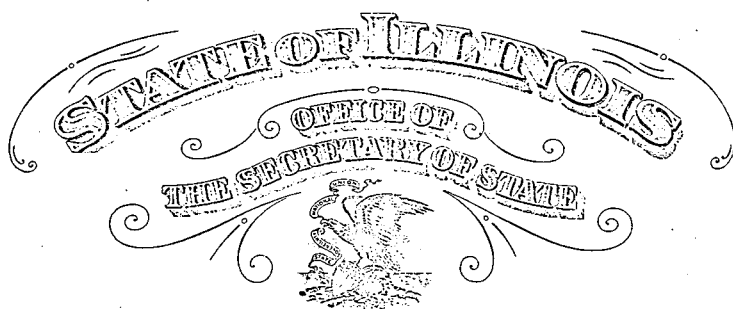


1018

EXHIBIT NO. 4

Certificate Number 2021



To all to whom these Presents Shall Come, Greeting:

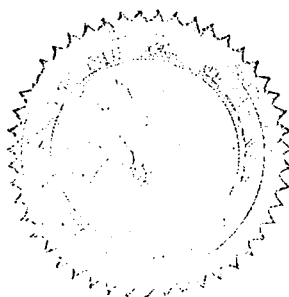
Whereas, Articles of Incorporation duly signed and verified of

SALES ANALYSIS INSTITUTE FOUNDATION OF ILLINOIS
have been filed in the Office of the Secretary of State on the 8th
day of December A.D. 1965 as provided by the GENERAL NOT
FOR PROFIT CORPORATION ACT of Illinois, approved July 17, 1913, in force
January 1, A.D. 1914;

Now Therefore, I, PAUL POWELL, Secretary of State of the State of Illinois,
by virtue of the powers vested in me by law, do hereby issue this Certificate of
Incorporation and attach thereto a copy of the Articles of Incorporation
of the aforesaid corporation.

In Testimony Whereof, I hereto set my hand and cause to
be affixed the Great Seal of the State of Illinois.

Done at the City of Springfield, this 8th
day of December AD 1965 and
of the Independence of the United States
the one hundred and 90th.



Paul Powell

SECRETARY OF STATE