

August 13, 2009

To Whom It May Concern

Re: Reference for Jon Seidel, CMC

It has been my pleasure to work with Jon Seidel as my TAB (The Alternative Board) facilitator and monthly one-on-one management consultant over the last two plus years. He has helped me tremendously both in our board meetings and in our private counseling sessions by adding clarity to how I prioritize my current challenges and creatively expose opportunities that would have otherwise remained hidden.

As someone who runs day-to-day business operations, I often make snap, gut level decisions that are critical to success. However, there are many times when long range problems need additional thought and strategic planning in order to achieve a desired outcome. This is where Jon has helped me on a one-on-one basis. I think mostly due to his vast business experience, Jon is able to offer solutions that are more forward looking. Also, the fact that he does not work at my company allows him to have an unbiased view of my company's needs. It is great to have someone that I trust on many levels.

In my TAB board, Jon offers direct, no-nonsense leadership in our meetings. It is refreshing to be in a meeting where someone not only doesn't mind, but is obligated to challenge me about my business decisions. The atmosphere that Jon creates in the meetings, as well, is one of positive solution based feedback. In meetings he fosters a team approach to problem solving – something that I value highly.

I have come away with something new to help me improve my company after every TAB meeting.

If you have any other questions regarding my experience working with Jon, I would be happy to speak with you. Feel free to contact me either via email or my office phone listed below.

Sincerely,



Andy LaVelle
Chief Operating Officer

alavelle@arborwell.com
(888) 969 – 8733 ext. 12