



*Financial Strength. Together.*

To: Whom It May Concern  
Re: Profit Motivators International

I am writing to recommend to you the services of the above-referenced firm. I have found the individuals involved, specifically Peter Henthorn and John Konrade, to be both honest and extremely competent. They have performed these services for literally scores of institutions and other entities throughout the country for many years.

In my particular case, PMI is currently winding down on their second such project for one of my credit unions. At New Generations, Peter and John have submitted 21 recommendations totaling over \$500,000 in aggregate (for the most part, annual) savings and additional revenues. All of the recommendations were doable and were tailored to our operation. The report is currently under consideration by the board of directors.

I also used PMI at a previous assignment at another credit union in another part of the country. Upon my arrival at that position, the institution carried a CAMEL 4 rating and was very near conservatorship or worse. Four years later, that same institutions CAMEL rating had risen to "2," staff had been reduced by 30%, and two branches had been opened. In 2007, among credit unions nationwide with assets greater than \$35 million, that institution's ROA was the second highest in the nation.

To me, the key element of PMI's work is a very comprehensive, scientifically-structured evaluation of all functions of the institution's operation, an assessment of the person-hours required to perform the functions, and, consequently, an objective and very workable plan to achieve optimal staffing levels in every branch and department of the operation.

If nothing else were involved, PMI's work would be a bargain at twice the price for the staffing portion alone. In New Generation's case, in a reasonable period of time, we'll be able to reduce salary and benefit expense, through attrition, by 12%-15%, or by a number sufficient to turn a meager earnings year into a stellar one.

I believe in Peter and John and what they do. As such, I would be pleased to speak with you about them. You may reach me at 804.359.8754, ext. 3111.

Cordially,

Larry B. Davis  
President & CEO