

(213) 746-2677



NORMAN B. SIGBAND, Ph.D.

ASSOCIATE DEAN, PROFESSIONAL PROGRAMS
GRADUATE SCHOOL OF
BUSINESS ADMINISTRATION

UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES 90007



RECEIVED
MAY 13 1978

DUANE D. PEARSALL
President

Dear Duane
Thanks for your nice
comments. I made a rather
gray California day sunny and
bright.
I have requested Bob Coffey,
Director of our Entrepreneurship
Program, to get in
touch with you.
Please call if
I can help
Norm
5-10-78

April 27, 1978

Dr. Norman Sigband, Dean
University of Southern California
Graduate School of Business
Center for Study of Free Enterprise
Davidson Conference Center, Room 210
Los Angeles, California 90007

Dear Norm:

I appreciated receiving your kind note following the Denver Seminar. May I extend to you a welcome to visit with us again any time it is possible. It would be my personal pleasure.

In our discussions, you may recall my interest in a small business program at the University of Denver. You described a program of entrepreneurship at USC that struck me as coming very close to meeting my original thoughts.

Would it be possible to send me any descriptive literature of that program, its structure within the University, credit allowance, etc. Any further comments you might have would also be appreciated.

Again, thank you for getting our whole day started with a very interesting panel discussion under your leadership. The business community owes a debt of gratitude to USC for taking the initiative to sponsor these programs.

Sincerely yours,

Duane D. Pearsall
bc

P.S. - I was pleased to note Art Laffer's comments in the attached Business Week article.