

Mr. Paul Johnson
Panache and Systems
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Suwanee, GA 30024

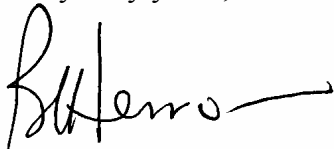
Dear Paul:

You did a great job presenting at the recent Entrepreneurs Forum special interest group. **Of all the programs we've had** at our monthly meetings, **your program "Preparing to Open your Mouth; Creating Sales Messages"** **generated the most positive comments.**

As you know, I work with a lot of early stage technology companies. One of the biggest hurdles they have to overcome is confusing a software demonstration with a sales presentation. Your emphasis on creating a unique selling message that is supported by a few compelling and memorable elements was right on target. **Your examples sparked a lot of interest** among the entrepreneurs present and helped them to better understand how to create a great sales message for their company.

You've also added an interesting dimension to the meetings of the Southeastern Software Associations with your "twisted logic" introductions. **A nice change from the predictable** program introductions! Thanks again for your support and contribution to the Entrepreneurs Forum and SSA. I hope we can count on more of your informative and entertaining programs.

Very truly yours,



Bonnie L. Herron
Vice president