

March 22, 1971

Dr. Barbara Sonowski
Hoffman - LaRoche
Nutley, New Jersey

Dear Barbara,

Drs. Don Shapiro and Ali Keskiner manned the CDT exhibit at Anaheim - Dr. Shapiro on Saturday, Sunday and Monday (March 13-15), and Dr. Keskiner on Tuesday (March 16). The exhibit area was not open on Wednesday, although the meeting officially continued to that day.

Both men said that the exhibit was legible and presented the data clearly and well. The questions were largely of a superficial quality, perhaps a reflection that the attendees were physicians of diverse background, only a few with experience or interest in clinical psychiatry.

Also, the exhibit was part of the commercial exhibit section and may have been viewed with some caution by the visitors.

The description of the exhibit was well done, and Dr. Keskiner has a list of about 20 physicians who asked for additional information.

Their principal suggestion has to do with the exhibit's location. It was at a "dead-end", and as such, both felt the exposure was limited.

Their expense vouchers are enclosed, and I understand they will be reimbursed by Hoffman LaRoche.

The experience was most interesting and I believe useful for our APA exhibit. I will arrange "coverage" for that exhibit at the end of April.

My best regards.

Sincerely yours,

Max Fink, M.D.
Professor of Psychiatry

MF:kt