

White Lace and Promises  
10001 Kingston Pike  
Knoxville, Tennessee 37922  
Phone: 865.693.9339  
Fax: 865.691.3212

May 2, 2005

To Whom It May Concern:

I am so pleased to be writing this letter of recommendation on behalf of Jim Rose. I can say with confidence that any company would be well-served with the addition of his consulting services. He is an intelligent, dedicated professional who brings sincerity, good work ethics and caring to everything he does.

I will admit that at first I was very skeptical and nervous about hiring an outside business consultant. However, from my first meeting with Jim I was impressed by his generous nature and out-going personality. Jim made me feel completely at ease and made the entire process exciting and enjoyable.

Jim reviewed our current situation and helped us to develop a vision of where we wanted to be. He helped us create and implement a strategic business plan that encompassed every aspect of our business including our current facilities, inventory, staff, sales processes, and marketing program. Following the implementation of these programs, Jim also created a system of follow-up and monitoring to ensure the continuation of these programs and improved success for our business.

In addition, he has always been on time and available to us to answer questions or give advice. In a world that lives and dies by deadlines, this is very important.

It has been my experience that Jim is an honest and trustworthy person with whom I am honored to be acquainted. I feel that I have grown both professionally and personally as a result of working with him, and I can highly recommend his services.

Sincerely,

Crista Peterson