



Society of
Graphic Designers of Canada
British Columbia Chapter

Société des
graphistes du Canada
Chapitre de la Colombie-Britannique

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Re: GDC Environs National Design Conference

Dear Mr. Berman,

On behalf of the BC Chapter of the Society of Graphic Designers of Canada I would like to thank you for the inspirational presentation you gave at our Environs Conference last May, here in Vancouver.

The response we have been receiving from those in attendance has been overwhelmingly positive, with delegates saying Environs surpassed AIGA conferences that they had attended in the past. Your participation and contributions to the content, including helping to source other speakers, were a major factor in the success of the event. The unique way in which you addressed the theme of the conference was also very much appreciated. Our delegates felt that they were hearing and seeing an event personalized for them, as did we.

As I described in my report in the GDC national and BC Chapter newsletters: "...*David Berman's presentation on the ethical influences of design and advertising, and the subsequent responsibilities we designers wield, was a passionate, awe-inspiring and moving dissertation.*"

Again, I cannot thank you enough for helping make Environs such a success. Please feel free to use my name as a reference to any other speaking engagement or conference or organizers you are in touch with. I would be more than happy to elaborate on your talents as a presenter and speaker.

Sincerely,

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