

BETTY J. RITTER • WRITER

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September 13, 1978

Mr. Aad Huys, Editor-in-Chief  
BOUWWERELD  
Uitgeversmaatschappij C. Misset N. V. Publishing Co.  
Ijsselkade 32  
Doetinchem, Holland

Dear Mr. Huys:

Recently you wrote to Margaret Young, a Chicago architect whom you met last year while on a tour of U.S. architecture. You indicated to Mrs. Young that you are interested in having a technical contact in the U.S., a correspondent who could, on a regular or irregular basis, inform you and write articles about trends and developments in the U.S. building industry, and about interesting building projects.

Mrs. Young has sent me a copy of your letter, suggesting that I might be interested in serving as your U.S. correspondent. I am, indeed, interested.

I am a registered architect and a corporate member of the American Institute of Architects. I earned a Bachelor of Architecture degree (architectural engineering option) from the University of Illinois. I have, for the past decade and a half, been involved in writing about, and for, the building industry in various capacities. My experience has included the following positions:

- . Senior Editor  
BUILDING DESIGN & CONSTRUCTION magazine
- . Publications Director  
The Prestressed Concrete Institute
- . Publications Editor  
The Perkins & Will Partnership, Architects
- . Director of Public Information  
The Perkins & Will Partnership, Architects
- . Editor  
INLAND ARCHITECT (a regional magazine published by the Chicago Chapter, A.I.A.)

Currently, I am editor and publisher of the SMPSnews, a monthly newsletter for members of the Society for Marketing Professional Services. I also do free lance writing, in addition to providing public relations

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and marketing consulting services to professional design firms, including architects, engineers, urban planners, construction managers, and interior design firms.

Because of my involvement in architectural journalism and public relations over the years, I have developed extensive contacts in the building industry in the United States. I believe that, as an experienced and knowledgeable building industry writer, I could be of service to you.

I will be pleased to hear from you.

Sincerely,

Betty J. Ritter, A.I.A.

cc: Margaret Young ✓

*Margaret -*

*Again, my thanks for giving me this opportunity. Needless to say, I'm ecstatic about it!*

*As I promised, I'm enclosing a copy of my resume for your information.*

*Betty*