**Scenario:**

You have been navigating the waters at E227 Global Solutions quite nicely these past few weeks, and you are feeling confident that you can handle any writing task that comes your way. Then, you learn of a delicate situation involving one of the company's long-time friends and supporters.  Your writing skills are going to be tested as you are asked to craft a response refusing the request made by our corporate ally.  This is no ordinary refusal, since a valuable corporate relationship is at stake. You must approach this message with care and plan accordingly.

**Transcript:**

Our company E227 Global Solutions has hosted an annual tech think tank convention for the past 10 years. Over the past 3 years the company has been expanding the conference to include robotics and a section in medical technology. After much effort, planning, and negotiation, the company has secured a high-profile keynote speaker for the next convention. The planning committee couldn’t be more pleased with the potential for the next convention to gain national and possible international attention.

A few days ago, one of the convention planners received a letter from Maribel Rivera, one of our convention’s long-time attendees, requesting to be the keynote speaker at this year’s convention. Her small company has recently made in-roads in developing technology that may change the way we interact with our electronic devices. Ms. Rivera explains that she wants the keynote speaker role for the visibility it will provide as she seeks to promote this new technology and recruit the right talent to take the technology’s development to the next step.

Maribel Rivera has supported and promoted our convention since its inception and has presented – but not in a keynote capacity – in 8 of the past 10 years. One of those years, she stepped in at a moment’s notice to present when one of the scheduled presenters cancelled a day before his scheduled presentation. Rivera’s company has also utilized our manufacturing facility to produce electronic components and collaborates regularly with our research and design team. Our company values the relationship we have developed with Ms. Rivera, and we wish to maintain a strong working relationship with her.

SCENE: Three people from the planning committee are meeting to discuss plans. The committee leader, Ariel McCarthy, shares the news of the letter with the other two committee members.

Ariel McCarthy: Thanks for attending the meeting, team. Our first order of business has changed from the itinerary I sent earlier today. We have an e-mail that we have to discuss. Maribel Rivera wants to be a keynote speaker.

Jakob Watson: That’s a problem. We wanted to focus this year on robotics and medical technology.

Shavonne Reedy: I received an e-mail from Dr. Robert Binter today, too. He affirmed that he’s going to be the keynote speaker, and he has his presentation ready.

Ariel McCarthy: Dr. Binter is going to bring this year’s convention a lot of good attention—international attention. He has a stellar reputation in the medical technology community, and anything he says makes the news in exactly the places where we want to be seen.

Shavonne Reedy: I think we all agree that we’re going to stick with our plan and keep Dr. Binter.

Jakob Watson: Dr. Binter is the best choice to take our convention to the next level, but we don’t want to sever ties with Maribel Rivera.

Ariel McCarthy: We’ve done a lot of business with her over the years.

Shavonne Reedy: How many times has she stepped in and filled a presentation slot for us when someone else had to cancel?

Jakob Watson: Several times. Our convention’s been going for 10 years, and I think she’s been to almost all of them, even when it was a small group of people in a hotel conference room.

Ariel McCarthy: Right, our event has really grown, but we don’t want to leave our familiar faces behind. Maribel’s company has been a good customer, too, for our manufacturing facility.

Shavonne Reedy: We don’t want to leave dollars behind, either, just to promote the convention. Let’s not forget her involvement with our research and development team. Her company does a lot to support our efforts there.

Ariel McCarthy: Yet we want to expand our horizons beyond the past and go with Dr. Binter and his medical technology presentation. What should we say to Maribel Rivera?