



University of Alberta Students' Union
L'Association étudiante

Edmonton, Alberta, Canada T6G 2J7

"Building a better campus community"

May 12, 1992

To Whom It May Concern:

Re: Andrew Nuttall

The staff at the **Horowitz Theatre** have had the opportunity to work with Mr. Nuttall and the Kappa Alpha Literary Society on two occasions. These were rentals of our Theatre (capacity 720) to Andrew's group for the presentation of the *"Three Dead Trolls in a Baggie"*.

Both productions sold very well and we were duly impressed with Andrew's coordination, advertising and marketing. He has truly innovative and effective marketing ideas! The Kappa Alphas resources were very limited yet everyone on campus knew about these events. They created a significant campaign and the demand for tickets became impressive. It is very rare that we see such success with student run events; especially those who present local acts.

I know these events were run smoothly and with a strong sense of budget control. I am interested to see what Andrew does next.

Sincerely,

Gerald Stoll
Entertainment Manager