



Leominster Credit Union

Be somebody.

20 Adams Street  
Leominster, MA 01453  
978-537-8021 LOCAL  
800-649-4646 TOLL-FREE  
[leominstercu.com](http://leominstercu.com)

April 5, 2012

To Whom It May Concern,

I can't say enough about Mark Arnold. He involved our entire senior management team in a strategic branding and differentiation process. Typically, when we've done similar types of projects in the past, those not in marketing often question the value of the exercise, and their participation is less than enthusiastic. This was not the case with Mark. He was able to foster willing participation from all members of the team and, ultimately, buy-in of the decisions made from all division heads and the board of directors.

Our senior team was so impressed with Mark that we plan to use him for multiple projects in the future.

Mark is very knowledgeable about credit unions and strategies for success. Mark is truly able to engage all participants and he gets the team to do the work that is critical for developing a specific strategy for their organizations. His is not at all a "canned approach." Mark will not just tell you what you want to hear, he'll guide you to truly understand your needs, your goals and how to achieve them.

Sincerely,

A handwritten signature in dark ink that reads "Janet Belsky". The signature is fluid and cursive.

Janet Belsky, Vice President of Marketing

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