

## Blue Ribbon Consulting

January 10, 2006

Elko Chamber of Commerce  
Neil McQueary  
Chief Executive Officer  
1405 Idaho Street  
Elko, NV 89801

Dear Mr. McQueary:

We are pleased to present you with the Blue Ribbon Consulting Group's marketing plan for the Elko Chamber of Commerce. This plan is the result of the statistical application of research data and our own creative genius. This plan is based upon substantive research into the factors that drive demand for shopping and entertainment in the Elko marketing target area. We further researched the opportunities that, if implemented, could create an overall increase in the shopping, entertainment, and motel utilization in Elko.

It is our opinion that the recommendations contained in this plan will foster a "Golden" opportunity for the members of the Elko Chamber of Commerce as well as the business community of Elko in general.

We appreciate the opportunity to work with the Elko Chamber of Commerce and would especially like to thank Mr. McMullen of the Elko Convention and Visitor's Authority for his assistance in this endeavor. Please contact us at your convenience for any further discussion concerning the contents of this marketing proposal.

Sincerely,

Walter Dzick  
Senior Partner

*Winners at Work*

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