

www.mcnichols.com
PO Box 30300 · Tampa, FL 33630-3300

McNICHOLS CO.
800-237-3820 · 813-282-3828 · Fax: 813-287-1066

ISO 9001:2000 Certified
E-mail: sales@mcnichols.com

March 2, 2007

Dr. Barry Banther
Banther Consulting
1708 Gulf Beach Blvd.
Tarpon Springs, FL 34689

Dear Barry,

I have managed and worked with many consultants over my 35 years in business and without a doubt you are the very best I have ever worked with. Most consultants have short durations with their clients, however, you have provided outstanding "customer service" to us as a company since 1994. Our appointment of you as our Organizational Development Director recognizes that you are more than a significant consultant but part of our team. When I met you, I was initially impressed with your speaking ability but your guidance in so many areas has had a positive impact on our company as our sales have grown from \$50 million to \$150 million during that time. Among your many roles and significant accomplishments include:

- Facilitating our annual Strategic Planning sessions and always challenging our assumptions and thinking.
- Assisting us in developing a leading edge "Coach to Win " a positive employee development program.
- Developing and conducting numerous management and leadership training programs.
- Helping us restructure management alignments.
- Developing and conducting inside and outside sales training programs.
- Counseling the McNichols family in to a model family owned business.
- Developing a crisis management system.
- Master of ceremonies at significant McNichols events like our 55th anniversary.
- Personal coach to me and other executives on the leadership team.
- Regular author and contributor to our Hole Shorts employee newsletter.
- Moderator in many videos used for training.
- Source of best practices from other companies through your other consulting experiences or readings.

There have been many other initiatives you have helped us on but I especially appreciate your genuine, friendship, humility and ability in your meeting facilitation to cut through to the real issues helping us to build teamwork and relationships in the process. I would recommend you without any reservation as a professional consultant to organizations seeking to grow where they place emphasis on the value of integrity and teamwork. You have been a blessing to us.

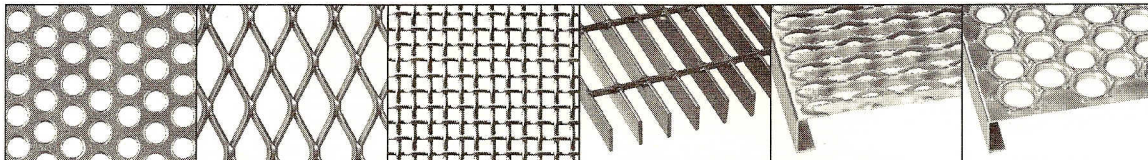
Best wishes for continued success.

Sincerely,

McNichols Company

H. T. Goetschius
President





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Mr. Barry Banther
Banther Consulting
9 Hibiscus Street
Suite 10
Tarpon Springs, FL 34689

Dear Barry:

Thank you for the nice comments, we are proud to be associated with Banther Consulting. Your support as Director of Organizational Development/Family Facilitator/Facilitator/Counselor Extraordinaire are greatly valued and needed in our growing organization. You have had your hand in all our major decisions and have been a catalyst in developing most of them.

We praise God for your support and dedication to The Hole Team.

God Bless,

E. H. McNichols

EHM/kec