



Innovation Inspired by Imagination.

ENDEAVOR TELECOM

The Pinnacle Building | 3455 Peachtree Rd. NE | Suite 500 | Atlanta, GA 30326 USA

May 30, 2011

To whomever it may concern:

I was introduced to Larry Samuelson in the spring of 2010 by an esteemed Professor at Emory's Goizueta Business School. In my search for professional guidance, I was delighted by an introduction to such a seasoned executive. Over the course of the next year, the impact of our discussions greatly exceeded my expectations for career advice.

Larry's keen ability to help students and executives alike grasp the true nature of their own potential completely altered my approach to a pending career change. His genuine desire to continue learning and developing his potential in spite of his storied success is a contagious behavior that I now aspire to emulate. I believe that Larry's attitude towards the importance of personal connections and helping others to succeed is at the root of his success, both during his career at Genuine Parts Company and as an advisor to individuals and businesses in search of their own respective goals.

While I am very pleased with the impact Larry's coaching had on my most recent career change, I am most grateful for the exposure to his philanthropic approach to personal and professional development and the effect it had on my outlook and long term life goals. I look forward to my continued interactions with Larry as my professional responsibility grows and to opportunities to pass on my knowledge and experience to others.

If you would like to discuss anything further, please don't hesitate to contact me as I would be happy to share my experience.

Sincerely,

Patrick M. Kinsella
Senior Manager, Operations Strategy & Technology
P: 678.504.0036
M: 203.895.1800
pkinsella@endeavortelecom.com