

May 19, 2011

Phil Goodman
President
Genergraphics, Inc.
2231 Faraday Avenue, Suite 150
Carlsbad, CA 92008

Dear Phil,

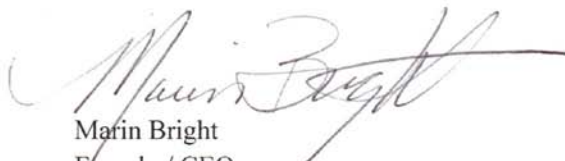
On behalf of Smart Meetings Magazine and our staff, I am pleased to announce that you have been appointed our Generational Consultant. We appreciate the added value your participation has given our readers and clients over the years and feel that your generational expertise will keep Smart Meetings on the cutting edge.

You have brought a whole new dimension to our industry with your presentation of Genergraphics®. Sales Directors and meeting planners who have attended our events in which you have participated have always been fascinated with your research and case histories pertaining to our industry on separating the generations.

Sales Directors from hotels and resorts think that Genergraphics is an exciting approach in which to sell corporate meeting planners on holding their next event at their respective properties.

Your knowledge of generations is clear, concise and resonates with the groups that you present to from the hospitality industry.

Keep up the good work!



Marlin Bright
Founder/ CEO