

Heartland

A New Generation of Building Products.

ROBERT KELLER
President

May 5, 1997

Attn: Jeff Conley
The Jeff Conley Corporation
2115 Hampton
Carrollton, TX 75006

Dear Jeff:

Just a brief note to thank you for your participation in Heartland Building Products' first Customer Advisory Council. Your presentation clearly described the rationale, the content, and the implementation strategy for Heartland's Professional Development Program.

Honestly, I'm not sure that the customer participants really grasped how significantly the program is going to impact them. I can assure you that from the issues they raised, the program is critical, to Heartland's and their continued growth.

Hope your schedule and commitments allow you to smell the roses and to hug the ones you love frequently. I'll be talking with you soon.

Sincerely,



Robert A. Keller, Jr.
President

Heartland Building Products, Inc.