

Eric,

Thank you for speaking at our 3 GROWMARK Agronomy Sales Kickoff Meetings this summer. These meetings are very important to help motivate and inspire our sales people to reach for higher goals and aspire to improve. As you know our, we have no direct line authority over these sales people who make our year a success or failure. Influence is all we have.

Your message hit the mark perfectly on:

- If you are going to play the game, you might as well win. (Bill Russell quote)
- Don't be afraid of change or the unknown. (NY city story)
- You are always better off working with as a team than alone. (Kickoff team story)

The content you provided had a nice blend of information, humor, stories and challenges for the audience.

I also appreciated that you tied in some references to our industry that made your credibility with our sales people increase and really helped to bring them into your presentation.

Our company has additional divisions that hold similar meetings to ours and I will most definitely pass on your name as an excellent speaker for them to consider for their future meetings.

Thanks again. It was a pleasure working with you.

Sincerely,



Lance Ruppert

GROWMARK Agronomy Marketing & Implementation Manager