



May 10, 2012

To Whom It May Concern,

Our credit union asked Mark Arnold to help set-up and train us for re-branding. He was also a critical part of our overall planning session for 2012. Mark ensured that we implemented and stayed on target with the cooperation of the staff and management.

Mark helped us develop our strategic plan for 2012-2013 by implementing and inspiring key traits, by keeping our image consistent and clean, by keeping our staff alert and consistent (mystery shopping) and by keeping our board and management on the same page.

I have recommended Mark to several of my peers with the message that he is clear in his message and works extremely well with all personalities. Mark keeps it simple, concise, informative and focused.

Sincerely,

Cindy Prestandrea

President/CEO

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