



SKELLY OIL COMPANY

P. O. BOX 1650

TULSA, OKLAHOMA 74102

October 18, 1972

Mr. Elias Buchwald, President
Burson-Marsteller
866 Third Avenue
New York, New York 10022

Dear Buck:

Thank you for coming.

That's simply the best way I know to begin a letter expressing my appreciation for your address at Tuesday evening's IABC/Tulsa meeting.

Your remarks were most appropriate for our annual bosses night (a name I have been intending to change all year, incidentally). When first discussing the purpose of the meeting, our members said they wanted a speaker who could effectively impress their supervisors with the importance of industrial communications. They wanted a speaker who could tell management what a major role the communicator must assume if business is going to stay in business, and they wanted someone who could do so effectively. After Tuesday, I felt they got what they asked for.

On my part, it was indeed a pleasure meeting you, and I thoroughly enjoyed your brief visit. Please plan to return again someday when your arrival and departure times are not quite so close together.

Sincerely,

Michelle Johnson
Michelle Beale Johnson (Mrs.)
President, IABC/Tulsa

MBJ:blw

P.S. Oh Gad, I just learned you had to pay for your room when you left. That certainly was not our intention. Sherrill arranged with the sales department at the Sheraton to have your room charges added to our total bill, but obviously the word never made it to the registration desk. Our treasurer is sending you a check today to cover the charges, and I'm sending my apologies right now.