



SAFETY SHOE CO.

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November 16, 1994

To Whom It May Concern:

We have provided this letter with full knowledge and conscience of highly recommending the services of Mr. Jeff Mowatt to speak at any seminar or workshop which you may be considering.

Jeff designed and developed, and presented a custom seminar/workshop at our 1995 National Sales Meeting. He was given the task of developing a Professional Sales Seminar to be presented to a veteran Sales Team that was pertinent to our business climate; and it was obvious from his presentation that Jeff did an enormous amount of research on the various driving forces found within our industry. His commitment to excellence was obvious as this 4-hour presentation was personable, clean, concise, interesting, educational, and most importantly, *fun*.

Jeff did a stand up job of hosting this seminar with an enormous amount energy and enthusiasm, while also encouraging our Sales Managers to actively participate. The end result was outstanding; our Sales Team left the Meeting "pumped up" and eager to put their new knowledge into practice.

When we host future Sales Meetings or other Seminars, Jeff will certainly be our first consideration as a guest speaker.

If you have any questions regarding Jeff's and his presentation to our group, please feel free to contact us at (800) 444-4086.

Sincerely,

Fred Kuhnen
Vice President - Sales

Craig Graves
Vice President - Sales