

**Campbell A. C. Fraser**

991-C Lomas Santa Fe Drive  
Suite 470

Solana Beach, CA 92075

Phone: (760) 942-2439 • Cell: (760) 822-9539 • Fax: (760) 632-2551  
campbellfraser@earthlink.net

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March 6, 2003

Don McNamara, Principal  
Heritage Associates, Inc.  
27971 Hedgeline Drive  
Laguna Niguel, CA 92677

Dear Don:

Let me take this opportunity to comment on the services you provided me while I was the president of Brian Tracy International in Solana Beach, California.

At the time the company had embarked on developing a new sales channel for the Brian Tracy Corporate University, a comprehensive business training program consisting of a series of video programs, audio programs and workbooks packaged together in various configurations

You assisted us by defining what the intended distributors' profile needed to look like and created a grid, which I used to evaluate all potential distributor applicants. In addition, you made significant contributions in assisting our advertising team by clarifying what the copy should have in it in order to catch the attention of possible distributor candidates.

I want to stress to you how pleased I was that you met – and in fact exceeded – my expectations. Your professionalism and dedication were exemplary throughout this project. My only regret is that you chose to stay independent and did not join our organization to run the new distributor sales channel!

In the future, feel free to have others contact me as a reference to the quality of your efforts should they so desire.

Very truly yours



Campbell A. C. Fraser