



Greater Dayton
Advertising Association
Education | Networking | Recognition

P.O. Box 225
Dayton, OH 45401

January 23, 2007

Mr. David Esrati
The Next Wave
100 Bonner St.
Dayton, OH 45410

Dear David:

As stated in our letter dated November 29, 2006, if you did not respond to our request to comply with the Standards of the Greater Dayton Advertising Association, the Ethics Committee would present your case to the Board of Directors at the next scheduled board meeting.

On January 17, 2007, the Board met and your case was brought to our attention. At this time, the Board decided not to revoke your membership. There were many factors involved in this decision and the Board felt it best to put this matter.

This does not mean that the Standards of the Association are to be taken lightly and not complied with by you or any other member of the Association.

We hope you seriously understand the reasons for setting our policies and, if you choose to remain a member of the Association, will uphold these policies in the future.

Sincerely,

Pát Parrish
President
Greater Dayton Advertising Association
297 Hathaway Road
Dayton, OH 45419
937-293-5497