

The logo for New Hope Natural Media features a stylized green leaf icon to the left of the text. The text "New Hope" is in a teal serif font, and "Natural Media" is in a larger, bold teal serif font. Below this, the tagline "A Division of Penton Media, Inc." is written in a smaller, italicized teal serif font.

New Hope  
Natural Media  
*A Division of Penton Media, Inc.*

February 7, 2008

Larry Bangs  
Bangs Business Coaching  
1572 Bradley Dr.  
Boulder, CO 80305

Dear Larry,

I wanted to take a minute to thank you, and to tell you how much I feel your presence has been felt by the people at New Hope Natural Media. When I contacted you over a year ago, I thought we had a specific need for business coaching for a few select individuals. What we learned, was that until we could nail down the essence of our organization (our core values, core ideology and clear vision), all the coaching in the world would not accomplish our mission. It was your ability to drill down to the core of many of our issues, and to uncover the brutal truths that stood in our paths. It was your guidance in defining, identifying and presenting the tangible view of "total commitment to succeed," and your simple yet effective exercise of "requests and promises," that have made a measurable difference at New Hope.

As we now enter the phase of business coaching I had in mind when we met, it is easy to see why you advised as you did, and how much more effective it will become.

Thank you for coming along-side the people, principles and practices of New Hope, and for truly making a difference for both our business, and the happiness of our people.

Kind regards,

Scott Owen  
Executive Vice President  
New Hope Natural Media