



August 29, 2010

To Whom It May Concern:

I have known Mr. Jerry Davis for the past fifteen years. During this time he has successfully negotiated my company's last five labor contracts. He has counseled me wisely on many difficult business matters and has mentored my son on how to survive in the world of business.

On the labor front he steered the course of our negotiations from abashed confrontation to professional and amiable sessions. He did this with respect integrity and firmness. His leadership skills and management expertise enabled him to present my company with five very favorable outcomes.

The outcomes have all been orchestrated to position my eighty-one year old bakery in such a way so that it can survive and flourish as it is passed on to the next generation.

Mr. Davis has made recommendations that have seen me through family business difficulties, outrageous commodity pricing, trademark problems, delicate employee situations, and customer acquisition and retention issues. He has recently introduced the company to Strategic Planning. His skilled facilitation has already helped reap some benefits.

I have no hesitation in recommending Mr. Davis as a tough, distinguished and capable negotiator. His broad experience and competent judgment have served my company well.

Sincerely,

Mary Mancini Hartner

President

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