



July 2, 1970

Mr. David Teitelbaum
8251 Skyline Drive
Los Angeles, California 90046

Dear David:


As you know, I generally do not write letters of commendation. As a matter of fact, this is only the second one I have ever written - the first I wrote to myself. However, your efforts on behalf of La Costa Land Sales Company and the La Costa Country Club and Spa deserve special mention.

When we discussed advertising and marketing concepts for La Costa I knew from the time of your first proposal that you had the ability to capture the essence and flavor of La Costa and convert these ingredients into artful and effective promotional material. Once your ideas were in action, I saw the annual sales volume at La Costa increase by more than 6 million dollars and, what was even more important, was the fact that you were able at the same time to reduce the cost of that advertising to approximately 2% of our volume. Either of these two achievements would have been enough but together they were astonishing.

The sales staff at La Costa, as well as myself, hold you in great esteem. When they used to say Harry Truman "gave them Hell" he replied, "I didn't give them Hell, I told the truth on them, they thought it was Hell". And so, David, if ever you want me to tell the truth on you, I will give you a recommendation.

My warmest personal regards and best wishes.

Most sincerely,


Ben Vitale
Senior Vice President