



Dr. John D. Barge, State School Superintendent

November 18, 2013

Ms. Isha Edwards
Owner and Brand Marketing Manager
EPIC Measures
Atlanta, Georgia

Dear Isha:

Please accept this letter on behalf of all of the marketing teachers and myself as a formal "thank you" for presenting at our Georgia Association of Career & Technical Education Conference last Friday. I appreciated you asking the teachers to distinguish between branding and marketing. I realize that many terms in marketing are interchanged when they do not really mean the same thing. It was obvious that you had been a teacher since you were intent on making your message clear and driving your points home. I find this deliberate practice missing in many presentations.

Hearing about how something is done in a real business in the marketplace is a great way to connect concepts to actual, dynamic business practices. To this end, I cannot thank you enough for providing us with a copy of your Power Point Presentation. The teachers will definitely use it since they are always looking for ways to make marketing concepts real to students.

Again, we appreciate the investment of your time and expertise as a conference presenter and as a member of our Business & Industry Curriculum Revision Team. Thank you for recognizing that educating and updating teachers who are working with tomorrow's marketers is a noble cause.

Sincerely,

Linda Smith, Marketing Education, GaDOE
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"Making Education Work for All Georgians"