



February 5, 2008

Mr. Steve Bassett
The Communications Workshop, LLC
9626 Hadleigh Court, Suite 101
North Laurel, MD 20723

RE: Did I Ever Tell You About The Time

Dear Steve:

What a great presentation.

On behalf of everyone at the International Association of Refrigerated Warehouses (IARW) and the Cold Chain Alliance, I wanted to express our collective appreciation for your wonderful speech. Our group thoroughly enjoyed "Did I Ever Tell You About The Time." It is a terrific collection of interesting and some very funny stories about your days as a TV sports broadcaster and your seven keys to success was enthusiastically received throughout the entire group. We particularly enjoyed how you used audio clips from some of the old broadcasts and video of interesting sports events to help make key points.

The key points of your talk however, aside from the significant entertainment value of it, are the seven objectives to achieving success and they were right on target. Steve, having known and worked with you for more than 10 years, I can honestly say that this is one of your most memorable pieces of work.

I am confident that "Did I Ever Tell You About The Time" will be a hit with all audiences. I hope you will consider returning to a future IARW function and speaking to our group once again.

Warm Regards,

A handwritten signature in black ink, appearing to read 'J. William Hudson'. The signature is fluid and cursive.

J. William Hudson
President and CEO