

August 31, 2006

Dear Community Merchant,

As a member of the San Bernardino County business community, you naturally have an interest in the success of the institution affecting your business ventures. The large student population at San Bernardino Valley College is a vital part of the community not only as consumers, but also as future leaders and contributors of your community.

A major funding source for the Associated Students of San Bernardino Valley College comes from the sale of Associated Student Body (A.S.B.) sticker. Your participation in our A.S.B. promotion campaign will allow us to offer incentives to students attending San Bernardino Valley College, while raising money for scholarships, community programs, student activities and campus projects. Your participation will also show that you recognize the value of supporting education within our community.

I hope that you will lend your support in this endeavor. By offering a discount to A.S.B. cardholders, you can increase your sales and at the same time help us fund our project. A list of all participating businesses will be published and distributed to each A.S.B. cardholder.

Enclosed you will find an Associated Students Vendor Agreement that is at no cost to you. By completing and returning this agreement, you can help us make a difference in our community. Please add any additional terms you may want to include and return it to me. If you have any questions regarding this matter, please do not hesitate to contact me at (909)384-8986 or dcayanan@valleycollege.edu.

Sincerely,

A handwritten signature in black ink that reads "nikki cayanan". The signature is written in a cursive, lowercase style.

Nikki Cayanan
Director of Student Life