



August 22, 2007

Mr. Fred Firestone
Ethical Selling Institute
7710 Carondelet Avenue
Suite 109
St. Louis, MO 63105

Dear Fred,

Thank you for speaking to the members of the St. Charles Chamber of Commerce. Your presentation was educational, engaging, and entertaining.

Each year, our chamber recognizes front-line employees of local businesses for their outstanding customer service skills and going above and beyond what is expected. Your presentation on the WOWEDFactor was perfect. Technology is great tool to help small business owners to become efficient, but I believe it is partially to blame for lack of interpersonal skills of today's workforce. Your presentation on the WOWEDFactor was a great reminder to our members of what they need to do to WOW their customers and get them to return.

It's now been more than a month and our members continue to talk about your "bootie" analogy.

Thank you again for a fantastic presentation.

Sincerely,

Scott Tate
President / CEO