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To Whom It May Concern:

I have known and worked with Larry Bangs for close to two years in three capacities including that of a personal business coach, a facilitator for our association's board strategic planning retreat, and an inspiring public speaker.

Currently, my client services list includes providing Executive Director services for PIA, "Plantscape Industry Alliance." As the person responsible for coordinating PIA's strategic planning retreat, Larry was referred to me by one of his long-time clients who is also a valued member of our association. During the retreat, Larry did an extraordinary job of galvanizing skeptical owners and executives from our association. In the course of a day, he led us through a variety of sessions resulting in our having developed a Core Purpose, Core Values and a set of 5 Year Goals. Most of all, Larry got us to see where we were "stuck" as an association. At the time, we were known as CIPA, "California Interior Plantscape Association." With Larry's coaching, we committed ourselves to a big leap – moving from a state association to one that serves the entire country. From this was born our change in name. The results have been very gratifying. We held our first convention and trade show outside of California. It was a big success, attracting plantscapers from as far away as Maine, and we can truly say we are now a national association. This year, to maintain the rate of progress we are making on our 5- Year goals, we have asked Larry to provide key committee members with consultation and coaching services at scheduled intervals throughout the course of the year.

The PIA convention planning committee asked Larry to conduct the closing keynote at our national convention last October. The topic was "Business Ethics" and even though it was the last seminar on the last day, it was well attended and very well received.

In April of 2005, I hired Larry to coach me in my own business. PIA is only one of the clients served by my business, and I was struggling both with financial issues and staffing. Larry got me to see immediately that I was undervaluing my service significantly and should move to raise my rates. I was more than a little wary of making the move, but I took his coaching and it has made a huge difference. My clients accepted the proposed raise in rates without blinking an eyelash and the financial condition (especially the profitability) of my company is completely transformed. Larry has also been invaluable in coaching me regarding my staff. He helped me through some difficult staff turnover, and I now have the people I really want to have. He has also done some direct training with the staff on sales and enrollment and will be doing more (the staff specifically asked for more after the first session). Larry also coached me in leading the staff in an annual planning exercise – something I had never done before. The staff really owns our purpose, values and goals because they were instrumental in creating them!

There are two things about Larry's coaching that I value very highly (above and beyond the wonderful results that he has helped us produce). Part of his coaching commitment is to be available for "on the spot" coaching in between regularly scheduled coaching sessions. He has always been very prompt in getting back to me on those occasions when I have needed to call on him. I also appreciate his "tell it like it is" directness. Sometimes I don't like hearing what he is telling me, but invariably he points out some "blind spot" that needed revealing and discussion. As a result of Larry's coaching, I feel that I have become a better business owner, manager and Executive Director for the associations I serve. I recommend his services without reservation.

Sincerely,

Mary A. Golden

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Owner, The Golden Group