

Hewitt

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July 16, 2007

Mr. Joel Strom
Joel Strom Associates
25201 Chagrin Boulevard
Cleveland, OH 44122

Dear Joel:

We were extremely pleased with our recent manager conference that you helped us plan, develop, and facilitate. As a consultant and facilitator, you were a true business partner throughout the entire process.

Most impressive was your willingness and desire to really get to know our organization and the challenges we were facing. You were insightful and thoughtful in your scoping of the event and really invested the time to ensure that you would meet our specific needs. You could intuitively connect the dots between fragmented pieces of information and varied sources. Ultimately, you were able to pull all of our messages together into one message that resonated with our audience.

Your style is very down to earth and practical. You were able to leave us with tools and concepts that can easily be put to use and just seem to "make sense." You also had the ability to relate to varying levels of managers throughout the organization. You were thoughtful about tailoring your message to the skill level and organizational perspective of your different constituencies. Finally, you very effectively used humor and real-life experiences throughout the event to make it interesting, light, and engaging.

As a professional service provider, you were flexible, timely, thorough, and client-focused. I would highly recommend you to others.

Sincerely,

Hewitt Associates LLC



Cheryl A. Fitch

CAF:jag