

THE
NATURE
COMPANY



October 24, 1995

Ernest D. Ables
Idaho Chapter of The Wildlife Society
University of Idaho
Moscow, ID 83844

Dear Mr. Ables,

Thank you for contacting The Nature Company regarding the Fish & Wildlife Diversity Funding Initiative. We understand the important issues driving this campaign and are actively examining the initiative. The Nature Company has decided to attempt to take a significant role in shaping the parameters of this landmark legislation. The creative essence of this initiative lies in the principle that the better it works for the customer to enable their participation in the marketplace, the more the environment and the programs sustained by the initiative will receive. We must ensure that the individual customer is well served if we hope to produce the collective benefits to wildlife and the environment. To this end, The Nature Company's staff naturalist, Steve Manning, will work diligently on behalf of you, our customer, to ensure that the most equitable and productive solution is realized.

Our primary concern is ensuring that the cost of our products does not adversely effect our customers and that The Nature Company will continue to provide fine quality products at competitive prices. In order to assure you that the best interest of our customers is met, we will remain actively involved in helping to define this initiative.

Thank you again for taking the time to contact me.

Sincerely,

Ed Strobin
President, CEO