



American Heart
Association



Learn and Live®

10/16/2008

Curtis Rudy
CJ & Associates
16915 W. Victor Rd.
New Berlin, WI 53151

Dear Curtis Rudy,

On behalf of the American Heart Association and Start! I would like to congratulate your organization on becoming a **Gold** Start! Fit-Friendly Company! You are among an elite group of awardees for this important initiative.

As a **Gold** Level Award recipient you have not only recognized the importance of a healthy workplace for your employees but have taken important steps to create a culture of physical activity in the workplace. Promoting a wellness culture by providing support to employees and implementing physical, nutritional, and cultural changes are extraordinary efforts, and we commend you and your employees.

As a Start! Fit-Friendly Company, you will receive recognition on the American Heart Association's Start! Web site and local recognition by the American Heart Association at local events and in communications materials supporting the recognition program. Additionally, you have the right to use the American Heart Association's *Start! Fit-Friendly Companies* Gold seal on all internal communications and external communications for recruitment purposes. Please visit www.americanheart.org/fitfriendly to download the seal, guidelines for usage, and other tools. Your award and seal usage rights are valid until October 1, 2009.

We at the American Heart Association commend your efforts and look forward to seeing you continue to make great strides in the upcoming year.

Sincerely,

M. Cass Wheeler
Chief Executive Officer
American Heart Association