



Frank N. Wiley
President
Magnitude Marketing, LLC
36 Kathy Court
Hamilton, OH 45013

Dear Frank,

I just wanted to let you know that your “Boot Camp” on the education market was extremely beneficial, and that I feel we will be able to take the plan developed and actually use it.

As you know, three years ago we employed to services of McKinsey Company in an expensive, time consuming analysis of the education market, which resulted in a plan that was ultimately impossible to implement successfully. I felt at the time that we had experienced a classic result of a consultant providing a plan, but not taking responsibility for implementing it.

Your Boot Camp used limited but effective resources by bringing in just the right people who could contribute real knowledge of this market. Through your guidance, over just two days, we produced more useful information than McKinsey produced in a month. And we finished with a plan that the team owned, not one that was fed to us.

The plan still has to be implemented. But this time, the team has ownership of the plan, and is more likely to make it happen. And it doesn't hurt that you will be around to help.

Sincerely,

Bob Abrams

Bob Abrams
Business Manager – Soft Floor Products
Windsor Industries, Inc.