

Mr. Barry Wishner
President
Proformance
568 Eleanor Drive
Woodside, CA 94062

Dear Barry,

Your presentation was the hi-light of the Jacuzzi Dealer Conference. As a veteran of this business for over 39 years I've been to a lot of meetings and suffered through boring speakers, but that was not the case with you.

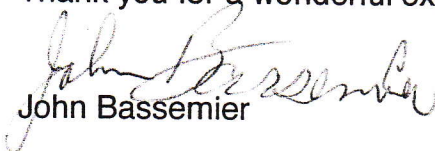
Barry, you did a great job. I was entertained, and surprisingly invigorated. I was receptive to your many ideas to keep business interesting and be different from all the other retailers in our communities.

Like most of the people in the audience I enjoyed your comments like:

- * Every few years you have to repot yourself (reposition yourself)
- * Never isolate yourself. A desk is a dangerous place to view your clients
- * Play up your strengths and ask — What do I do better than anyone else?

You are a "maverick" and from beginning to end you had our attention with your crazy sense of humor and warm personality. I can't remember when I had so much fun and felt the speaker was truly connecting with me and the rest of the group.

Thank you for a wonderful experience,


John Bassemier

P.S. It was a pleasure to be part of your audiences and have the opportunity to get to know you better outside the conference room. I know any group would benefit from your skill at customizing your talk and unique sense of humor.