



September 20, 2004

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Mr. Don McNamara, CMC, President  
Heritage Associates, Inc.  
27971 Hedgeline Drive  
Laguna Niguel, CA 92677

Dear Don:

Earlier this year, Hi-Line felt there were several areas in our sales management team that needed improvement. We engaged the services of Heritage Associates, Inc., and would like to comment on the improvements that were recommended and implemented after having you work with our sales management team.

- An overall road map was developed to monitor and track the activities and performance of Hi-Line's Regional Development Managers (RDMs).
- A process and method was developed that could be executed while holding the RDMs accountable to achieve the above-mentioned process.
- RDMs' duties, responsibilities and authorities were defined while ensuring each of them understood the significance of taking ownership of their "business".
- You provided coaching, development and training to our RDMs and myself.
- A monthly report format was standardized for our monthly status and review meetings.
- Overall, you became the catalyst in team building and organizational development of Hi-Line's sales management team.

As a result of the above, Hi-Line RDMs have grown professionally. In addition, I found your counsel and experience invaluable to me personally as I have been able to improve my own performance significantly. Don, we appreciate that you were always prepared, professional, energetic and willing to go the extra mile to develop sales leadership among our sales team. Your services have been instrumental in taking our sales management team to the next level.

I would highly recommend the services of Heritage Associates, Inc., to any company seeking an experienced professional for sales management assistance.

Sincerely,

Bill Perry  
National Director of Sales

BP/md

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