

To whom this may concern,

It is my honor to write a letter of recommendation highlighting the value of Larry Samuelson's active role in my professional and personal success.

My initial meeting with Larry occurred a little over a year and half ago as a result of an introduction from friends and professional colleagues that worked with Larry for many years. At the time I had started my own company and was looking to take it to the next stage. As the CEO, I really needed an executive coach and real confidant. What I discovered in my time with Larry is even more than I could have asked for at any point in my career. He is a trusted advisor, coach, consultant, mentor and a discerning listener. As a result of our time together I made tough and rewarding decisions that have brought me to a place of success and focused direction with my goals.

After our first meeting, I experienced a real trust with the knowing Larry had the organizations and my best interests in mind. I was ready and willing to listen to him as has a proven track record of success. In the process, I discovered a real ease with our conversations and a direct impact on my daily activities. At times Larry's overall approach and guidance left me wondering how a leader ever conducted business without an executive coach and outside observer. I received real and honest feedback in way that was tangible and produced results. Within months my trust grew as I experienced the different perspectives he brought to our interactions. Many times I know his insight kept me from going down a difficult path and in some senses he reminded of things I just needed to hear again. This resulted in less stress on my part and more confidence in the plan and vision. Also my colleagues were delighted to know I had such a trusted mentor by my side during such critical phases in the business.

The ability to share confidential information with Larry before rolling the plan to the team was invaluable, most of which I couldn't discuss within the organization due to the high level information. Also Larry could give me feedback that stayed between us, I was able to really see the opportunities in front of me and be able to work on skills with him without disrupting the team and flow of business. He was open and passed no judgment, so I began to talk about many things which at the time did not seem relevant. However after time I discovered with his guidance I developed a more successful mindset. His discernment with how to handle tough conversations and next steps was easily acceptable. After each conversation, I looked forward to implementing what we identified together and our next meeting. As a result my entire company evolved into the organization it is today.

After a year of working with Larry I look back at the beginning of our time together and I am truly grateful for where I have arrived as a result of our work together. It has been challenging, rewarding and priceless. And even more, I can say I have met a friend for life.

So as you consider your next steps in your career, know Larry is a real and trusted leader. I believe my career and organization took a 5 year leap forward as a result of his clear direction and guidance. Having the opportunity to discuss everything in such an open format resulted in a less stressful and more productive working environment. Look forward to a future with greater ease as Larry walks by your side in the journey of success.

Please feel free to contact me at any time for more details. It has been my honor to work with a man of such integrity and insight as Mr. Samuelson.

Respectfully,

Heather Utzig
CEO

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