



MID-STATE SUPPLY

DIVISION OF YELLOW THUNDER CORPORATION
Wholesale Plumbing • Heating • Electrical • Cabinetry
Wautoma - Green Bay - Fond du Lac - Appleton - Menomonee Falls

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To Whom It May Concern:

When I met Ellen Rohr for the first time back in January '03, I was not prepared for the special passion and unique perspective which she would bring to her presentation. After two years and five seminars with Mid-State Supply, I can honestly say that she has been worth every penny which our company has invested...AND MORE! Ellen has taken it upon herself to actually follow-up with individual accounts after the seminar to encourage their goal setting as well as tracking their progress on specific matters. As a sponsor of these seminars, this is a breath of fresh air and I commend these actions.

During my 28 year tenure at this company, I have witnessed the lack of foresight and poor business practices by many professional contractors. Ellen Rohr's message is designed for not only them, but for all who associate with this great industry. She exemplifies the true spirit of encouragement and determination of American business.

Ellen Rohr is an extraordinary spokesperson for our times. If you are having any doubts about the "cost factor" for such a seminar, remember these very important thoughts. If you find it difficult to invest your time and efforts in the financial and proficient well-being of your customers, what hope is there for the next generation of men and women who seek work in the building trades? It's all about giving something back....the principle of 'paying it forward'....and people having a dream about what could happen when they apply Ellen's insight to their daily routines.

If you would like to speak with me personally, I would be more than happy to share my 'seminar experiences' with you anytime, anyplace. In the meantime, get on with it....and help spread the wisdom and wit of Ellen Rohr!

Pete Duesterbeck
President