



## SOUTH DAKOTA DEPARTMENT OF AGRICULTURE



### STATE FAIR PARK DIVISION

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sdstatefair.com

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To whom it may concern:

I am writing in reference to Dash 4 Cash. I have worked with Jack Floyd for three years now and have used his ATM services as recommended by a mutual friend in the fair industry.

Jack has been a pleasure to work with and the use of his ATMs has proven to be very beneficial to the South Dakota State Fair. Not only have the ATMs generated additional revenue for the State Fair through surcharge fees and sponsorship opportunities but it has also increased spending by consumers.

Jack has worked effortlessly in identifying locations for placement of the ATMs that are convenient and user friendly for our customers while also being cognizant of profitability. Jack is constantly monitoring the ATMs to ensure they are working properly and to determine proper placement and would relocate if determined necessary.

Jack is sensitive to customer needs, is friendly, professional and provides a service that is extremely valuable to the South Dakota State Fair.

Sincerely,

*Peggy Besch*

Peggy Besch, Division Director  
South Dakota State Fair