

February 17, 2011

Dick Hourigan
Richard Hourigan, Inc.
108 Mount Vernon Drive
Bear, DE 19701

Dear Dick,

It has come to our attention that your new website, *Missed Perceptions* (<http://www.missedperceptions.com/>), is quite similar to the AWT website. The site has "members," provides networking opportunities and also provides information on business regulations. While we are sure this is unintentional, the site is in direct competition with AWT as an organization. We have outlined some of these similarities below.

Service Offered	AWT	Missed Perceptions
Memberships offered to:	professionals and companies	individuals and companies
Membership options:	Paid – different levels	Paid – two levels, "Member" and "Company"
Membership benefits:	professional development, business solutions, technical training, networking with others in the industry, sharing information	post jobs, networking with others in the industry, forum for new products and information, business regulations, advertising tactics.
Other features:	Annual convention, online training tools, certifications.	Blog

As a Member of the Board of Directors, you have a fiduciary responsibility to AWT, which essentially means **putting the interests of AWT before your own. The AWT Conflict of Interest policy, which is part of the Bylaws, is a document we sign every year.** According to the Bylaws, Article X, Conflict of Interest, 10.1:

10.1 Existence of Conflict, Disclosure. Directors, officers, employees and contractors of AWT should refrain from any actions or activities that impair, or appear to impair, their objectivity in the performance of their duties on behalf of AWT. **A conflict of interest may exist when the direct, personal, financial or other interest(s) of any director, officer, staff member or contractor competes or appears to compete with the interests of AWT.** If any such conflict of interest arises the interested person shall call it to the attention of the Board of Directors for resolution. If the conflict relates to a matter requiring board action, such person shall not vote on the matter. When there is a doubt as to whether any conflict of interest exists, the matter shall be resolved by a vote of the Board of Directors, excluding the person who is the subject of the possible conflict.

Per AWT legal counsel, the *Missed Perceptions* website is a violation of the fiduciary duty of a Board Member and also a violation of the conflict of interest. As such, on behalf of the Executive Committee, we are requesting that the website be taken down within 72 business hours. The site must remain down as long as you are a member of the Board. If you do not wish to remove the website, we must ask you to resign your position on the Board.

If you would like to discuss this further, please do not hesitate to contact me or any other member of the Executive Committee.

Kind regards,



R. Trace Blackmore, CWT
President

Cc:
Mark Juhl, President-Elect
Mark T. Lewis, CWT, Secretary
Casey Walton, CWT, Treasurer
Robert T. Lee, CWT, Immediate Past President
Heidi J. Zimmerman, CAE, Executive Director