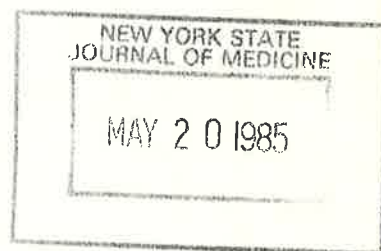


THE NORTH CAROLINA HEALTH COUNCIL, INC.
328 Umstead Drive
Chapel Hill, North Carolina 27514
May 14, 1985

Alan Blum, M.D.
Editor
New York State Journal of Medicine
420 Lakeville Road
Post Office Box 5404
Lake Success, New York 11042



Dear Dr. Blum:

You were great!!

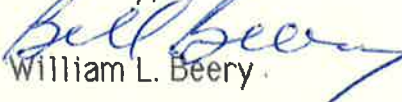
On behalf of the members and Board of Directors of the North Carolina Health Council, I would like to thank you for your participation in the recent Convocation on Tobacco: A Dilemma for North Carolina Health Workers. The initial feedback we have received from registrants indicates that the program was a success - it met our objectives by presenting information in a way that facilitated thoughtful and stimulating exchange of ideas.

Your presentation on the advertising and promotion of tobacco products was a critical part of the program. It provided a perspective which helped sharpen the focus of the meeting and the dilemma. In addition, your willingness to attend the entire Convocation was important to other sessions and to me personally. I believe that as a result of your presentation, the registrants were much better informed about the complexity of the issue. I doubt that we resolved any of the dilemmas, but we certainly cannot deny that they are there and that they cry out for action.

I would also like to thank you for the support and ideas you have provided throughout the planning of the Convocation. Your good counsel and well-timed advice were essential.

Our Council will now begin work to investigate ways in which we can build on this experience and continue to work toward some resolution of the dilemmas we all feel. Again, thank you for your contribution to the Convocation.

Sincerely,


William L. Beery