



# Soaring Eagle

CASINO & RESORT

## Surveillance Dept.

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Cyndi Freschi,

One day last week, your Director of Sales, Rich Branda, called me and asked me if I would write a letter of recommendation for him. I told him that I would be glad to, but even as I was telling him that, I was hoping that my letter would not help him find another job. I was hoping that for entirely selfish reasons. I was hoping that, because I have counted on Rich for the past 10 years, and I dreaded the thought that he might be leaving your company. I was already feeling torn loyalties. Rich has been great to work with but so is everyone from North American Video. How was I going to choose between sticking with my friend, Rich, or sticking with NAV a company that I trust? I guess he heard the reservation in my voice, because he quickly explained that he was not leaving your company, that he really meant a letter of recommendation for the company, not for him personally, that was a huge relief.

I want to use this letter to say, thank you. Thank you, for the excellent support and service that I have received over the last decade. Thank you, for all the great support I have received and continue to receive on our recent conversion from analog video recording to digital video recording. This conversion project was my first opportunity to work with your company as an integrator not just as a supplier, and I am pleased to say that I find your service and support to be every bit as outstanding as an integrator, as you have always been as a supplier.

I started purchasing from your company 10 years ago because of service, Rich found a product for me that no one else could find. Because of that service, I found that you were one of the most competitive suppliers, price wise, and let's be honest, price is very important to me. I continue to purchase from you because of service. To this day, it is not enough that someone offer to beat your prices by a percentage point or two. Today, I tell the people who want my business, that they are going to have to knock my socks off with their pricing before I will even give them a chance to try and compete with your service.

I have been thinking for several days now, about how to best express my recommendation for your company. I think it boils down to this; I have made some large purchases from your company, some for over a million dollars, and always received great service. The big purchases are easy, almost everyone provides great service on six plus-figure purchases. The thing that keeps me doing business with you is that I get that same six plus-figure service on the \$10 purchases, to me that is the thing that really makes your company truly outstanding.

Thank you for this opportunity to say thank you,

Laurence "Larry" Sherwood

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