

Columbia University

IN THE CITY OF NEW YORK

THE GRADUATE SCHOOL OF ARCHITECTURE PLANNING AND PRESERVATION

400 AVERY HALL

November 8, 2006

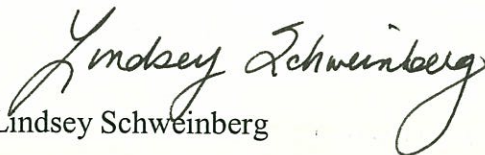
Mr. David Koren
Gensler Architecture, Design & Planning, P.C.
Rockefeller Center
1230 Avenue of the Americas, Suite 1500
New York, New York 10020

Dear David:

On behalf of InQuery:HP, the Historic Preservation lecture series at Columbia University, and the students of the Graduate School of Architecture, Planning and Preservation, I would like to thank you for coming to speak to us about the essential marketing techniques for architects. Your lecture was very engaging and it was extremely helpful to learn more about a topic that is relevant and purposeful for all of our futures. The passion that you have for your work was clearly evident in your presentation, and it was hard not to catch your enthusiasm for Gensler and the principles of marketing. Those who attended surely have a large head start on the road towards future successful careers.

We hope your experience was as pleasant for you as it was for us, and we hope that you will remember us in the future as you go on to more exciting projects and ventures.

Sincerely,


Lindsey Schweinberg