



Jeff Brown
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Re: Our Continued Thanks

Jeff,

We're finishing a period of 6 months of growing improvement today, and I wanted to take a few moments to recognize the immense and intense assistance you have provided to us. I am thoroughly confident in saying that we would not have achieved these building successes without your personal involvement.

You've brought fresh eyes into our leadership. A 25 year old business such as ourselves develops quite a few ingrained traditions (read that "stubbornly protected and habitual mistakes"), and your calm manner has been instrumental in both rooting them out and then helping us to let go of these limiters. You've steered us through assessing our management people and practices as well as reassigning valuable people to more appropriate positions. With very few exceptions, our most valued people are still here and are much happier than before.

You've also churned through miles and miles of our performance statistics. I've been astonished several times over these past months as you've identified unprofitable items which were hidden in our product line. We've removed these items and, in doing so, redirected misspent production time and space to significantly more profitable activities. After consulting fees, we have already tripled our profitability, and personally I think we can redouble that over the next 6 months.

I mentioned your calm manner earlier. We have roughly 50 people in our organization and, although your direction is unwavering, I have watched you adjust your approach to match several wildly disparate circumstances. I very much appreciate your tact and delivery. I appreciate your thoroughness and professionalism. I appreciate your commitment to our mission as well.

Business owners hate signing checks. I find it very satisfying signing those addressed to you. I have never been so excited about each work day, and I look forward to working with you as we shape this business in the years ahead.

Best Regards,


Garrick Batt
President
Sign Specialists Corporation