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July 16, 2004

STATE OFFICES:

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BIRMINGHAM, AL 35203
(205) 731-1384
- HUNTSVILLE INTERNATIONAL AIRPORT
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- 113 SAINT JOSEPH STREET
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MOBILE, AL 36602
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- ONE CHURCH STREET
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- 1118 GREENSBORO AVENUE, #240
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(205) 759-5047

Dear Employer:

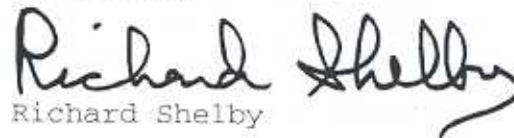
In our rapidly changing world, the need for business involvement in our education system has become a necessity in order to train future generations to compete in the global economy. U.S. Secretary of Education, Rodney Paige, recognizes that "in the past, graduating students competed with job seekers in their community or country. Now our graduates compete globally. There is no longer any guarantee of employment with a high school diploma. Even a college diploma may not be a meaningful measure. We have entered a new age: the 21st century is now a service economy dependent on technology, innovation, information, and technical skills." An investment in education is an investment in the company itself because "businesses absorb higher costs because of remedial education training, low productivity, higher health care costs, on-the-job injuries, and other costs associated with an inadequate education."

One worthwhile opportunity your company can take to enhance its workforce and to better the education of students is called Co-operative Education (Co-op). Co-op provides an unparalleled opportunity for students to enhance their academics by combining classroom learning with practical work experience. Students alternate terms of school and terms of paid work directly related to their academic studies. They can gain professional job experience and a salary that is usually sufficient to pay a substantial portion of his or her college education.

Currently, many employers depend on colleges and universities to provide job-ready graduates. Graduating Co-ops usually have at least one year of work experience and are immediately productive in the work place. Co-op provides a superb means of recruiting and training future employees. Not only is the program beneficial and rewarding to the employer, it will keep Alabama's work force competitive in the highly advanced, technologically-oriented world.

In Co-operative Education, everybody wins - students, employers, and the education system. Through Co-op, employers and schools strengthen the educational process and prepare students to be productive members of society. I encourage you to consider the possibility of starting a Co-op program in your place of business. For more information about Co-Operative Education, contact your local college or university or the National Commission for Cooperative Education.

Sincerely,


Richard Shelby

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