

June 4, 1998

Mr. Gershon Mader
42 Inglewood Avenue
Thorn-Hill
Ontario, Canada L4J7T8

Dear Gershon:

I am writing to thank you for the tremendous support you have provided to me personally as well as my organization over the past year. We were able to undertake the challenge of "reinventing our organization" and at the same time continued to build exceptional results for the corporation without missing a beat. As I have conveyed to you previously, my leadership team as well as myself believe that your intense support, true partnership and professional coaching and consulting have been invaluable factors in allowing us to accomplish the breakthroughs that we have so far.

Over a period of time in working with you, I found your guidance, energy and focus on results to be a truly enlightening, as well as a personal and professional experience of enhancement. In a very short period of time we were able to accomplish results that were extraordinary given our reality and culture at the time. We began to create a new culture, a new spirit and a new future for our organization. Among those accomplishments were:

- ...Creating a shared context and compelling vision of the future and beginning to ignite and align the entire organization around and towards it. (The Strategic Intent has started to become the overarching context for LRE's work.)
- ...Energizing the district managers and beginning to generate a high level of ownership and accountability throughout the organization for LRE's new future and strategy.
- ...Engaging the union leadership and beginning to gain their support and participation in LRE's future.
- ...Starting to create and launch a customer orientation of Service Beyond Expectations:

You have demonstrated a high degree of loyalty and trustworthiness in your interactions with my entire team and the strong relationships that you have built with the Leadership Team members as well as the District Managers and Union Presidents is a clear reflection of your professionalism and personal credibility and quality.


I especially want to express my admiration for your skill and ability to effectively communicate and convey your thoughts and ideas with others. Your enthusiasm has been contagious and has allowed you to energize and align every group you have worked with, regardless of its size and composition, and gain the confidence and respect of our people.

I, myself, have gained an enormous amount of personal value from your coaching of me. I truly feel that my ability to be a powerful leader who leads his organization from inspiration and empowerment rather than from command and control has enhanced noticeably. There is still a lot of work to be done in order to successfully achieve our Strategic Intent and there is always the need to improve. At the same time, I believe that the leaders and associates of our organization recognize and acknowledge the progress that has been achieved over the past year.

I fully expect our partnership to continue into the future. If there is anything I can do to support you in your business ventures, or if you need me to speak on your behalf to any potential clients, I would enjoy the opportunity.

Again, thank you for our partnership and friendship.

Sincerely,



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