

# JOHN SIBBALD ASSOCIATES, Inc.

*Executive Selection · Management Consultants*

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TELEPHONE (312) 876-0053

August 12, 1980

Mr. Addison Yeaman  
Chairman and President  
The Council for Tobacco Research -  
U.S.A., Inc.  
110 East 59th Street  
New York, New York 10022

Dear Addison:

I was delighted to learn on Monday that CTR had approved the compensation package for Bob Gertenbach and that Bob has accepted your offer to join your fine organization. As the enclosed Confidential Personnel Report portrays, Bob represents an outstanding fit in virtually all respects. I know he is excited about the opportunity.

Perhaps even more importantly, I want to pass on to you my personal appreciation for the chance to come to know you, Addison, through the work of these last several months. I have worked on probably 70 or 80 association search assignments, and your handling and coordination of this very important engagement for CTR has made it the smoothest and best managed of any association search that I have worked on. What might have been a most difficult undertaking turned out instead to be efficient and effective in all respects. The candidates could not have been more complimentary about you, Tom, and Bill, or, how they were handled. Incidentally, I have personally advised both Alan Katzenstein and Jack Rosta of the outcome (both were, of course, disappointed but understanding) and letters of advice on Bob Gertenbach have been sent to all of the several dozen others that we spoke with or CTR interviewed.

This is also a good place to reassert a matter that I earlier had reported to you and Tom and that we learned in our search: CTR is widely regarded by everyone who knows of it in any way as a truly objective, professionally managed, and unusually effective association. Unlike so many other associations CTR truly does what its charter describes. You, your management, and Board deserve great credit for the position in which CTR is held throughout its quite disparate constituencies.

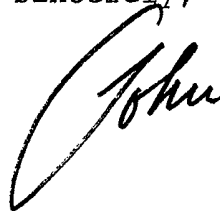
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It was good to meet Bill Hobbs and witness, albeit briefly, that CTR will continue in good hands. What greater satisfaction is there for an outgoing Chairman to have his organization stronger at the top than when he stepped in himself. I do not intend your retirement from CTR to end our pleasant association, and I look forward to seeing you periodically both in Louisville and New York.

Thank you for the chance to work with you, Addison, and my best wishes go with you as you proceed into career #3 -- whatever that may be.

Kindest regards.

Sincerely,

A handwritten signature in cursive script, appearing to read "John", written in dark ink.

John R. Sibbald

Enclosure