

October 4, 2004

Mr. Bob Carlquist
Executive VP and General Manager
Houston Chronicle
P.O. Box 4260
Houston, Texas 77210-4260

Dear Bob:

Congratulations, Bob, on being elected TDNA's treasurer beginning January 1, 2005, and, more importantly, on becoming the association's president in 2007.

As you probably know, you now have the honor of being the fourth executive from the *Chronicle* to serve as TDNA's president. M.J. Butler in 1964, Dick Johnson in 1978 and Gene McDavid in 1989. Add to that the names of Frank Bennack in 1973 and George Irish in 1988, and I know you will agree that you've joined a fairly exclusive club.

While I applaud your election, I regret that I will not be the EVP when you lead the association three years from now. I know, however, that you will do a tremendous job and you will be fortunate to have Ken and Darla to support your tenure.

As for your peers on the board who elected you to the officer position ... since you were a "runaway winner" you obviously have great respect.

In regard to any duties assigned to the treasurer, there really aren't any. But when you become vice president in 2006, you automatically become program chairman of the Annual Meeting which will take some time to oversee the convention programs and activities.

TDNA will issue a press release on your election at the same time we announce the names of the four publishers who will be elected to the board of directors beginning January 1, 2005. The date for that release is set for November 22, 2004.

Again, Bob, congratulations. Please give me a call if you have any questions.

Cordially,

Philip A. Berkebile
Executive Vice President

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