

This letter is to confirm my nomination to the BIA Board of Directors.

My wife Paula and I are the owners of Clarkson's Home Store having purchased the business just over five years ago. We live in Collingwood and want to become more involved in the progress of the Heritage District and Downtown Collingwood.

Aside from ownership of the store, I own and operate Sign Management Canada Ltd., a company I founded 17 years ago to assist companies in managing their corporate retail signage. Mercedes-Benz Canada and Citifinancial (a division of Citigroup out of Baltimore) are two major clients that SMC acquired soon after founding, leading to a successful foundation for the company. We have completed hundreds of projects throughout North America, working with architects, builders, property owners and local municipalities to supply appropriate exterior signs consistent with local laws and corporate identification standards.

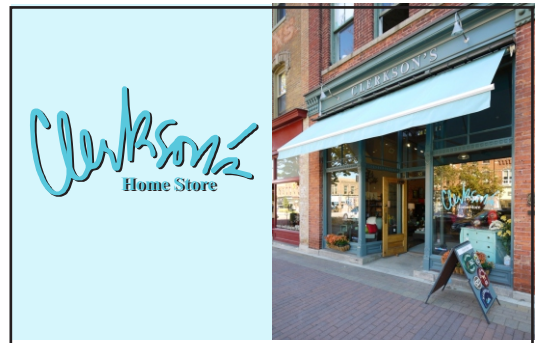
Sign Management was recently tasked by Mercedes-Benz Canada to change the exteriors all Canadian dealerships and corporate properties according to the new corporate German image standards. All Canadian buildings were completed in a 15 month time frame. We are only the second country in the world to complete the new Mercedes-Benz image change.

My background is in Graphic Design and visual arts. I continue to paint (my oil paintings are shown at the Butter Gallery). I have 35 years professional experience in the sign industry with major Canadian sign manufacturers, including Art Director and subsequently Marketing Services Manager for the Jim Pattison Sign Group.

I have been the Marketing Chair for the BIA for the past four years and I would be happy to continue on the board and add my input into the discussions and direction for Collingwood Downtown moving forward.

David Conning,

Clerkson's Home Store Ltd.  
85 Hurontario Street,  
Collingwood, ON,  
L9Y 2L9



SMC

Sign Management Canada Ltd.