



November 24, 2014

Mark Eaton  
7ft.com LLC  
P.O. Box 982108  
Park City, UT 84098

Dear Mark,

I'd like to express my appreciation for the presentation that you gave at our annual Management Meeting on November 12, 2014. The subject matter fit perfectly with the theme of the meeting, Operational Excellence. Operational Excellence starts at the top but must work its way through the entire organization in order to be achieved. Your speech demonstrated the power of a good leader and what can be accomplished when everyone is doing their best at what they do best, supporting each other through the simple act of doing their jobs well.

Every presentation that followed yours referred to it at some point, confirming both the message itself and the importance of its lessons in achieving our goals. Your story is inspiring, and I thank you for sharing it with us.

Sincerely,

Michael Giarratano  
Regional Vice President

MJG:jsy