



INSTITUTIONAL WHOLESALE COMPANY, INC.

PO BOX 458, COOKEVILLE, TN 38503
FOOD SERVICE DISTRIBUTORS

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

Dear Barry,

I've been attending this Sales and Marketing Conference for the independent distributors of Frosty Acres Brands for over 6 years and this is the first time I've seen a speaker really click with the audience.

It was a magic afternoon the way you connected with this group of experienced business owners, and sales and marketing executives. I think it was because you had everything right. The right amount of humor, lots of substance, real life stories and props that were fun and always helped to illustrate your point plus an unbelievable interaction with the audience.

When you honored my father for his 45 years in the industry you made me proud. In addition I think you inspired others to aspire to the success and pride my father has with his business, Frosty Acres and the industry in general.

The thing I was most impressed with is that you really "spoke our language." Your style is sincere and your ideas for looking at everything we're doing was uncomplicated and easy to take action on.

DITWLY—Avoid "Did It That Way Last Year"—is one of those examples. I took your message to heart and when I returned to my business, I started challenging all assumptions and the way we've always done things and I'm encouraging my staff to do the same.

I also took your information back to my Chamber of Commerce. I can't imagine a business out there today that wouldn't benefit from your message.

Thank you for one of the best experiences I've ever had at one of these meetings.

Bob Mackie
General Manager

P.S. In talking about your presentation with others I agree that you have the passion of Tom Peters and the content of Jim Collins. I would recommend any group who has the desire to get to the top and stay there to have you as their wake up call.