



TRUE NORTH  
RELOCATION LLC

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

Dear Barry,

I thoroughly enjoyed your recent keynote program for the Household Goods Forwarders Association of America's Annual Meeting.

It was a pleasant change for the very serious presentations we have had in the past. The time went very quickly as you entertained and involved us. We were impressed when you called individuals by name and spoke of their successes as you gave us ideas and strategies for growing our businesses.

Several members of this international audience, representing over 100 countries, mentioned how much they enjoyed your presentation. It was obvious that you understood who we are and what our industry is about. Your ideas were ones that everyone could understand and put into action whether in the US, Brazil, China or Germany.

For me it was your sense of humor that held my interest, but your challenge to make changes that will help us stand out in the market is a message I hope to put into action.

Sincerely,

Heather Engel  
President  
True North Relocations LLC

P.S. Thanks for setting a positive tone for the rest of the meeting.