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To Whom It May Concern:

It is with great pleasure that I recommend Profit Motivators Inc. as a first class community bank consulting firm.

For our consulting project, after the initial evaluation and proposal, we worked primarily with Dr. Aaron Small. PMI and Dr. Small always displayed a high degree of integrity, responsibility, and motivation to implement their recommendations for the profit enhancement and cost savings opportunities they identified and we approved. In general we agreed with virtually all of their recommendations and it was a pleasure to work with them. All financial results were achieved and most importantly every recommendation that impacted personnel was implemented without any negative effect on morale.

PMI would be a valuable asset to any community bank and I am happy to give them my wholehearted endorsement.

Sincerely,

David C. Vernon  
President & CEO

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Lodi  
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Mayflower  
330.833.1622

Midway  
330.264.8070

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