



December 7, 2017

Mr. Peter Henthorn
Profit Motivators International, LLC
2146 Linden Drive
Boulder, CO 80304

Dear Mr. Henthorn -

John and I met for the last time yesterday afternoon. We were all sorry to see him go.

I want to thank you for all of your time and energy over the past six months. You and John certainly have the ability to identify operational efficiencies, pricing alternatives, and competitive potential. More impressive, however, was your help in implementing the changes. That can sometimes be a delicate task. It's easy to be a "bull in a china shop" but that inevitably leads to hurt feelings and bitterness. You – and John in particular – were very good at being gentle, managing egos, and helping us with "guided discovery". Thank you.

Please let me know if we can ever return the favor.

Sincerely,

A handwritten signature in black ink that reads "Morgan C. Farmer". The signature is written in a cursive style with a large, prominent "M" at the beginning.

Morgan C. Farmer
Vice President