YONCE

Y & A

ASSOCIATES

COMMUNICATIONS AND ORGANIZATION MANAGEMENT

March 19, 1996

Ms. Diane Herndon
Monsanto Company
800 N. Winnsburg
St. Louis, Missouri 63167

Dear Ms. Herndon:

Thank you for your interest in Yonce & Associates. We are a communications management firm specializing in developing relationships between our clients and communities. While we are comfortable in our role in Birmingham, our home base, our greatest talents lie in our abilities to develop and maintain relationships in the outlying areas within Alabama and the Southeast.

Our client base has led us to a niche left unfilled by larger companies. We enter a community on a client's behalf by working first with local government officials. While the client's reason for being in the community may have little if any bearing on local government, we believe that city hall and courthouse contacts open many doors. We have learned to listen to these officials, often hearing the names of the community's real, non-elected decision-makers. As I am sure you are aware, local media outlets are important in non-urban areas, yet the larger news outlets also have important influence there, as well. Before we begin any kind of media campaign, we learn who the influentials are.

Our success has come from our belief in personal contact, as described above. In addition to community relations, we also produce special events for clients. When we do this, I am always on-site. As a small company, I'm able to do this. I believe it is has contributed to our success and intend to continue this practice of personal involvement.

Again, I appreciate your interest. I would enjoy discussing our capabilities and qualifications further with you. Please let me know what I can do to arrange it.

I look forward to hearing from you.

Sincerely,

Pete Yonce
Managing Partner

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In the Commerce Center Annex

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DSW 133830

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YONCE & ASSOCIATES

Client List

- Advantage Associates Advertising
- Alabama Section - American Society of Civil Engineers
- Alabama Chapter - Solid Waste Association of North America
- Alabama Chapter - American Planning Association
- Auburn University Center for Governmental Services
- University of Alabama at Birmingham
- Waste Away Group, Inc.
- Wholesale Sign Manufacturers Association of America

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