



DATE: December 31, 2002

TO: Brian Essig, 952-448-7090

FROM: Karyn Peterson, Landscape Marketing Specialist, Anchor Wall Systems

Thank you for agreeing to be on our landscape contractor panel discussion from **1:00 to 2:00 p.m. on Wednesday, January 8, 2003** at the Hilton Garden Inn, Garden Rooms A&B. **Please plan to arrive by 12:45 p.m.** I will be in the lobby to meet you. The hotel is at 6330 Point Chase Drive, Eden Prairie, located off Highway 62. Driving west on 62, take the Shady Oak Road exit south. The phone number is 952/955-9000.

This confirms your participation and provides you with the following information regarding Anchor University and the panel discussion.

- Anchor University is specialized training focused on the dealer and landscape contractor markets for 35 licensed manufacturers of Anchor retaining wall systems. Our guests are from across the United States.
- Our dealer panel features the following guests:
  - Blaine Herdegen, Blaine's Custom Landscape;
  - Tim Huenker, StoneScapes; Brian Essig, Essig's Tree and Landscape, Inc.
- The panel will begin with introductions. Following introductions, each panelist can share:
  - The name of your business and the primary landscaping services you provide. Do you install pavers and retaining walls?
  - The profile of your customer. What percentage is residential? Tell us about the typical customer and how you find the business (or they find you) and the process that takes place for you to successfully sell a hardscapes/landscaping job.
- Throughout the panel, we'll ask questions regarding the following:
  - Where do you buy hardscape products: What are the strengths and weaknesses of your hardscape suppliers?
  - How important is product and installation training to you and your staff?
  - What are the most important services that come from hardscapes dealers and manufacturers?
- The panel will be interactive with the audience in the form of questions-and-answers.

We truly appreciate you taking the time to participate in our panel. Thank you in advance. Our customers who are coming to Minneapolis will appreciate the opportunity to interact with you. If you have any questions, please don't hesitate to contact me at 952/979-8419.