



John D. Johnson

5500 Cenex Drive
Inver Grove Heights, MN 55077

Mr. Barry Wishner
President
Proformance
568 Eleanor Drive
Woodside, CA 94062

Dear Barry,

Your message for the recent National Council of Farmer Cooperatives was just what we needed to hear. The audience, being Co-op leaders who are stuck in the past and comfortable with the culture they created, all benefited from your challenge to be "Innovative Leaders."

As you pointed out, what's lacking in leadership today is the courage to change, do things differently and then to execute those changes throughout the organization.

Barry, it was your energy and excitement that drew us into the program. You have a passion for your subject and enthusiasm that is contagious. The way you used examples from executives in other industries and then talked about how they applied to our business showed that you cared about the audience and made them applicable to us.

Thank you,

A handwritten signature in black ink that reads 'John Johnson'.

John Johnson
President and CEO

P.S. It was a great program. Your strong sales and marketing background combined with executive research helps to give you a unique perspective that you cleverly share with your audience.