



5429 LBJ Freeway • Suite 600 • Dallas, Texas 75240

May 11, 2012

To Whom It May Concern,

We contracted Mark to take us through our recent credit union name change and branding process. He was also the facilitator of our Long Range Planning session which coincided with the name change project.

Mark is very professional and thought provoking, as well personable. He is an excellent project manager. He keeps his audience engaged and was always prompt in responding whenever we had a question or needed his assistance.

Mark kept us focused and on task throughout the name change and branding process. I am pleased to report the project was completed within budget and met our timeline.

We would readily endorse Mark because of his extensive knowledge and credit union experience. Mark has worked in the industry for many years and knows what it takes to guide a credit union seeking a stronger identity and brand image to success.

Mark brings tremendous value in marketing, advertising and branding knowledge. This also includes project management skills. Mark provided a genuinely positive and fun experience for our staff and built on our confidence in what we were doing.

Sincerely,

A handwritten signature in black ink, appearing to read "Bert Beal".

Bert Beal
President

GO Federal Credit Union
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Dallas, TX 75240