

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

Dear Mr. Esrati:

The Ethics Committee has not heard from you. We know that sometimes things are missed or slip through the cracks. We have sent you two letters previously, this is the third. We have asked you to respond in writing to our request you comply with the Greater Dayton Advertising Association membership standards and code of conduct.

We know you care about your membership. We simply request that you work with us. We are only working toward ensuring the integrity of the association, the industry and all members. The board has established the guidelines and standards to strengthen the advertising industry and increase its credibility. Every member should share that objective.

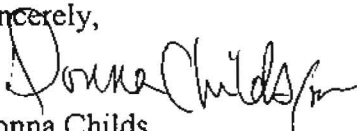
Your written response to the Ethics Committee is needed by October 31. Please forward your written response to the association email or post office box. If we do not receive a written response, the next step is suspension of your GDAA membership for 30 days. The suspension includes a loss of all membership privileges including attending GDAA events. The suspension Association membership standards and code of conduct.

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Mr. Esrati, thank you for your anticipated cooperation and commitment to your industry and the GDAA. We look forward to hearing from you.

Sincerely,



Donna Childs
Chair
GDAA Ethics Committee