

14700 Sweitzer Lane, Laurel, MD 20707 Tel. 301.622.1900 • Fax. 240.295.0685 www.ifi.org

March 16, 2006

John Haskell 1700 Mandeville Canyon Road Los Angeles, CA 90049-2526

Dear John,

I would like to thank you for helping to make our management seminar a success.

Our members are always asking for information on how to setup and implement a marketing program. Based on the evaluation forms completed by the attendees you provided them with tools to begin the process. They found your Cat-Scan particularly useful.

We had a thirty-minute break scheduled but when the audience was polled they chose to take 15 minutes. Most of them were back ready to hear more before the time was up.

Again thank you for sharing your expertise with our members. I know that they will put to good use what they learned.

Sincerely,

Jane Rising

Manager of Education

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The Voice of the Glove Industry

International Glove Association

P.O. Box 146 Brookville, PA 15825

Phone: (814) 328-5208
Fax: (814) 328-2308
Email: gloves@windstream.net
Website: www.iga-online.com

June 17, 2009

Dr. Revenue, aka/John Haskell 1700 Mandeville Canyon Road Los Angeles, CA 90049

Hi John,

I just want to thank you for everything you have done to make our 2009 IGA Glove Symposium a huge success! You were there for us from the start. The ideas that you had were winners! The YouTube segment was an excellent marketing tool, generating much interest! You put a lot of work into our IGA event, but as all successful folks, it seemingly appeared to be little effort for you!

The speaker reviews that I've received indicated that you were the high point of our event! The attendees loved your enthusiasm and content. In every way, your program was relevant to the needs of our membership! Our attendees were so impressed by the value of your presentation, that many indicated a wish to further the process by working with you on an individual basis.

The "Do It Yourself Marketing" action plan had a particular appeal to the audience when one takes into consideration the questionable economic times that businesses are currently dealing with. Your program produced the needed morale boost to move forward, with a new set of tools, creating the energy to believe there was something they could do... they were no longer at the mercy of tough times, and the ebbing marketplace tide.

John, your program was absolutely excellent, and the words, "Thank you" do not seem adequate, but we do THANK YOU so much!

Best wishes, and take care,

Carol Burdge IGA Executive Director

The Foodservice Group _{Inc.}

March 5, 2009

Mr. John S. Haskell Dr. Revenue 1700 Mandeville Canyon Road Los Angeles, CA 90049-2526

Dear John:

I have informed our Members that you will be speaking at our 2009 Winter Sales & Marketing meeting in January and have already had a couple of e-mails back stating how pleased that you are on the program once again.

The Foodservice Rep business has changed a lot since you last spoke to the Group and we now face a downturn in the economy, regionalization and the restaurant business is really starting to slow down.

With that said we are looking forward to receiving some good strong "Marketing Medicine" from Dr. Revenue!

The Rep Success Program that you did for the Zink Group is the type of "Branding" our Members need. I would like to have you present that first and then pick up on some of the points that we develop from our survey.

Looking forward to seeing you in January in Sunny Florida!

Sincerely,

Kenneth W. Reynolds Executive Director

american lighting association

October 5, 2007

John Haskell Dr. Revenue Marketing and Sales 1700 Mandeville Canyon Road Los Angeles, CA 90049

Sent via email: drrevenue@drrevenue.com

Dear John,

Thank you for speaking during the American Lighting Association's 2007 Annual Conference. Our educational session evaluations continue to receive high ratings year after year and you were a great part of that number.

I have attached a copy of the evaluation summary for your review. As you can see, the attendees ranked both of your sessions extremely high.

You continue to provide quality sessions to both the manufacturers' representatives as well as the manufacturer members.

Thank you again and we will be in touch about some broad spectrum/general sessions in the future!

Sincerely,

Beth Bentley, CMP Director of Conferences

bbentley@americanlightingassoc.com



ASSOCIATED MAIL & PARCEL CENTERS "the voice of the mail & parcel industry"

June 16, 2008

John Haskell Dr. Revenue 1700 Mandeville Canyon Rd. Los Angeles, CA 90049

Dear John:

On behalf of the leadership of AMPC and the attendees of our 2008 AMPC National Convention, please accept our thanks for serving as the keynote speaker of our Friday luncheon. It was great to see you again!

We are especially thankful for the gracious donation of your time and your willingness to meet with individual store owners to assist them in their goal of increasing their store's revenue. The raffling off of these meetings was a nice additional fundraiser for our Charmaine M. Fennie Scholarship Fund.

I think our attendees really appreciated your presentation and learned a great deal. The attendee feedback said it best.....

"Best Presentation Ever!!!"

"I thought this was one of the best speakers we have ever had. I am going to try to use him for my business and for several of us in San Francisco!"

It was a joy working with you and I look forward to discovering more opportunities for us to work together.

Sincerely,

Executive Director

uccessful families run successful businesses

Attend this free conference and you'll meet other successful family businesses and service providers. You'll share ideas and issues in a relaxed social environment.

This conference is offered to select small businesses, family businesses and select family business employees by the Institute of Family Business and the Craig School of Business at CSU, Fresno.

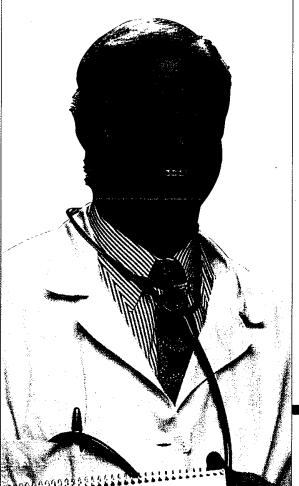
Learn how to profit in your family and your family business at our free seminar.

Meet Dr. Revenue

Speaking on the topics of marketing, planning and revenue improvement, we proudly present, Dr. Revenue a.k.a. John Haskell.

The author of *Profit, Rx*, John Haskell comes from a family business background, is an internationally known marketing consultant and an international speaker on the topics of marketing, planning and revenue improvement.

Haskell is a graduate of the Kellogg School at Northwestern University, is the president of the Professional Marketing Group, Inc. in Los Angeles, California, and has held top management positions at Abbey Rents, Sara Lee and Gamble Skogmos.



Thursday, June 21, 2001 • 4:00 PM University Business Center, Peter's Building

- · Two hour hands-on session
- Meet the Speaker
- Meet the Advisory Board
- Meet Other Family Business Members
- Refreshments
- Limited Seating
- Please R.S.V.P. by calling 278-4947
- Paid for by Institute for Family Business (funded by Fresno County Workforce Development Agency)



Santa Fe de Bogotá, 08 April 1999

John Haskell - "Dr Revenue"

Comcel is the largest cellular company in Colombia. We sell our services through a network of independent dealers. At our recent "Sales Convention", that all our dealers and Distribution Representatives attended, John Haskell was the featured speaker. He gave two four-hour plenary sessions and a number of smaller sessions.

I would highly recommend John for similar kinds of engagements.

- His background experience and the program he put together were perfectly suited to our needs and to those of our dealer network. We received many positive comments on the value of the content.
- He was a stimulating speaker, despite the difficulty of simultaneous translation and cultural differences. There was a good balance of lectures and short exercices.
- He adapted the material continuously to our needs and to those of his audience. For example, he emphasized some of the basic planning activities and de-emphasized more sophisticated techniques since all but the largest dealers needed help in this area.
- During the Conference he made himself available for smaller sessions and for individual discussions. He facilitated the discussion of an important issue with a small group of our largest dealers. He also led a session with the Distribution Representatives, so to increase the synergy between them and the dealers.
- After the session we received a list of quick tips which we have translated in Spanish and sent to the dealers via e-mail to help reinforce the messages.

Finally, John has implanted a number of valuable ideas which we are presently putting in place. All of our dealers are preparing Marketing Plans, based on his format, which are substancial improvements over previous efforts.

Ultimately, the measure of success of a speaker is the degree to which his ideas become part of the fabric of his audience.

Please do not hesitate to call me if you wish to discuss John's potential contributions for your operation.

Wally SWAIN

Chief Operating Officer



CAABA

Christian African - American Booksellers Association

July 24, 2002

Mr. John Haskell 1700 Mandeville Canyon Rd. Los Angeles, CA 90049

Dear Mr. Haskell:

Thank you for your support and partnership with the Christian African-American Booksellers Association. CAABA'S workshop on marketing was very successful because of your gift to communicate the essentials of marketing in a simplistic form. Your presentation was well received and I hope that the attendees will put to practice what they heard. It is our prayer that you were pleased with the events and responses from the attendees.

Enclosed please find an honorarium of \$200.00. Thank you for making history with CAABA in Anaheim at CBA! May God continue to bless & prosper your business ideas.

In Him,

Evelyn Curtiss Chairperson Marcella Hinton Event Coordinator



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Upgrading & Retraining

April 15, 2002

Dr. John Haskell 1700 Mandeville Canyon Road Los Angeles, CA 90094

Dear Dr. Haskell:

Thank you so much for coming to Idaho to help us kick off our entrepreneurial workshops. As you already know these seminars are an annual event and are cosponsored by the Idaho Small business Development Center and the Idaho State University College of Technology Special Programs office. Each year we attempt to find presenters for topics identified by the local communities we serve.

How fortunate for everybody that increasing sales and marketing was chosen and that Kim Weber found you. Your presentations were superb! You were able to turn a routinely academic lecture into a lively presentation filled not only with excellent advice and examples but also with humor and fun.

Believe me, I know. I listened to your presentation three times! Each time you had the same basic information, but it was cleverly customized to your specific audience. Participants in all locations made comments of how they enjoyed your presentations. You had many suggestions that they could implement in their own businesses; and when they had questions, you answered them with common-sense solutions that they could understand.

I especially enjoyed the example of salesmanship you demonstrated throughout your stay here. I learned a lot by just watching you.

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Thank you so much. I hope we can arrange another trip to Pocatello again in the future. Please keep in touch and know that you have made friends in Idaho.

Sincerely,

Margaret A. Phelps, Director and the second state of the second st

College of Technology Special Programs

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SCHOOL OF BUSINESS • FAMILY BUSINESS INITIATIVE

May 2002

Dr. Revenue, John Haskell 1700 Mandeville Canyon Road Los Angeles, CA 90049

Dear John:

I just want to thank you for your professionalism and responsiveness in preparing for and delivering two incredible workshops for our family business center. They were fantastic!

In our educational efforts, we've tried to focus on providing real take-home value for our participants. As I spoke with colleagues around the country, "Dr. Revenue" came highly recommended as one who would deliver practical value with an energetic presentation. Well John, you certainly did not disappoint us!

I think you'd be interested in what one of our long-time family business members (who brought six of his key employees to the workshop!) had to say about your presentation: "That was the best money I've EVER spent on a 3-hour workshop! Thanks for inviting me to come!" That's quite a compliment.

And his was just one of many positive reactions that participants shared with me. Thank you for making us look good by delivering the excitement and take-home value we strive for in our programs.

I also want to express my appreciation for your responsiveness and flexibility in accommodating our need for 2 different workshops. Again, your professionalism strengthened our image in the minds of those we serve. Working with you from start to finish has truly been a pleasure.

I hope you have fond memories of South Dakota, and I look forward to when our paths cross again.

Hammond

Thank you so very much,

Clark H. Hammond Executive Director, SD-FBI



Business Expansivember 29, 2002 Network

> Dr. Revenue John S. Haskell 1700 Mandeville Canyon Road Los Angeles, CA 90049

Dear John,

Congratulations!

You are celebrating 10 years of teaching the Fast Trac™ Entrepreneurial Business Planning Course at USC's Business Expansion Network.

Your spirited, informed, intense style has helped hundreds of entrepreneurs gain the focus and discipline to complete their business plans.

I want you to know that we are proud of our association. Your classes consistently exceed national averages for completed plans. Your students consistently rate your classes higher than any other classes in this program.

We enjoy working with you and know that we can count on Dr. Revenue to constantly innovate and create improvements in the course.

Thank you for your sincere commitment to entrepreneurship and USC-BEN.

Best regards

Howard Krisvoy

Fast Trac™ Administrator

University of Southern California 3375 South Hoover Suite, A Los Angeles, California 90007 Tel: 213 743 1726 Fax: 213 746 4587



26027 Huntington Lane Ste. B, 2^{2d} Floor Santa Clarita, CA 91355-1128 (661) 295-6892 FAX (661) 295-6852 San Fernando Valley (818) 882-2001

Mr. John Haskell Dr. Revenue® 1700 Mandeville Canyon Road Los Angeles, California 90049

Dear John:

I wanted to again thank you for being our featured Resource Speaker at our "All Members Meeting" on December 4 at the Knollwood Country Club.

As you know, my objective is to run GREAT Forum meetings and to serve as a Key Resource for my members. In less than ten minutes, as you began your presentation, you accomplished my goal for the day.

Every single person in attendance found your talk worthwhile and filled with information that could be put to use immediately. Your gracious offer to provide a book and audiotape in exchange for a business card was generous and provided additional value. The "Cat-Scan" exercise was a real hit. It provided a tool for my members to measure the current status of their marketing efforts. As a year end 'report card" it was worth their time just to go through the process.

John, I would, without a moment's hesitation, recommend you to any organization that has a desire to grow sales, customer base, distribution or profits. I understand that some of my members have made the decision to use your services and I could not be happier. Why? I know that you will not only identify problems and opportunities, but you will work to address them. The result will be a better member organization.

I have already taken the liberty of introducing you to Jim Tenuto and Ron Penland, two of my fellow franchise owners. In addition, I have posted contact information on our intranet so that others in our system can contact you. Candidly, if they do not take advantage of you, they are doing a disservice to their members.

I want to thank you again for your time on Wednesday. Your presentation was a fitting end to a highly successful year and provided a solid platform for my members to improve their businesses in 2003.

Kindest regards,

Kenneth W. Keller

President



4/23/01

Family Business Program

James G. Ellis Director

Annika M. Sieler Associate Director

Advisory Council Los Angeles

Frank P. Pekny City National Bank

Grant D. Fraser, CLU, ChFC Fraser Financial Group - Mass Mutual

Joseph Bratter Lars Ekstrom Greif & Company

John D. Pettker Henry P. Pramov, Jr. Elizabeth B. Blakely Rodi, Pollock, Pettker, Galbraith & Cahill

Advisory Council Orange County

Grant D. Fraser, CLU, ChFC Fraser Financial Group - Mass Mutual

Antony M. Orme Bankers Trust Private Banking Deutsche Bank Group Dear Program Director,

One of our many challenges is finding quality speakers who

provide substantial take home value to our program members.

John Haskell/Dr. Revenue® is one of our highest rated speakers at the USC Family Business Program.

John provides an engaging workshop for family owned businesses. Dr. Revenue's emphasis is on creation and implementation of an effective Marketing and Sales Program.

Some comments after John's programs:

"Excellent speaker" ."Very educational"..."great experience with family business and useful stories" "on target with company needs"...these are just a few of the testimonials which describe John's fantastic ability to educate and motivate the family members.

Enclosed is a copy of his book, "Profit Rx" for your review.

Please feel free to contact me at (213) 740-0416 or <u>annika.sieler@marshall.usc</u>.edu, if you have any questions.

Warm regards,

Annika Sieler Associate Director

University of Southern California Accounting Building, 306L Los Angeles California 90089-0443 Tel: 213 740 0416

Fax: 213 740 7828

Lloyd Greif Center for Entrepreneurial Studies



School of Business Administration and Economics Family Business Council (714) 278-4182 / Fax (714) 278-3106 email: jharman@fullerton.edu http://business.fullerton.edu/fambusiness



October 18, 2001

John Haskell Dr. Revenue 1700 Mandeville Canyon Road Los Angeles, CA 90049

Dear John:

On behalf of Cal State Fullerton and the members of the Family Business Council, we want to thank you for your presentation at our workshop on October 16, 2001. It was extremely generous of you to share your experiences with the group, and it gave them a great deal to think about.

I wanted to share some of the evaluation comments from our members about what they liked best about the workshop.

- " Practical applied information. That helps improve family business beyond the Estate issues "
- " The Cat Scan was very beautiful!"
- " Straight forward, hits home with good facts"
- "John's ideas are easy to implement with a clear agenda of where we are and where we can go as well as what to do."
- "Great use of time away from the office"

Thanks again for a terrific presentation and for your continuing support of the Family **Business Council.**

Best regards,

Mike Trueblood

Director, Family Business Council, CSUF

P.S. Thanks too, for coming to the students class of



Family Business Council Workshop

"Do it Yourself Marketing" October 16, 2001

EVALUATION RECAP

Thank you for attending today's workshop. Your feedback is invaluable in helping us provide you with a Family Business program, which meets your family's needs.

(Please circle a number on the scale of 1 - 5)

1.	PRESENTATION	(* ***********************************					
		<u>Poor</u>	<u>Poor</u>			ellent	RECAP
	John Haskell						
	Content	1	2	3	4	5	4.95
	Presentation/Delivery	1	2	3	4	5	4.9
2.	OVERALL WORKSHOP	<u>Poor</u>		Excellent			

WHAT DID YOU LIKE THE BEST ABOUT TODAY'S WORKSHOP? 3.

- Practical applied information. That helps improve family business beyond the estate issues.
- Pointed out your faults
- Good Information
- The Cat Scan was very beautiful
- Practical ideas
- Presentation
- Hearing other companies thoughts
- Lots of information
- Good information, indirect manor
- Great guest presenter
- Hands on experience
- Hands on topics offered for free
- Different and great view on marketing
- Straight forward, hits home with good facts
- John's ideas are easy to implement with a clear agenda of where we are and where we can go as well as what to do.
- Great use of time away from the office
- Very relevant topic which many of our businesses overlook or are too busy
- It hit some very pertinent issues
- How important it is to have a plan

4. WHAT DID YOU LIKE THE LEAST ABOUT TODAY'S WORKSHOP?

- Too Short
- Location

5. Other Comments and Suggestions

- This was a great session that was applicable to all
- Thank you

6. What topics would you like to learn more about during the upcoming year?

- Increasing sales, market share
- More Interactive sessions

Attendance

CSUF- 34 27 members 5 sponsors 2 guests



Yucca Valley **Chamber of Commerce**

56711 29 Palms Highway • Yucca Valley, California 92284 (760) 365-6323 • Fax (760) 365-0763 www.yuccavalley.org • e-mail: chamber@yuccavalley.org

January 31, 2008

John Haskell 1700 Mandeville Canyon Rd. Los Angeles, CA 90049

Dear John,

On behalf of the Board of Directors and Membership of the Yucca Valley Chamber of Commerce, we want to thank you for the excellent presentation you gave our businesses. The response has been nothing but positive. The overwhelming majority of comment cards came in with a 10 or 10+ rating -- one was a 9. The written comments were ALL positive from "My business will benefit from better planning and forecasting" to "Gave me knowledge that I can immediately implement!"

Today there is a buzz all over town with enthusiastic comments on the seminar. You have definitely left your mark on our town and we thank you for the generosity extended by coming to assist our local business.

Sincerely,

Jennifer Collins

ennder Collins K

President

Kathleen Downing

Business Development Chair

Cheryl Nankervis

Executive Director



38 COMMERCIAL WHARF BOSTON, MASSACHUSETTS 02110-3883 (617) 248-8000 FAX #: (617) 248-8090

January 10, 1996

Dear John:

On behalf of the staff at <u>Inc.</u> magazine, I would like to thank you for your participation in our First Annual High Return Marketing Strategies Conference. I certainly realize and appreciate how much effort it takes to put together a quality presentation. Your professionalism and dedication to excellence is what made this conference such a successful event.

Below is the average of the scores given to you by the attendees of your session. It is based on a scale of 1-4, with 4 being "excellent" and 1 being "poor." In addition, enclosed are copies of the actual evaluation forms completed by the attendees of your session.

It has been a pleasure working with you and I look forward to an opportunity to work with you in the future. If I can be of any further assistance, please do not hesitate to call. Also, any advice on how to improve next year's conference is welcome. Thanks again.

Sincerely

Kevin Gilligan

Conference Producer

Your Average Evaluation: Mrkting '95 - 3.76 power networking, 3.62 Do-it-Yourself

Marketing and 3.57 on the all day workshop

3.33

Conference Average.

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BUSINESS GROWTH CENTER

7901 SOUTHPARK PLAZA, SUITE 110, LITTLETON, COLORADO 80120 (303) 795-0142 FAX (303) 795-7520

NOT YOUR ORDINARY CHAMBER!

November 18, 1997

John Haskell 1700 Mandeville Canyon Road Los Angeles, CA 90049

Dear John:

You were definitely a hit with our members! We heard nothing but positive comments about the program. All indications are they didn't get their fill of Dr. Revenue. They wanted more. Now, that's a sign of a successful event!

I can't remember the last time we had so much fun with a Chamber event. Vickie and I have been accused of carrying things a bit too far with the "doctor" theme, but we had such a ball with it. Besides, we're now using it as an example of how to carry through a theme when you do a promotion.

Our sincere thanks for making yourself available to the Chamber and helping us raise additional funds for the Business Growth Center. In return, we want to do everything we can to help you break into this market.

We thoroughly enjoyed spending time with you and getting to know you. And no, we're not sick of Dr. Revenue yet. Your ideas have had a real impact on staff already. We are all very excited at the prospect of learning more from you and, in turn, teaching you something about chambers of commerce.

Best regards,

Selma Kristel, Director Business Growth Center

P.S. Included are a list of attendees and also mailing labels for everyone who attended Thursday's program. We also sent a set to Amanda.

April 5, 1996

John Haskell
"Dr. Revenue"
1700 Mandeville Canyon Road
Los Angeles, CA 90049



"Sharp Presenter, Knowledgeable, Organized, Great Audience Participation, was Well Prepared and Used Examples Well"

"He's a Pro, John took complex problems, broke them down into manageable pieces, that I can implement today"

"The whole conference was great! but John's workshop on, "Creating and Launching Your Marketing Plan", made the whole trip worthwhile!"

John,

You were the star of the show! Thanks for participating in Inc. Magazine's "High Return Marketing Strategies Conference". Listed above are a few of the comments people shared with me about your presentation. Clearly this audience has nothing but great things to say about you.

Your willingness to present a full day workshop, a 90 minute session and jump in for another 90 minute session, when a speaker cancelled at the last moment, is really appreciated. The conference was a wonderful success and a lot of the credit goes to you.

I look forward to working with you on our next "High Return Marketing Strategies Conference".

Sincerely

Kevin Gilligan

Conference Producer



December 1, 1998

Mr. John Haskell "Dr. Revenue" 1700 Mandeville Canyon Road Los Angeles, California 90049

Dear John:

On behalf of Greater Louisville Inc.-The Metro Chamber of Commerce, I want to thank you for speaking at the November session of the 1998 Business at Breakfast series. Your presentation was rated as "excellent" and I received several wonderful comments from our members including:

> "Great speaker, clear and concise!" "Great job, enjoyed it very much." "Good presentation, very useful information." "Very informative speaker, wished he could have spoken longer."

I truly enjoyed meeting you and getting to know you better over lunch. I hope your visit to Louisville was enjoyable and that you'll plan to visit us again soon. I appreciate your flexibility in our planning process. You were absolutely delightful to work with! Please let me know if there is anything I can do for you in the future. Thanks again for a memorable presentation.

Best Regards,

Tiffani Borowick

Hanks again Manager, Special Events