

**Gary Matkin**

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**From:** Gary Matkin  
**Sent:** Tuesday, November 18, 2003 10:32 AM  
**To:** 'Offerman, Michael'  
**Cc:** Jia Frydenberg; Larry Cooperman; Jane Welgan; Peggy Hall; David Agrela  
**Subject:** RE: Follow-up

Mike: Thanks for your very accurate summary. Sorry to hear of your illness. I bailed out early on Sunday morning, so I got home at a reasonable time.

Maya and I would love to see you on 12/6. We have an evening engagement (work related holiday party) but suggest that if you could get here by late morning (about an hour on Saturday from the USC area) we could have lunch, I could show you around and maybe even go for a walk on our favorite beach. Any chance for a 12/5 arrival--again you could stay with us. Let me know what works for you.

John and I talked a bit more about the CPN idea and we went over the bidding with the fellow from Prometric. We thought that perhaps asking Sloan to fund 40 people might be a bit rich, but we also thought that we could fund the publics (say 20 people) and perhaps invite but not fund the privates and the commercial people. So we could add up to around 40 people. I suggest that you go ahead and try a pilot with ACT. We need to contact the VUE people and get them a pilot with some other institution if they are interested. Probably based on our conversation with their representative, the Prometric people have kind of caught fire. John is handling that relationship.

I am meeting with my marketing director tomorrow and will get you an outline of the proposed marketing study by early next week.

So, let me know your plans. We look forward to seeing you. Gary

Also, Capella is interested in supporting the development of a national proctored testing system and a Sloan-sponsored invitational meeting in Minneapolis next spring. We will work with you to help make this happen. I will ask our events staff to offer some idea of cost for a 40-person 1&1/2 day meeting here. Note: we will likely have ACT in for a visit sometime soon. I will keep you posted on how this progresses.

Anything I misunderstood or forgot?

Finally, Dana and I will be in LA (near USC) on Saturday December 6<sup>th</sup>. I could rent a car and stop by Irvine if you are free at all on that day. If not, we will make it happen the next time.

Mike

11/18/2003