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John J. Cimino, Jr.
President and CEO, Creative Leaps International
88 Hardscrabble Road
Chester, NY 10918

October 21, 2015

Dear John,

On behalf of the Society for College and University Planning (SCUP), we extend our gratitude to you and Creative Leaps International for the thought-provoking and enjoyable opening concert that kicked-off our 50th anniversary conference this past July. It was an amazing celebration and the energy lasted throughout the conference.

Our planning committee members strived to "surprise and delight" during our 50th SCUP conference, and Creative Leaps International helped us achieve that and more. Our sincere thanks to you and your superbly talented colleagues: Jon Klibonoff, Dianne Legro, Christine Clemmons McCune, Paul Spencer Adkins, Diana Wissinger, Caitlin Sullivan, Hamilton Berry, Richard Albagli, and Danielle Duell.

Your concert design, tailoring of messages and content, and engagement of our members stimulated fresh, new thinking at our conference. Throughout the conference you reinforced moments of creativity and innovation—from your highly rated follow-up "harvest" session, to the amazing musical "pop-ups" which surprised and engaged conferees in unexpected ways and locations.

We received many wonderful comments from our attendees. We asked our conference attendees what their best moment of the conference was, and here is some of the feedback we received:

- *"I think the opening of the concert of ideas plenary really set the stage for creativity and openness to new ways of thinking."*
- *"I enjoyed several different aspects of the conference, but my most memorable was the Opening Plenary with Creative Leaps."*
- *"The Creative Leaps opening session was dazzling, inspiring, and unforgettable!"*
- *"The opening plenary. Never expected such an incredible concert! That was so much better than someone talking."*
- *"... engaged me in a way in which I'm not accustomed."*

We hope that our members continue to reach out to you with questions and insights from their experience. Thank you once again for a remarkable launch to our anniversary conference!

Best regards,

Mike Moss
President, Society for College and University Planning

Robert Brodnick
SCUP-50 Plenary and Invited Sessions Chair, and
Vice President for Strategy and Innovation, Strategic Initiatives, Inc.