



December 11, 2008

Mr. Chip Eichelberger, CSP
Certified Speaking Professional
215 Spring Water Lane
Knoxville, TN 37934

Dear Chip:

Yours was one of the most well received keynote speeches we've had in over 25 years of doing Maaco conventions. Franchisees and home office employees alike were impressed with your message, its application to our industry, and your ability to deliver a presentation that hit home.

Instead of a canned, generic speech, you did your homework and it showed, with a presentation that seemed tailor designed and hit all our key points. It was high energy and just the right combination of motivational and operational. Thanks for your suggesting taking the time to lead them through a **20 minute Plan of Action**. It made them **think and write down** what they were going to achieve, how they were going to do it and also why they will do what it takes. 2009 will be a tougher market to compete in. We need our Franchise owners at their best.

The **Board Break Experience** was the perfect way to end a convention. It was interactive, fun and unforgettable! It created a call to action that sent the participants out the door focused on achieving

We would not hesitate to use you again, and would recommend you to anybody.

Once again, thank you for a great program.

Regards,

Doug Engle
Assistant Vice President of Operations

DE:cdd