

BUILDING #19

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June 23, 2009

Mr. Steve Boodakian
Mr. Sy Mahfuz
MERA Consulting Group, LLC
3 Duck Pond Lane
Merrimack NH 03054

Dear Steve and Sy:

I wanted to take a moment to thank and congratulate both of you. Your presentation to my management team last Wednesday far exceeded my expectations. What I am most appreciative for is the care that you put into understanding my company and its personality. You delivered a presentation that was on target and kept the audience on the edge of their chairs.

Since your presentation to my management team, I have recommended to four of my friends that they use your services for their businesses. I have encouraged them to contact you for the following reasons:

- You understood my company and its culture well.
- You told stories based on your visits to my stores, from the point of view of my customer.
- My management team eagerly listened to your stories, accepting what you said, even when your feedback was not all positive.
- You listened to me when we discussed where the company was going and what we had to do to get there. Your stories reflected these priorities.

In summary, the meeting was a success. The message was researched well, delivered in a fun and entertaining manner, and the audience understood and accepted the message.

I hope you will share my appreciation for your work with everyone!

Thanks again,

Bill Elovitz
President
Building #19, Inc.

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