



March 30, 2011

Subject: The Parkland Group

To Whom It May Concern:

We have known of and worked with The Parkland Group for nearly ten years. Our association started with the recognition that we shared a common view point regarding client services and deliverables. Where Parkland's focus is primarily for-profit enterprises, ours is in the non-profit sector. We have had several opportunities to joint-venture to each others mutual benefit.

In our opinion The Parkland Group and its founder Larry Goddard provide an unique value to their clients. Larry and his team are highly innovative, clear-thinking and motivated to ensure each client engagement produces tangible results. Each time we have provided referrals to Parkland we have heard glowing reports of their involvement.

Some of the aspects we consider of greatest worth are their abilities to rapidly assess a variety of complex situations and develop beyond-the-ordinary solutions. Whether a firm is confronting a crisis or looking ahead for superior positioning, Parkland will be a fantastic partner. The people at Parkland offer a broad range of skills and areas of expertise although they will be quick to identify where and when to bring in more specialized knowledge. Over the years we have watched Parkland develop new and superior tools to improve client business performance. We have yet to see a situation where Parkland would not have some solution to offer. Parkland is a firm to use if you seriously wish to improve your business results, are willing to consider change broadly, and have the appetite to achieve results.

One of the innovative tools Parkland has created is the SOAR Corporate Body Scan. We were proud to partner with Parkland to develop the Non-Profit version. This approach has already produced run-away results in the corporate world and we anticipate the same for the non-profit sector.

Larry and his team hold themselves to very high professional standards. When we first began to work together, both firms watched closely to ensure that the quality of the endeavor equaled our respective expectations. For OgdenPost, we will only partner with firms whose integrity is without question and whose expertise is under-sold and over-delivered! Parkland has generously shared excellent business insights with us and our clients in the non-profit sector and is rightfully a demanding albeit fair partner to work with. We count it a privilege to be associated with The Parkland Group and would be happy to provide any additional information.

Yours sincerely,

Frances A. Post

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Principal