

November 23, 2010

To Whom it May Concern:

The Competency Group (formerly Future Learning) has been working with Marketing Breakthroughs since August 2010 on a web build and marketing process. Here are the things that have stood out so far:

- The MB team has taken great efforts to understand what we do in order to help us rebrand the company and describe our services. This is very important as we have found it so challenging to describe our services ourselves in the past.
- Steve has lead us through a rebranding process that has helped us confirm our focus and direction. I really value his extensive experience as a marketer to guide us through this process.
- Steve's strong leadership and interest in the project is evident even when we are not dealing with him on a regular basis. It is possible to lose the overall vision as a project is implemented, so Steve's ongoing leadership and supervision of the project are important. This is particularly true as the website is being developed. Having the marketers oversee the web development was one of the major reasons we went with MB. Our experience with web developers in the past is that they are difficult to communicate with, resulting in less than desirable results. It has been comforting to know that Steve is "watching over" things as they get implemented. And it is very helpful to have Casey as the overall go-to person for all project work.
- The MB team is always readily available and most enjoyable to work with. I have confidence in the capabilities of Steve, Casey and Dave.
- We have found Envision to be prompt, easy to work with, attentive to detail and knowledgeable.

We are pleased with the progress of this project so far. We are looking forward to the completion of our website by mid December.

Sincerely,



Bernadette Allen,

President