

cariboo college

ten years of service

academic • career • community programs • university transfer • technical • vocational

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20 May 1980

Sidney H. Spargo
Manager, Economic Development
City of Kamloops
7 Victoria Street West
KAMLOOPS, B.C.
V2C 1A2

Dear Mr. Spargo,

Your letter has been referred to me by the Vice-Principal (Administration) for reply.

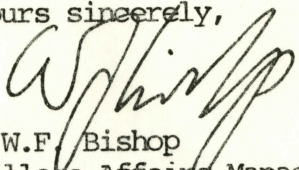
First, let me congratulate you on the aggressive marketing stance which your department has taken in recent months. The Financial Post exercise is a good one and I only wish we had the dollars in our advertising budget to purchase space. Unfortunately, as you know, college operating budgets this year are under considerable restraint and we simply do not have the financial resources to market in national publications.

I am enclosing, however, a brief article on Cariboo College's service to the community which we hope you can include since we are an important asset to the community and undoubtedly play a positive role in recruiting certain categories of industry to this community.

I am also enclosing a copy of our new general promotional booklet for your consideration. If your office could use a few hundred of these booklets for inclusion in promotional packages we would be pleased to provide them.

Once again, I must apologize for our inability to purchase space and hope that the enclosed article will be of use to you.

Yours sincerely,


C.W.F. Bishop
College Affairs Manager

CWFB/llw

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