

April 5, 2012

To Whom It May Concern,

I am happy to write a few words in support of the excellent work Mark Arnold has performed for our credit union.

Mark facilitated our strategic planning session and worked very well with all staff members. He has also played an integral role in our name-change and re-branding process. Our credit union faced challenges with an outdated name that did not match our evolving field of membership. The new name helped better position us to reach our target audiences. Mark's approach of training the staff as part of the branding process is unique and helped energize our staff throughout the name change.

Mark excels at working into very diverse groups and getting them to talk and share ideas. He also offers years of credit union industry experience and has faced many of the same challenges credit union professionals face.

Mark has a true gift for keeping groups on focus, on task and maintaining high levels of civil discourse, even in what can become heated discussions. He is motivational, inspirational and has made a huge impact on our credit union bottom line.

We have had the pleasure of working with Mark for years and looking back, I shudder to think where our credit union might be today had we not met and invited Mark to assist our team.

Sincerely,



Cindy Beauregard, CEO

Heart of Louisiana Federal Credit Union

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