



9199 Olde Eight Road  
Northfield, Ohio 44067

Jack Shaw  
4728 Stirling Court  
Marietta, GA 30068

Dear Jack:

Thank you again for helping to make our client/prospect marketing seminar a success. We had 50 some people attend with some customers bringing multiple people. You did a very good job and all comments I received were positive.

The seminar was instrumental in six clients signing up for major upgrades in the following 60 days. I believe that your willingness and ability to incorporate success stories from our existing customer base into your presentation was key to the effectiveness of this event.

Some new sales will also likely result from the event. While it is always hard to tell which of the prospects will jump and when, they had to walk away with a positive impression. Your expertise and enthusiasm for e-business strategy, process and technology was self-evident.

It was a pleasure working with you throughout the entire process. You were very helpful, working with us to put together presentations that were educational for our audience while conveying the marketing messages we wanted to emphasize. I would definitely do something like this again. Please feel free to use me in the future as a reference.

Best regards,

**Carl Mix**

Carl M. Mix  
President  
[carl@applicationresults.com](mailto:carl@applicationresults.com)