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September 21, 2000

Mr. Jon E. Seidel EDP Consulting, Inc. 3373 Guido Street Oakland, CA 94602

Dear Jon:

I want to thank you and Wendy Kupsaw for the outstanding process improvement work that you have done for CAMICO over the past year.

As a team, you and Wendy designed and led *Project Definition Sessions* for two high profile projects at CAMICO; including a session before a Board of Directors Committee. Each definition session brought together key players from various departments to reach consensus on project scope, deliverables and organization. The *Project Definition Document* that you produced from each session provided a solid foundation for subsequent detailed planning and implementation.

I was very impressed by the up-front planning and preparation that went into each Project Definition Session. You involved the project sponsor and manager in customizing the session for each project. Your thorough, insightful approach and ability to quickly grasp the essentials of each project enabled us to jointly create an effective agenda and materials for each Project Definition Session.

The sessions were conducted in a way that enabled us to voice diverse perspectives, create a common understanding of each project and then build commitment. The sessions allowed us to surface critical issues and risks early on, document key assumptions and constraints, and clarify roles and responsibilities up front. Together, you helped us reach the desired outcomes by:

- Introducing a methodology for project definition that really worked
- Creating an open environment that encouraged and valued participation by all team members
- Keeping us moving us through a structured process while remaining focused on the session's goals
- Asking questions that helped people to clarify and extend their thinking
- Managing the group's interaction in an orderly, positive, and constructive way

There is no doubt in my mind that these sessions were responsible for setting the stage for the incredible successes that we achieved in each of these projects. You both have a deep understanding of people and organizations and a penchant for practical, inclusive solutions. In addition, you bring warmth, discipline and dedication to your work.

It has been a pleasure working with you and Wendy. I highly recommend your services.

Sincerely.

Ed Marley

Vice President