



Greater Dayton
Advertising Association

P.O. Box 225
Dayton, OH 45401
Ph. 937-248-4697
Fax 937-294-6985
daytonadclub@woh.rr.com

August 4, 2006

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

Dear Mr. Esrati:

Thank you for your response to my letter dated July 7. I will again ask that you respond to the letter agreeing to comply with the membership standards and code of conduct which was included with the above letter.

Your response included questions that are the responsibility of other committees or the board of directors. It is not the position of the ethics committee to speak on their behalf.

Once again, I am simply asking you to agree—in writing—to follow the GDAA's policies. Please submit your response to me at the address on this letterhead by August 9. Thank you for your attention to this and your passion for the integrity of the industry.

Sincerely,

Donna Childs, CAE
Chair, GDAA Ethics Committee