

February 4, 2011

It has been my pleasure to work with Mr. Larry Samuelson in the role of “board director,” trusted advisor, business and advisory “coach” for the last 14 months. Larry has provided me great value within each of these roles which has enabled me to grow personally and confidently as a leader inside and outside of my business.

As a private business owner, it can be “lonely” when certain decisions or actions must be taken; it has been helpful to have a trustworthy and experienced advisor to help navigate through the decision making process. Larry’s experience and keen insight provides me with perspective, thoroughness, innovation and confirmation; giving me the additional confidence that comes with thorough examination and exploration.

Further, his accomplishments and experiences throughout his career have uniquely positioned him to consult, coach, challenge and counsel business owners and executives. I believe Larry has aligned his passion for the entrepreneurial spirit and years of practical involvement with business owners and executives that enable him to help others grow and prosper. I believe he has a strong desire to help others by applying his talents and experiences for the benefit of the business community and economic prosperity. Moreover, it is a pleasure to work with him, and I have grown to appreciate our personal friendship as much as his contributions to our business success.

Sincerely,



Mike LaMarra

President and CEO

