone that needs advice, or a consult.

Best Regards
Frank M Lawson AMMS